BUSINESS DRIVERS

Regulatory
- Mandatory data breach notification laws for the organisations subject to Australian Privacy Principles
- New legislation has been passed by the Government: Feb, 2017
- Fines of up to $360,000 for individuals and $1.8 million for organisations
- Enforceable Undertakings: Avoid Fines, Remediation Efforts

Reputational
- Customer Loss: Avoid breaches that impact brands resulting in customer loss
- Negative Press: Avoid news coverage impacting brand quality

Compliance
- Need to improve compliance with regulations and policies
- KPI Misalignment: Achieve Executive Management’s targets

Driving Better Value
- Better understanding of your data across your environments
- Drive greater insight and value from your data

Contact Alex Solutions to secure your sensitive data today.

contact@alexsolutions.com.au
www.alexsolutions.com.au

"A leadership commitment to a culture of privacy is a foundation for good privacy governance. Good privacy governance can improve business productivity and help to develop more efficient business processes."

Office of the Australian Information Commissioner
94% of consumers believe trust is more important than convenience.

**WHY NOW?**

Managing privacy compliance and risk is getting increasingly complex due to the privacy regulations, data breach threats, and customer concerns. Organisations need to build, implement, and manage a comprehensive privacy program to ensure they can maintain compliance, minimise risk, and build trust. What you need is a combination of privacy expertise, and powerful tools to understand, analyse and act on and manage privacy issues across your end-to-end data environment.

**WHY Alex FOR PRIVACY?**

**Discover: Any platform, any data**

Alex discovers and catalogues sensitive data in both structured (database, ETL, BI, OLAP, Web, NoSQL) and unstructured (Sharepoint, shared drives, file systems and big data platforms) environments.

**Discover: High Accuracy and Speed**

Alex comprehensively locates sensitive data in high levels of accuracy in an automated fashion with minimal low false positives.

**Analyse: Risk of Exposure**

Alex identifies who has access to your sensitive data and who is actually using it.

**Analyse: The Source of Sensitive Data**

Alex identifies the source of your sensitive data and in return helps you solve the problem at the source.

**Act: Remediate and Comply**

Alex protects your sensitive data and prevents unauthorised access and ensure that you are compliant with privacy principles.

**Monitor: Secure Data**

Alex enables a sustainable solution to protect and secure your most sensitive data assets.

**BUSINESS CHALLENGES**

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<tbody>
<tr>
<td>1</td>
<td>Complex information landscapes</td>
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<td>2</td>
<td>Limited understanding of where your sensitive data is and who is accessing it</td>
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<td>3</td>
<td>Overbearing policies, standards and constantly evolving privacy requirements</td>
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<td>4</td>
<td>Rapid growth of data increasing the cost and complexity of management</td>
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**$2.64 million average total cost of data breach**

**$142 is the average cost per lost or stolen record**

*Source: Ponemon Institute Research, 2016 Cost of Data Breach*