

Data Intelligence: Where to Begin

May 2021

OneTrust DataGovernance
DATA INTELLIGENCE SOFTWARE

Today's Speaker



Leila Jacob

Solutions Engineer, OneTrust

Today's Agenda

01 | The Data Landscape

02 | Keys to Bridge the Gap

03 | How OneTrust Supports

The Data Landscape

The Modern-Day Data Problem

TODAY'S COMPLEX DATA ECOSYSTEM



SaaS Systems



Data Lakes



Data Processing



Third Party Data

CREATES DIFFERENT CHALLENGES



Large Data Volume



Hidden Data



Toxic Data



Inferred Data

THAT POSE THREATS TO YOUR BUSINESS



Data Breaches



Compliance Risk




Policy Violations




Breach of Contract

THIS CREATES UNIQUE CHALLENGES FOR DIFFERENT STAKEHOLDERS IN YOUR BUSINESS



Customer Service

Need for smarter call routing



Ops Teams

Optimize processes



Marketing

Tailor outreach

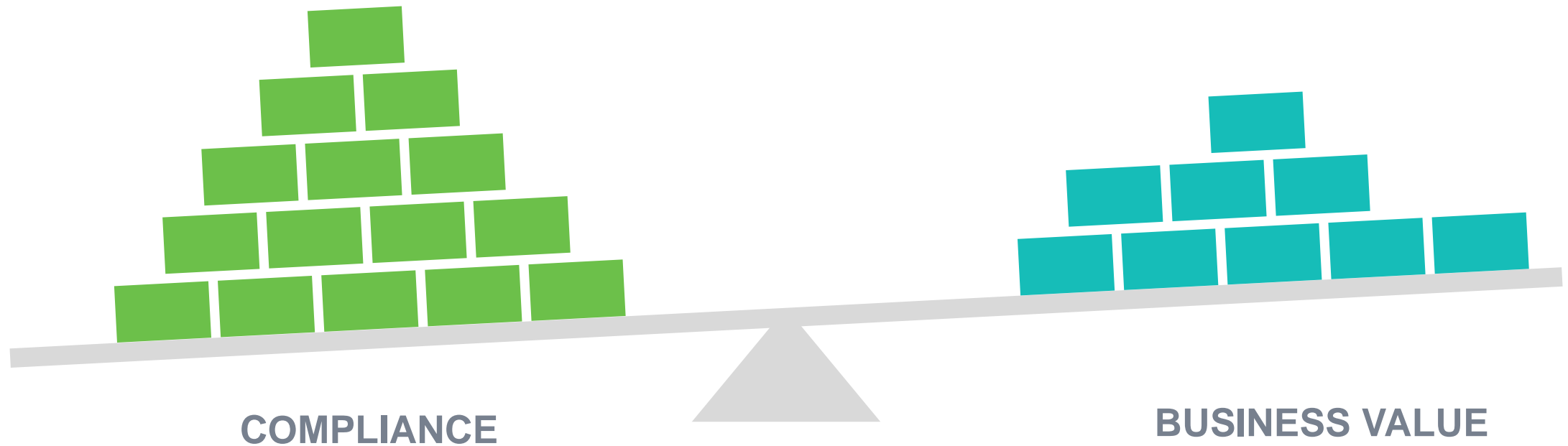


Sales

Quantify leads

Creates a Business Problem

The Balance Between Compliance and Value

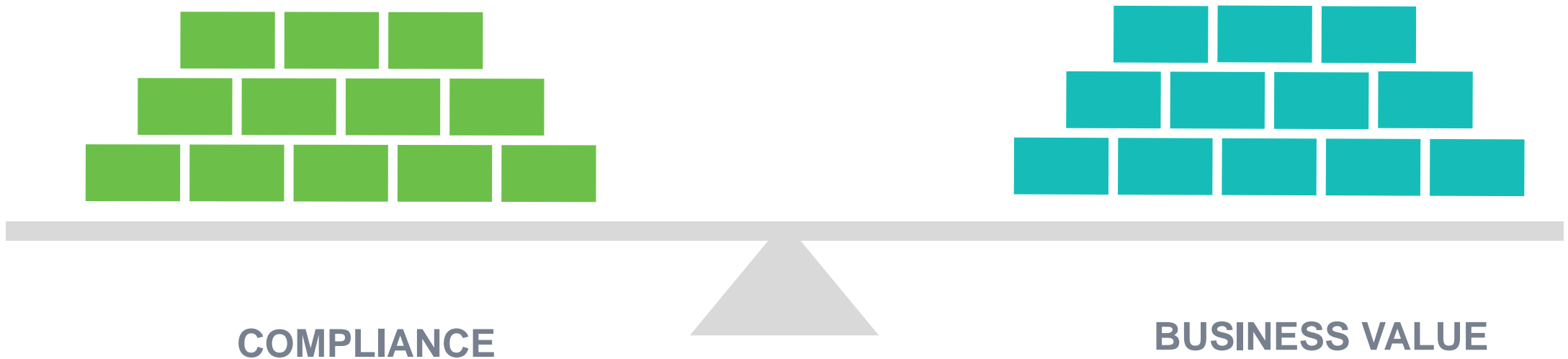


Build Trust and Minimize Risk
Through Transparency & Compliance

Build Trust in the Data Through
Quality and Consistency

Leverage Data as a Differentiator to
Drive Innovation and Business Value

Data Intelligence is Built from a Unified Governance Strategy



UNIFIED DATA GOVERNANCE PROGRAM

Keys to Bridge the Gap

And Create a Faster Path to Data Intelligence

