

Take A Data-Centric Approach To Data Protection And Privacy

Secure Your Most Vital Business Asset — Your Data — By Protecting It Wherever It Goes

DATA-CENTRIC SOLUTIONS ARE NEEDED TO ENFORCE ACCESS CONTROLS AND ENCRYPTION POLICIES WHEREVER YOUR DATA GOES

Top reported data-centric capabilities, as reported on our survey


Security and IT decision makers are driven to data-centric protection for multiple reasons:



 **46%** Increasing the amount of data in cloud environments

 **46%** The risk of cybercriminals, insider theft, abuse, and misuse

 **39%** The risk of reputational damage from data breaches

 **38%** Need to keep up with regularity requirements



85% Enforcing accessibility controls



79% Applying permissions for data usage/rights



79% Encrypting external, cloud storage data



78% Gaining visibility into data movement

TOP DATA PRIVACY CONCERNS, ADDRESSABLE BY DATA-CENTRIC PROTECTION

52% Damage to customer trust

43% Loss of revenue

49% Damage to the organization's reputation

42% Regulatory fine and penalties



Read the full study

Methodology

Source: A study conducted by Forrester Consulting on behalf of Virtru, December 2018
Base: 206 manager, director, VP, and C-level employees from security, risk, and IT, with responsibility over their organizations' data security and/or data privacy strategy