

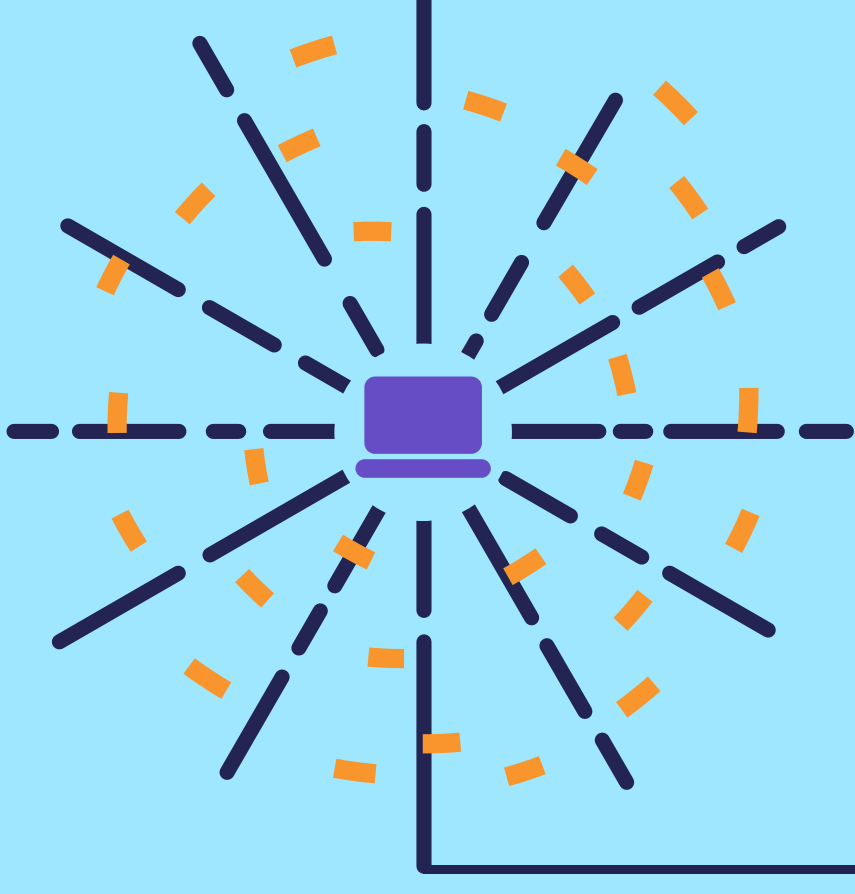
Securing Sensitive Data for Cloud Analytics

Run analytics at scale with privacy by default.

The explosion of data

In 2020, every person on Earth created 1.7 megabytes of data.

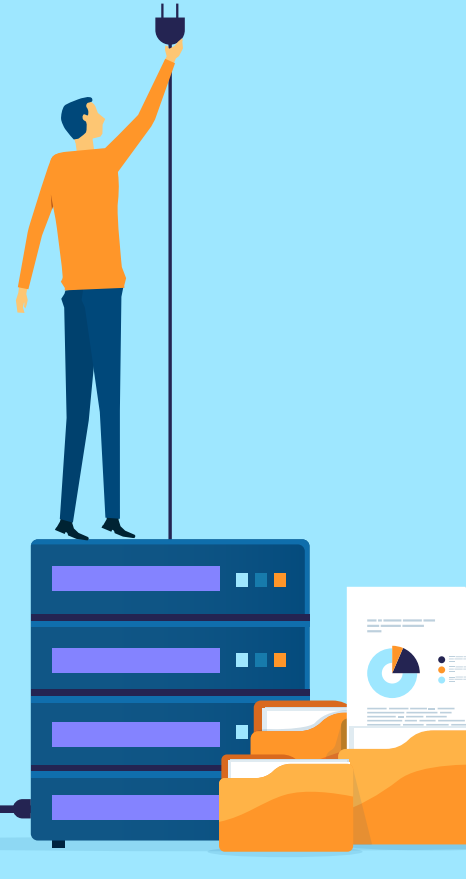
(Source: McKinsey & Company)



Acceleration to the cloud

By 2025, 85% of organizations will embrace a cloud-first principle.