ADVANTAGES FOR ADOPTING A UNIFIED DATA GOVERNANCE SOLUTION



Truly Know Your Data



Understand the Data
Holistically



Unify Tools and
Processes

ADVANTAGES FOR ADOPTING A UNIFIED DATA GOVERNANCE SOLUTION



Truly Know Your Data



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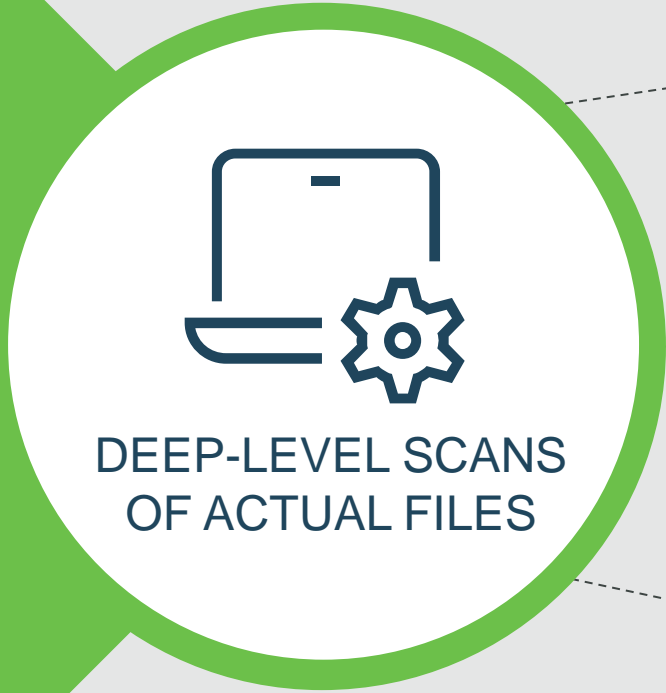
Unify Tools and
Processes

Deep-Level Discovery Goes Deeper Than Metadata

STRUCTURED DATA
SQL | RDBMS | XSL

SEMI-STRUCTURED DATA
Data Lake | NoSQL | HTML | RDF

UNSTRUCTURED DATA
Email | PDFs | Audio/Video | Images



COMMERCIAL DATA



CUSTOMER DATA



PERSONAL DATA

ADVANTAGES FOR ADOPTING A UNIFIED DATA GOVERNANCE SOLUTION



Truly know your data



Understand the data
holistically



Unify tools and
processes

Accurate Classification for Compliance and Data Professionals



EMPLOYMENT DATA



EMPLOYMENT DATA



EMPLOYMENT DATA



PII



CUSTOMER DATA



PERSONAL HEALTH INFORMATION



PERSONAL DATA



PII



MEDICAL RESEARCH DATA

GDPR

CCPA

HIPPA

ADVANTAGES FOR ADOPTING A UNIFIED DATA GOVERNANCE SOLUTION



Truly Know your Data



Understand the Data
Holistically

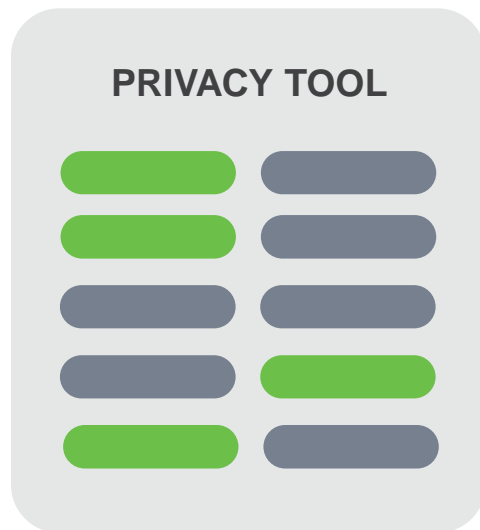


Unify Governance Tools
and Processes

Data Governance Can't Be Done in a Silo

Separate tools for privacy, security, and data governance causes **multiple business processes, duplicate data entry and maintenance, and lack of visibility**

