



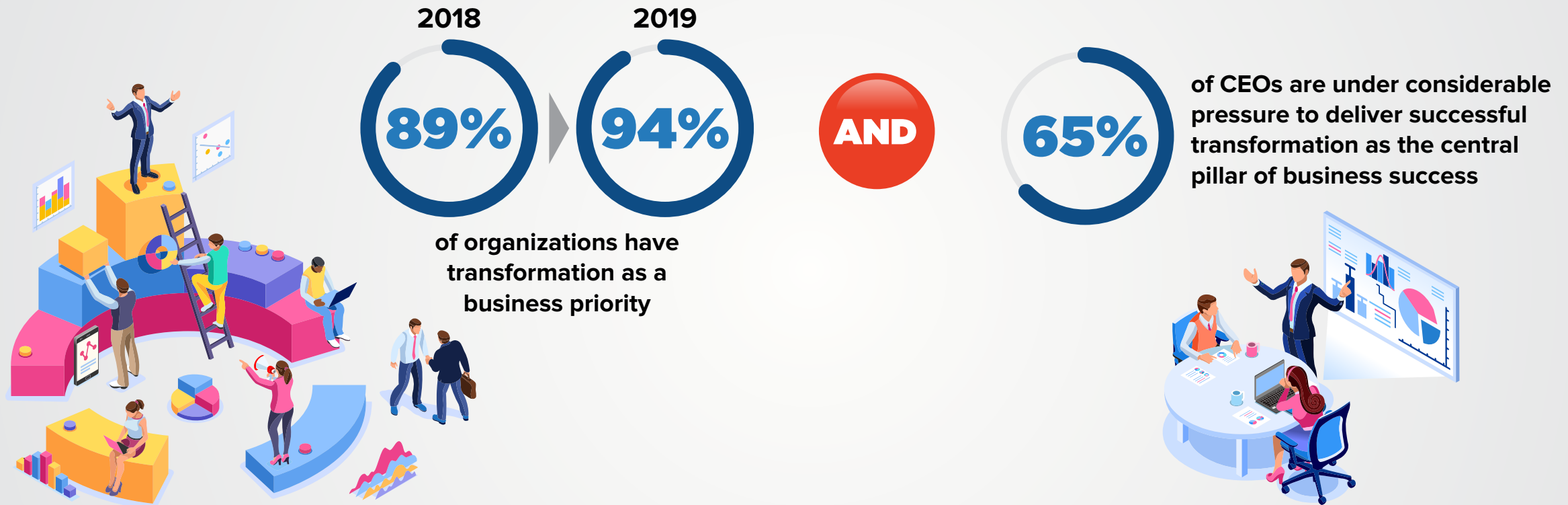
Know Your Data:

From Discovery to Insight

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By Konstantin Rychkov, Research Manager, Software, Western Europe, and Dominic Trott, Research Director, European Security & Privacy

Digital Transformation Pressure



Secure transformation demands full visibility and control over collected data to ensure its protection, achieve privacy compliance, and generate value.

Data Is at the Core of Transformation

Data and analytics are critical components for DX, and their importance for innovation **will grow by 75% going forward**, according to IDC's *Becoming a Data-Driven Organization Survey, 2018*.

Currently, 4 out of 10 organizations understand the high or extreme importance of data analytics and its fundamental role in the success of today's enterprise.

Data underpins DX across the organization, and it is a cornerstone for transforming IT and data operations together with operationalizing compliance.

However, data retention also represents exposure to risk given the threat of regulatory and policy non-compliance and the dawning realization that each piece of data represents an expansion of the attack surface.

Given the strategic enterprise importance that data and data analysis represents, including within a broader DX context, data risk thus becomes a business risk for digitally transforming enterprises.

To manage this risk, there are two key steps:

- You can't manage what you don't know you have. Successful DX depends on data discovery and understanding.
- All data is not born equal from a sensitivity perspective – especially personal data. To offer contextually-appropriate data protection, access, and management requires data classification in context, an important element for a successful DX strategy.

Privacy-aware data governance that spans data discovery, classification, and the full data life cycle is critical to help DX strategies succeed. Not only does it allow for appropriate protection of data, it also ensures the control and utility of enterprise data.

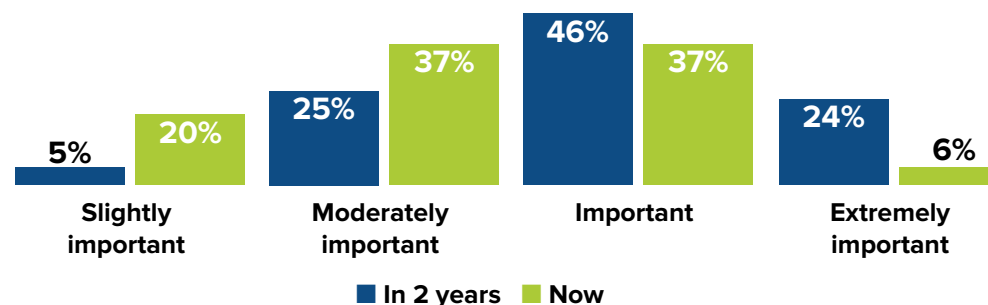
Data-driven Transformation Comes with Escalating Risks

Data risks in DX include:

- » **Data privacy.** Compliance requirements such as the EU’s GDPR and California’s CCPA can have negative implications for business intelligence data utilization.
- » **Data storage and retention.** Exponential growth of the data pull is paralleled with increasing risk of holding data.
- » **Data hygiene for analytics.** Data poisoning can cause a major business malfunction.
- » **Data protection and controls.** Data breaches now can entail civil prosecution and penalization.
- » **Data discovery.** The utility of data depends on its quality and the ability to obtain the right information at the right time.

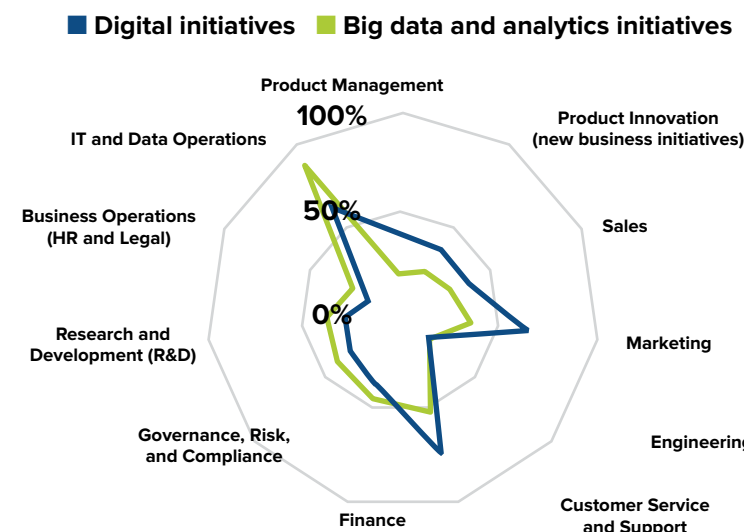
In two years, data and analytics capabilities will define transformation for **70% of organizations**. As new initiatives spread and expand across departments, so do risks associated with data.

Data becomes the cornerstone for business change



Q: How important are your organization’s big data and analytics capabilities in driving business/ digital transformation and innovation?

Data initiatives follow and underpin digital change across organizational structures



Q: In which of the following departments are your big data and analytics initiatives being implemented? Digital initiatives?