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Automate Privacy & Security at scale with Data Governance



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Understand how to accelerate data outcomes and enable data trust, protection, and compliance with a governed data foundation

Presenters:
Simeon Lazarov
Sales Leader, Data & AI

Anastasia Arnaut,
Technical Leader, Data & AI

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Why

A strong data governance foundation

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is critical for capturing value from data

Data governance can help accelerate insights and address data privacy and regulatory compliance

Data governance for compliance

Organizations struggle to keep pace with data privacy and industry regulations.

↓

To ensure data privacy and compliance, it is critical to protect access to sensitive data, track data lineage and address quality issues.

Data governance for insights

Organizations struggle to deliver timely, trusted, quality data for business insights.

↓

Data is useful only if its context, content and quality is trusted and continuously evaluated.

However, fundamental challenges inhibit enterprises from becoming data-driven

45%

Data access
Multiple locations, clouds, applications and data silos hinder timely delivery of right data to the right users.

Only **45%** of enterprise data useful for analysis was analyzed or fed into AI.[1]

80%

Data quality
Poor data quality and consistency lowers trust in data.

80% of business executives surveyed do not trust their data.[2]

26%

Data literacy
Lack of a consistent understanding of data across the organization can hinder data utilization.

26% of survey respondents cite expanding companywide data literacy as a high or critical priority.[3]

18%

Data protection
Inadequate data protection increases risks of non-compliance.

Only **18%** of survey respondents report that their firm excelled at protecting organizational data.[4]

Source: 1. IDC, How Is Data Utilization Rate Changing in a Time of Uncertainty? Doc # US49286422, June 2022
Source: 2. The Data-Powered Enterprise, Capgemini Research Institute, 2021
Source: 3. Forrester Trends report, August 2021- Data Literacy Matters to your company's success
Source: 4. Forrester's Data and Analytics Survey, 2022

By 2024, more than 80% of companies worldwide will face modern data privacy and data protection requirements[1]

PIPEDA
Canada

CCPA
California

CPA
Colorado

SB 220
Nevada

VCDPA
Virginia

LGPD
Brazil

GDPR
Europe

Data Protection Act
Ghana

POPI
South Africa

Republic and Data Privacy Acts
Philippines

PDPA
Singapore
Thailand



Source: 1. Gartner® Hype Cycle™ for Privacy 2022

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When data is not trusted and protected, organizations face innovation hurdles and financial risks

30%

of total enterprise time was spent on non-value-added tasks because of poor data quality and availability.[1]

61%

of organizations unable to harness data to create a sustained competitive advantage.[2]

$1.2bn

fines handed out over breaches of the EU GDPR law since Jan. 28, 2021[3]

$4.35mn

average cost of a data security breach in 2022[4]

Source: 1. Mckinsey, Designing data governance that delivers value
Source: 2. The Data-Powered Enterprise, CapGemini Research Institute, 2021
Source: 3. CNBC, “Fines for breaches of EU privacy law spike sevenfold to $1.2 billion, as Big Tech bears the brunt,” January 2022
Source: 4. IBM, Cost of a Data Breach Report, 2022

What

Create a governed data foundation with the data governance use case of IBM data fabric

1

Establish a strong data governance foundation for improved understanding, trust and protection of data

2

Address data privacy requirements by controlling who can access what data

3

Support compliance with industry regulations

4

Simplify management of data products to facilitate self-service data access

How

IBM Watson Knowledge Catalog streamlines access to trusted, quality data while addressing privacy and compliance requirements

1. Establish a strong governance foundation to help understand, trust and protect data
2. Address data privacy requirements
3. Support compliance with industry regulations
4. Simplify management of data products

1

Establish a governed data foundation

– Consistent understanding of data
– Advanced data discovery and curation
– Simplified policy management



Key capabilities of IBM Watson Knowledge Catalog

– AI-augmented data catalog with extensible business glossary, data classes, reference data, and classifications across new and existing sources applies semantic meaning to key data assets.

– Discover technical metadata and automatically assign data classifications and business terms.

– Customizable workflow management ensures proper review, approval and publication processes for data and governance assets.

– Get broad views of data with insights into their relationships and context through ML-powered, knowledge-graph-based matching.