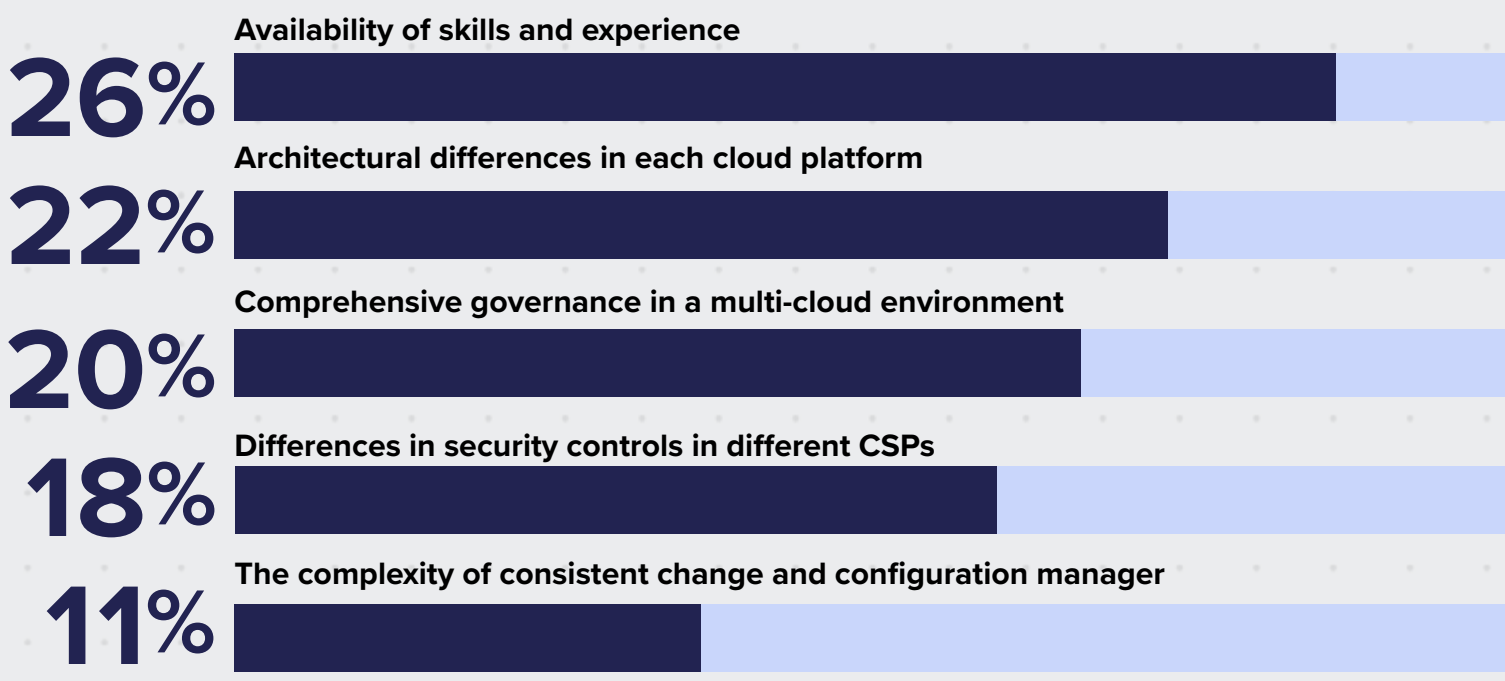
(Source: Gartner)



Concerns with the shift to multi-cloud

Organizations have a multitude of concerns with the cloud, such as loss of sensitive data, improper configuration and security settings, and unauthorized access.

When using multi-cloud, those top concerns change:



(Source: Cloud Security Alliance)

Data breaches show no sign of slowing down

↑ 68%

In 2021, 1,862 breaches occurred, up 68% from 2020.

(Source: Identity Theft Resource Center)

\$4.4m

The average cost of a data breach

(Source: The Ponemon Institute)

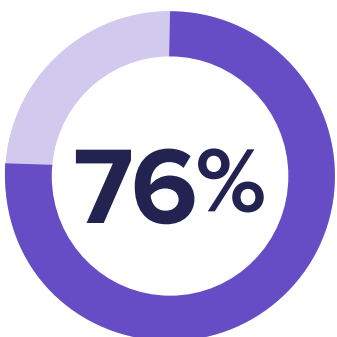
\$400m

The average cost of a mega-breach

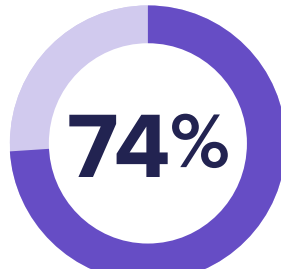
The most significant cost of a breach

Failing to protect customers' data has many negative consequences for organizations. Protecting personal data is essential for a range of reasons.

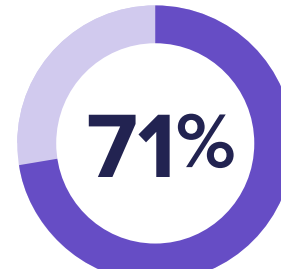
Avoiding loss of customer trust



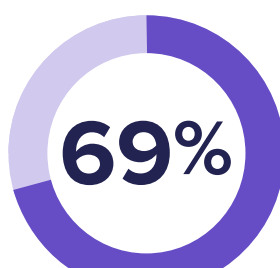
Avoiding loss of corporate reputation



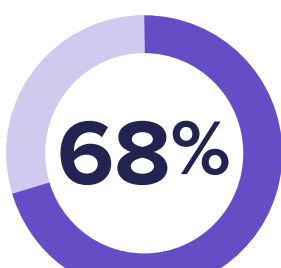
Avoiding loss of the value of our company



Avoiding regulatory fines for non-compliance



Avoiding loss of corporate brand value



(Source: Osterman Research)

Modernize your data protection

Here are **five** things to consider with data protection in the age of cloud and analytics.

Assume that unprotected data is vulnerable, everywhere and always.



Avoid needing to unprotect data in order to move it.



Ensure that your provider's protection is independently validated.



Protect everything, not just your crown jewels.



Preserve the ability to analyze data in its protected form.

Voltage SecureData Cloud and Analytics

Run analytics at scale with privacy by design and reduce multi-cloud complexity with Voltage SecureData. Our leading format-preserving data protection techniques are persistent and platform-agnostics, allowing you to protect data over its entire lifecycle.

[Learn more](#)