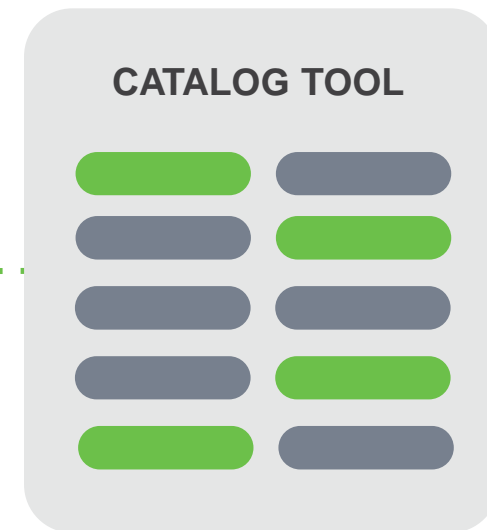
DATA MAPPING / ROPA *Privacy*



IT RISK MANAGEMENT *Security*



DATA CATALOG *Data Stewards*



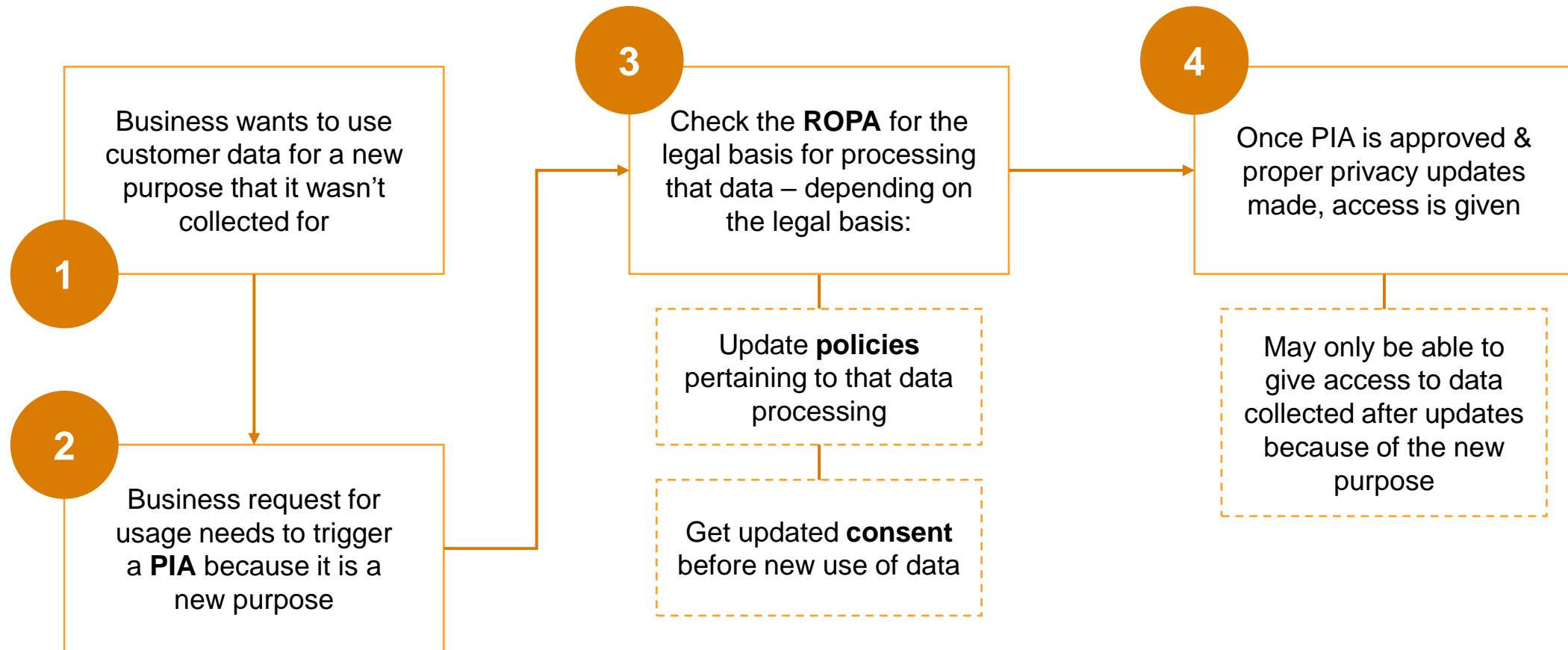
Data Governance Can't Be Done in a Silo

A central tool allows for a data to be discovered and populated once, then used for different purposes, **streamlining different views & actions for different stakeholders**

