## FROM EDGE TO AI

# AN ENTERPRISE DATA GOVERNANCE **ROADMAP**



Growing Challenges

Security breaches grew 424% in 2018.[1]



**Customer Rights** 

Over 6 million personal records

are lost or stolen

daily.[3]



# 4 Steps to Data Privacy as a Core Business Process

with GDPR compliance.[2]



a data strategy incorporating "Privacy by Design" principles.



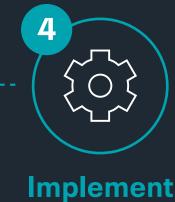
#### the data your

organization stores and review for regulatory compliance.



#### your data

architecture to support your top use cases.



### your data strategy

on a centralized enterprise data platform.

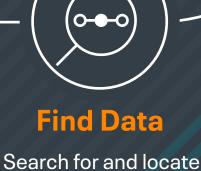


## BENEFITS of Cloudera Technology

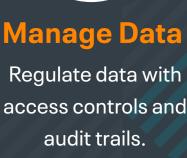
for Data Governance



### through encryption or tokenization.



#### your data anywhere it's stored.



**Receive Alerts** 

Instant data breach

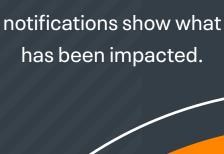


every access point.

**Retrieve Data** 

Recall data instantly, view

status, and see data







Businesses make data

Customers have

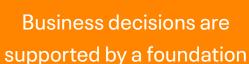
confidence their

privacy a strategic, proactive, and core function.



### privacy is respected. secure and compliant.

**GOVERNANCE** 



Enterprises have

confidence that data is

of trusted data and better data insights.



Reactive management of customer data.

Costly fines.

Drop in stock price and company devaluation.

Damage to corporate reputation and brand.

Governance helps you gain greater insights from your data.

Visit the Cloudera website to learn more about

Disclaimer: "This content is not intended to constitute legal advice. Readers should consult with their legal counsel regarding compliance with GDPR and other laws and regulations applicable to their particular situation and intended

"Lowering Business Risk with Data."

use of any Cloudera products and services." [1] https://4iq.com/2019-identity-breach-report/

[2] https://datacenterfrontier.com/50-percent-of-firms-still-not-gdpr-compliant-how-about-your-data-center/ [3] https://breachlevelindex.com/