2

Address data privacy requirements

– Mitigate data privacy risks
– Protect distributed data assets
– Improve data utilization with trusted data



Key capabilities of IBM Watson Knowledge Catalog

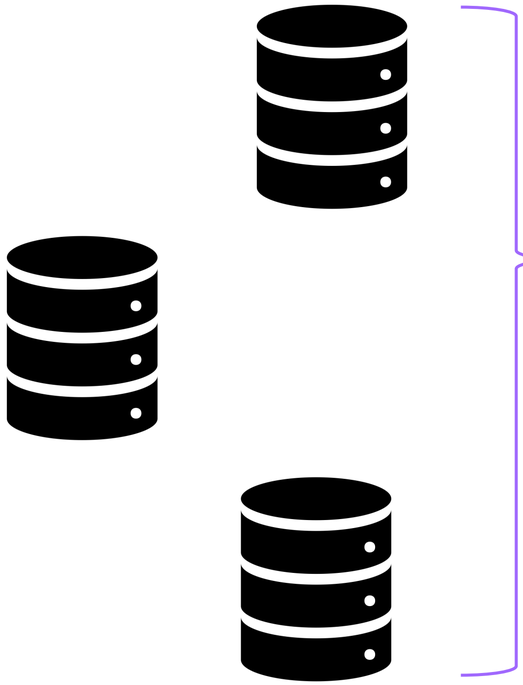
– Create data protection rules to control data access within catalogs, data refinery, virtualized data assets, Guardium, and masking flows.

– Automate enforcement of data protection rules as sensitive data is consumed within key endpoints inside and outside of Cloud Pak for Data.

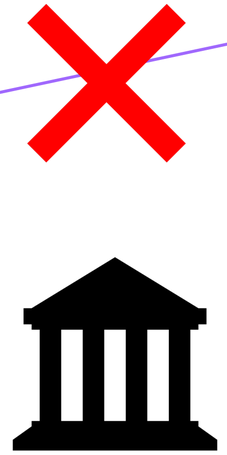
– Mask data with advanced de-identification techniques such as—format-preserving encryption, tokenization, hashing and more.

– Protect data outside of Cloud Pak for Data with masking flows and integrations with Watson Query and Guardium.

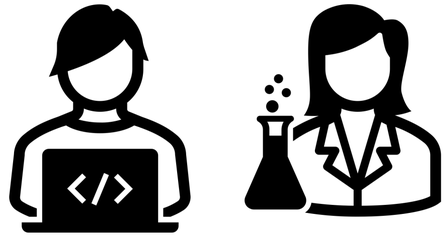
State of the modern enterprise data landscape



Enterprise data is stored in diffuse sources with limited access



Risk teams must manage cybersecurity breach risks while maintaining GDPR compliance, **often causing limited data usage**



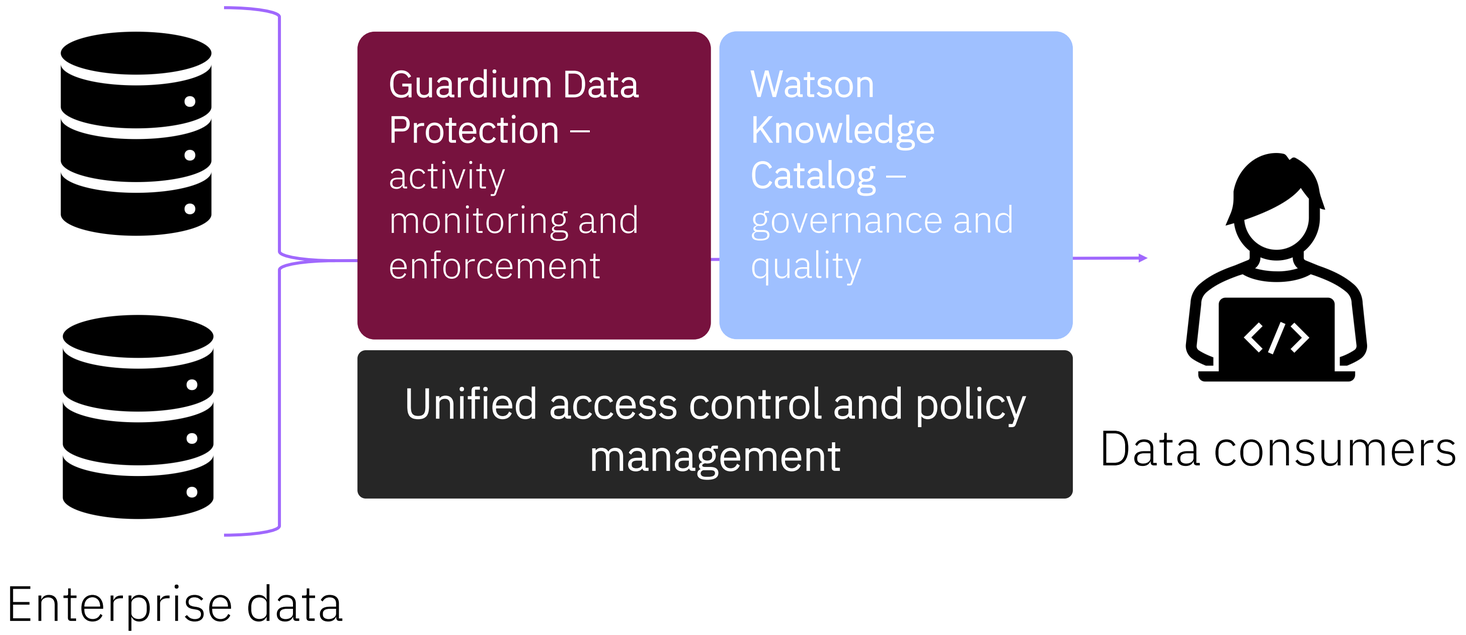
Data consumers like data scientists and developers need data access to drive enterprise value