OneTrust
PRIVACY, SECURITY & GOVERNANCE



Example: Processing for a New Purpose



Example: Data Access by New Business Users

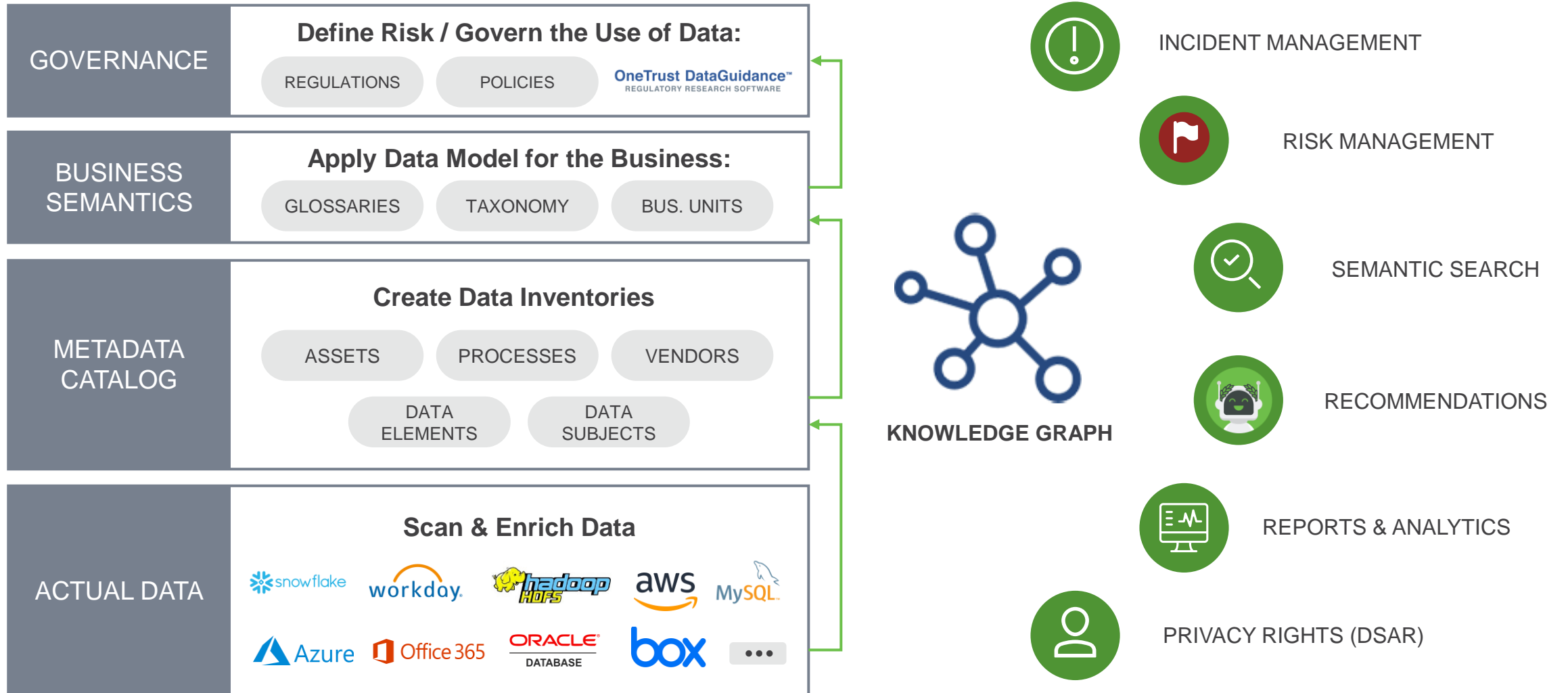


How OneTrust Helps:

OneTrust DataGovernance

DATA INTELLIGENCE SOFTWARE

OneTrust Data Intelligence Software





Product Demo

Learn More

Visit: OneTrust.com

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