

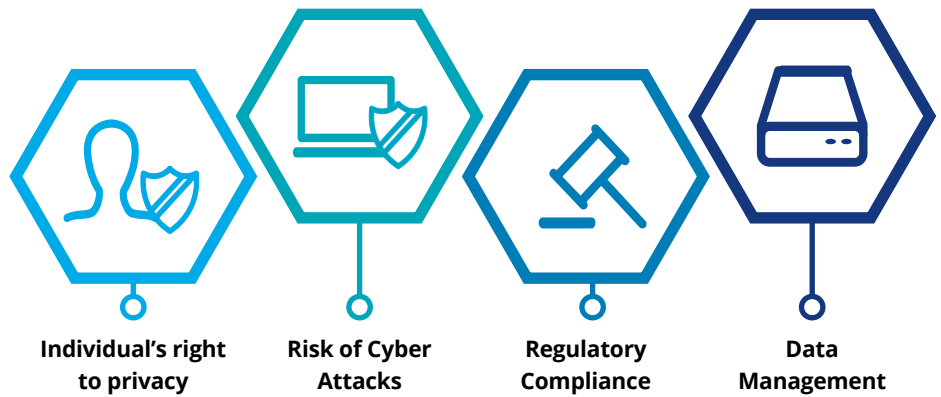


Data Protection

Guarding the Organizations' and the Customers' valuable information

The Digital Revolution

Advances in data science, processing capabilities and new technologies have sparked the fourth Industrial Revolution, shifting our world to digital economy. As processes get digitized and information is made accessible across the internet, enterprises need to consider the aspects highlighted in the adjacent image:



Adversaries and attacks are growing

According to the Ministry of Electronics and Information Technology, India witnessed

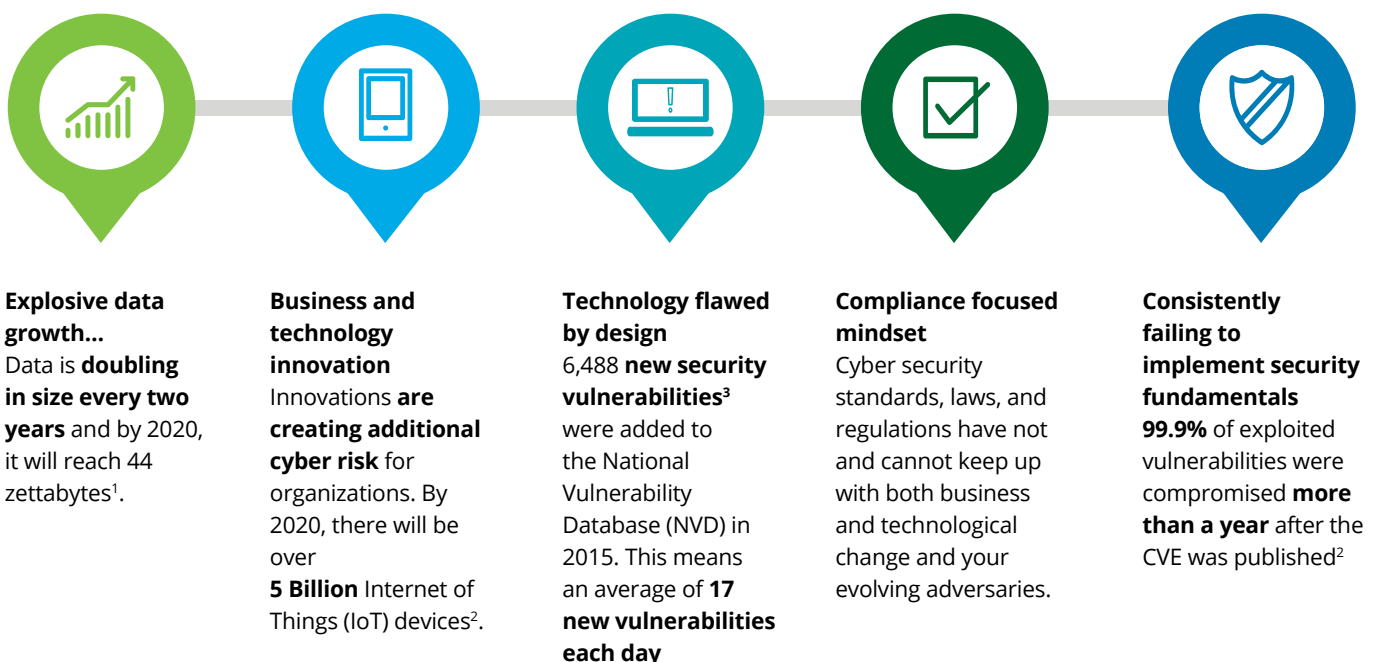
27,000 cyber security threats in the first half of 2017.

- Ransomware attacks
- Website intrusions or defacement
- Phishing attacks
- Data breaches

Average cost of a data breach was estimated at INR 110 million.

Why is protecting data so difficult?