Enterprises must be able to strike a balance between managing cybersecurity and regulatory risk while still having trustworthy methods for allowing data consumers to derive value from enterprise data

Guardium with Watson Knowledge Catalog

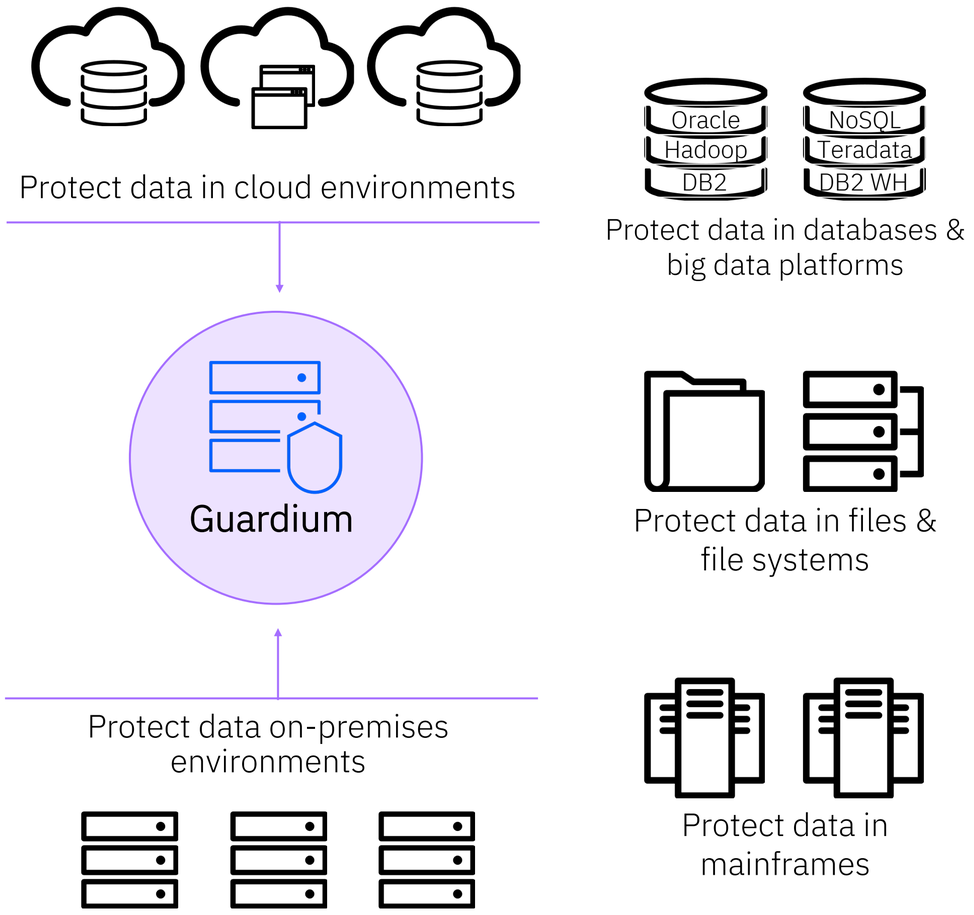
Integrate your data security and governance platforms to provide unified data access control

- Integration between Guardium and Watson Knowledge Catalog provides **unified data protection across the enterprise data landscape**
- Watson Knowledge Catalog Data Protection Rules can now be enforced by Guardium as customers access data directly from the source. Policies can:
  - Deny or grant access to data
  - Mask column level data with hashing, tokenization, and format preserving encryption
- Guardium + WKC unifies data security with data privacy and governance to provide the most comprehensive foundation for data risk management.



