



WHY ENTERPRISE DATA PRIVACY & SECURITY MATTERS MORE THAN EVER

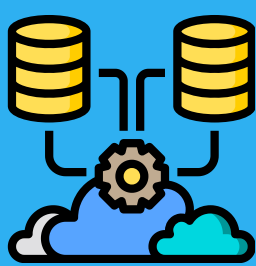
PRIVACERA



DATA DRIVEN ENTERPRISE

Digital transformation initiatives driving growth in enterprise analytics. Big data and analytics software market, expected to grow at a five-year CAGR of 12.5%.

IDC: Worldwide Big Data and Analytics Software Forecast, 2019–2023; www.idc.com/getdoc.jsp?containerId=US44803719



CLOUD MIGRATION

Data is shifting from on-premises to the cloud. Worldwide market for cloud systems and service management software forecast to have five-year CAGR of 24.1%

IDC: Worldwide Cloud System and Service Management Software Forecast Update, 2020–2024: Enterprise Investments Rebound, www.idc.com/getdoc.jsp?containerId=US47079320



COMPROMISED RECORDS

3,932 publicly disclosed data breaches in 2020, resulting in 37 billion compromised data records, 141% increase in volume.

Risk Based Security: 2020 Year End Data Breach QuickView Report www.riskbasedsecurity.com/2021/01/21/new-research-no-of-records-exposed-increased-141-in-2020



PRIVACY REGULATIONS

Increasing rate of governmental privacy regulations. US Healthcare HIPAA in 2016, European GDPR in 2018, California CCPA in Jan 2020, LGPD in Brazil in Feb 2020

DLA Piper World Privacy Laws, www.dlapiperdataprotection.com/

WHY ENTERPRISES NEED PRIVACERA

Data Scientists need access to data. Data security cannot be compromised. Enable fine-grained access control through centralized policy management across multiple cloud services.

