



Are you unable to monetize your data because of new privacy requirements like GDPR?

*Get your data where it's most valuable. Avoid compliance and security risks.*

Your data is valuable, but only if it's in the right hands. But there's a huge problem, your data's in hundreds of locations and you're required to manage the consent of thousands or millions of users across dozens of permitted uses by internal users and 3<sup>rd</sup> parties you want to sell your data to. With the PrivOps Matrix™, you can manage this complexity while making sure personal data is anonymized or filtered when required and data subject requests are honored.



You may not even know where all your sensitive and valuable data is. So why not integrate and build data governance automation while you do the data discovery? That way, you only do it once.

**Make agility your core competency.** Your business demands that supporting technologies adapt to change with lightning speed, are resilient and secure. We make this possible by unifying the automation, integration and governance of data, applications and infrastructure.

You only integrate and automate each data element once, so as you execute, digital initiatives are delivered ever faster and at lower cost. Below are key initiatives using the PrivOps Matrix™ as a fast track for digital transformation.

Initiative	Business outcome	PrivOps Matrix™ use case
Cloud Governance Automation	<ul style="list-style-type: none"> <li>Minimize security risk for cloud migrations &amp; deployments</li> <li>Reduce cloud spend 25-60%</li> <li>Improve developer productivity</li> </ul>	<ul style="list-style-type: none"> <li><b>Proactive cloud security</b> – Avoid technical debt by automatically applying security policies before deploying to the cloud</li> <li><b>Multi-Cloud cost containment</b> – Prevent overbuying in the first place by controlling user access to resource types, sizes and quantities while making it easy to deploy with automation</li> <li><b>Storage auto-tiering</b> – Automatically move data to less expensive storage without degrading user experience</li> </ul>
Salesforce/SaaS vendor migrations & consolidation	<ul style="list-style-type: none"> <li>Reduce cost or access new capabilities by easily switching vendors</li> <li>Improve data productivity</li> </ul>	<ul style="list-style-type: none"> <li><b>SaaS integration</b> – Take advantage of SaaS applications without being held hostage by being forced to use their platform for integrations and data</li> <li><b>SaaS migration</b> – Once you own the data and the integrations, it's far easier to move to other vendors when needed</li> <li><b>SaaS consolidation</b> – For reasons like M&amp;A, many companies have multiple SaaS accounts, multiple vendors. Once you own the data and the integrations, it's far easier to consolidate</li> </ul>
Virtual Data Lake for AI/ML & Analytics	<ul style="list-style-type: none"> <li>Reduce data lake infrastructure cost 90%</li> <li>Improve analyst productivity</li> </ul>	<ul style="list-style-type: none"> <li><b>Distributed data fabric</b> <ul style="list-style-type: none"> <li>Integrate seamlessly with tools to rationalize, cleanse &amp; analyze data via AI/ML</li> <li>Pull only data needed for queries in real time – avoid aggregating unneeded data</li> <li>Only cache (store) data you use frequently</li> <li>Avoid over-provisioning cloud resources</li> </ul> </li> </ul>
GDPR & Data Governance Automation	<ul style="list-style-type: none"> <li>Monetize your data</li> <li>Mitigate compliance risk</li> </ul>	<ul style="list-style-type: none"> <li><b>Sensitive data masking</b> – Filter sensitive personal data automatically when passed to internal and 3<sup>rd</sup> parties based on consent &amp; permitted use</li> <li><b>GDPR request automation</b> – minimize operational and security risk by automating GDPR tasks like Right to be Forgotten, consent changes, etc.</li> </ul>

 *Set your data free, set your company free*