Guardium with Watson Knowledge Catalog

Integration to enable and simplify your data security and compliance journey



- ✓ Simplifies compliance
- ✓ Provides deep data-centric security capabilities
- ✓ Broad platform support and massive scalability for the largest on-premises and cloud environments
- ✓ Supports **hybrid multi-cloud** data protection with holistic risk views and supports consistent data security policies across environments

3

Support compliance with industry regulations

– Simplify compliance with new regulations
– Proactive data quality management
– Promote auditability with data lineage



Key capabilities of IBM Watson Knowledge Catalog

– Design and manage policies to describe organizational guidelines, industry regulations and standards to control how data assets are used.

– Dynamically apply industry-specific regulatory policies using governance rules on distributed data.

– Apply industry specific accelerators to business terms and classes.

– Data lineage capabilities provide deeper visibility into where data came from, how it has changed, and who is using it.

– Assign data quality scores to your Critical Data Elements and simplify curation through AI-driven data quality rules.

4

Simplify management of data products

– Self-service access to governed data
– Data marketplace experience to find and consume data
– Business-friendly publishing experience for data assets



Key capabilities of IBM Watson Knowledge Catalog

– Data catalog for sharing governed data and analytic assets

– NLP-powered semantic search for quickly finding relevant assets (English only)

– Automated profiling and classification of data assets

– Automated data curation capabilities and semantic intelligence to enable data product interoperability

– Federate global data policies to distributed data domains for local enforcement

– Support for different data governance models such as centralized or decentralized (federated) models

IBM Watson Knowledge Catalog streamlines access to trusted, quality data while addressing privacy and compliance requirements

IBM Watson Knowledge Catalog on Cloud Pak for Data is a data governance and cataloging solution that facilitates advanced data discovery, data quality management, data governance, automated data lineage and data protection.

Learn more at:

https://www.ibm.com/cloud/watson-knowledge-catalog

https://www.ibm.com/products/cloud-pak-for-data/governance

Summary of capabilities

Discover technical metadata

Assign semantic context with business terms

Data quality management and data observability

Automate data classification

Catalog data assets for self-service access

Define data protection policies and rules

Define and maintain Business Glossary

Automate data lineage

Data Privacy Risk Assessment

And analysts agree, IBM is a leader in multiple categories across data governance

Gartner Magic Quadrant for Data Quality Solutions



Forrester Wave: Enterprise Data Fabric



Gartner Magic Quadrant for Data Integration Tools

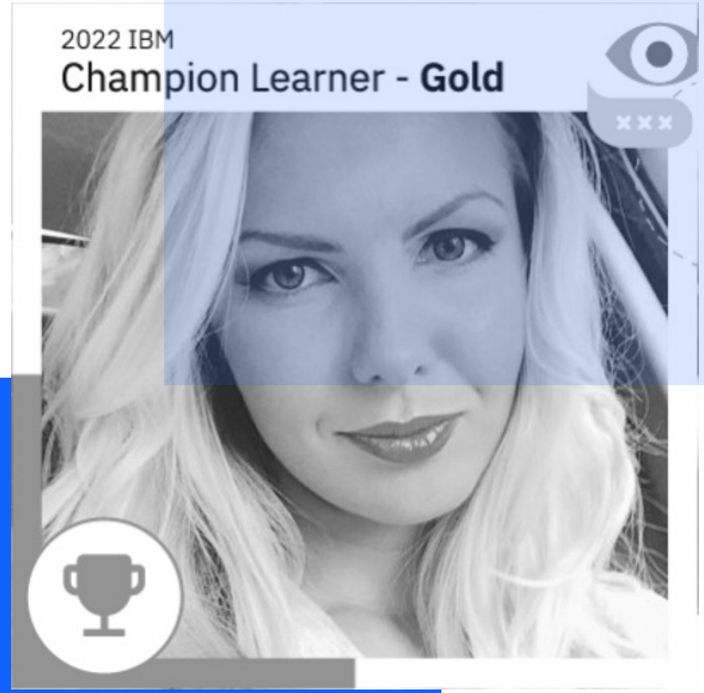


Contact us:



Simeon Lazarov
Sales Leader, Data & AI

simeon.lazarov@ibm.com
+359 877331819



Anastasia Arnaut
Technical Leader, Data & AI

ana_arnaut@bg.ibm.com
+359 890102165