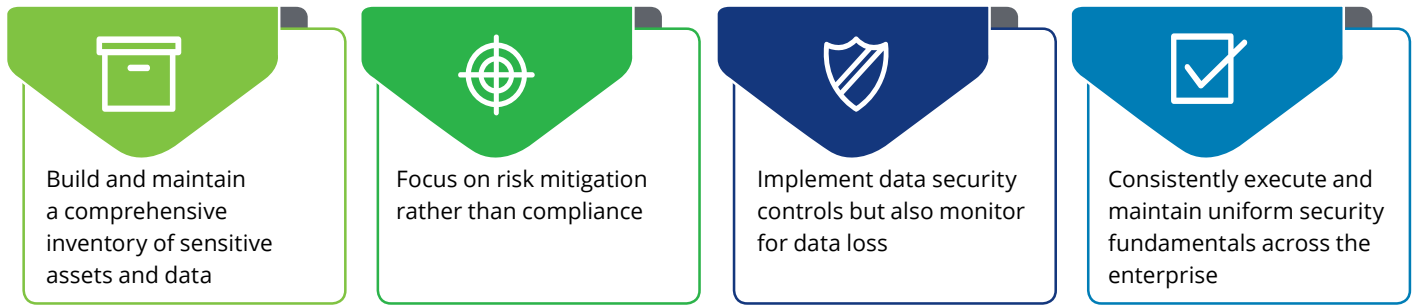
The magnitude of stolen information is staggering, and the challenges associated with protecting data continue to grow. Some of the reasons are:



¹ "The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things", EMC Digital Universe with Research & Analysis by IDC
² "2015 Data Breach Investigations Report", Verizon
³ National Vulnerability Database (NVD)

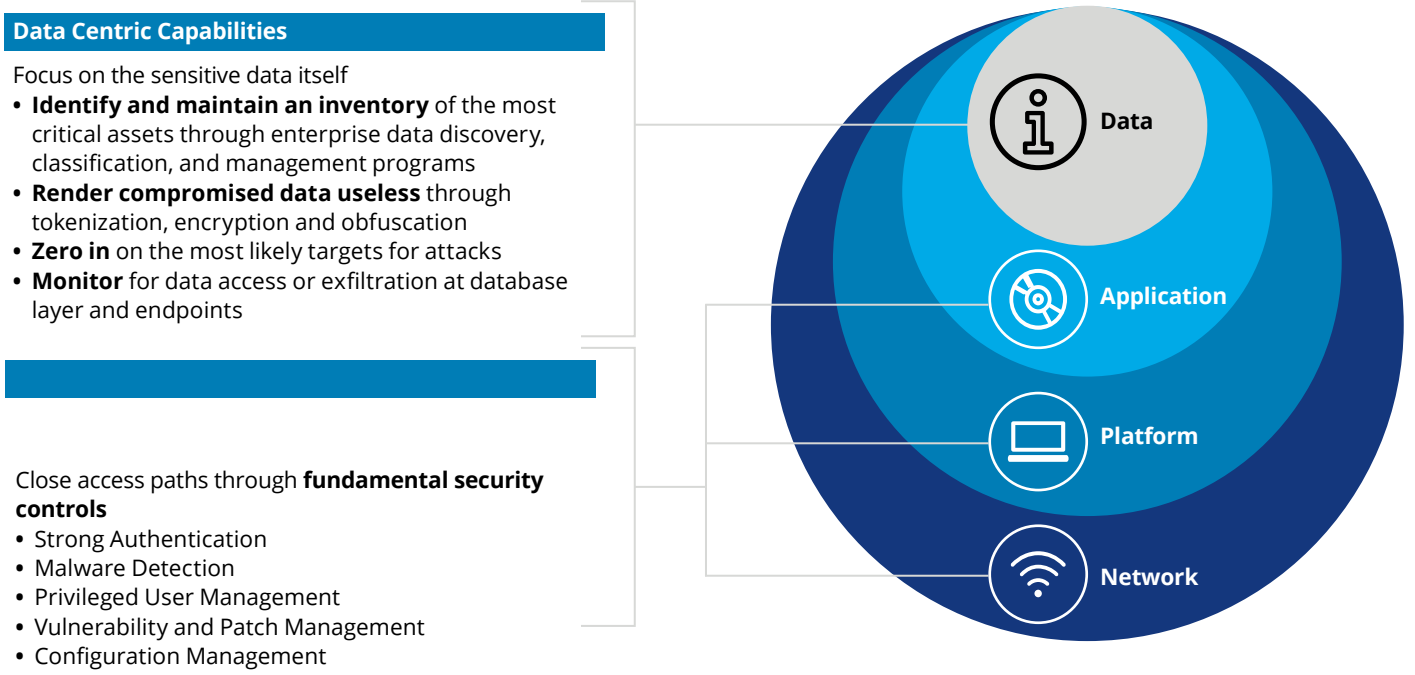
Data Protection - An Imperative

There is an urgent need to change the approach that organizations take to data protection, to minimize the risk exposure. Focusing on the following four fundamental areas can help organizations improve their security posture and change the security landscape:

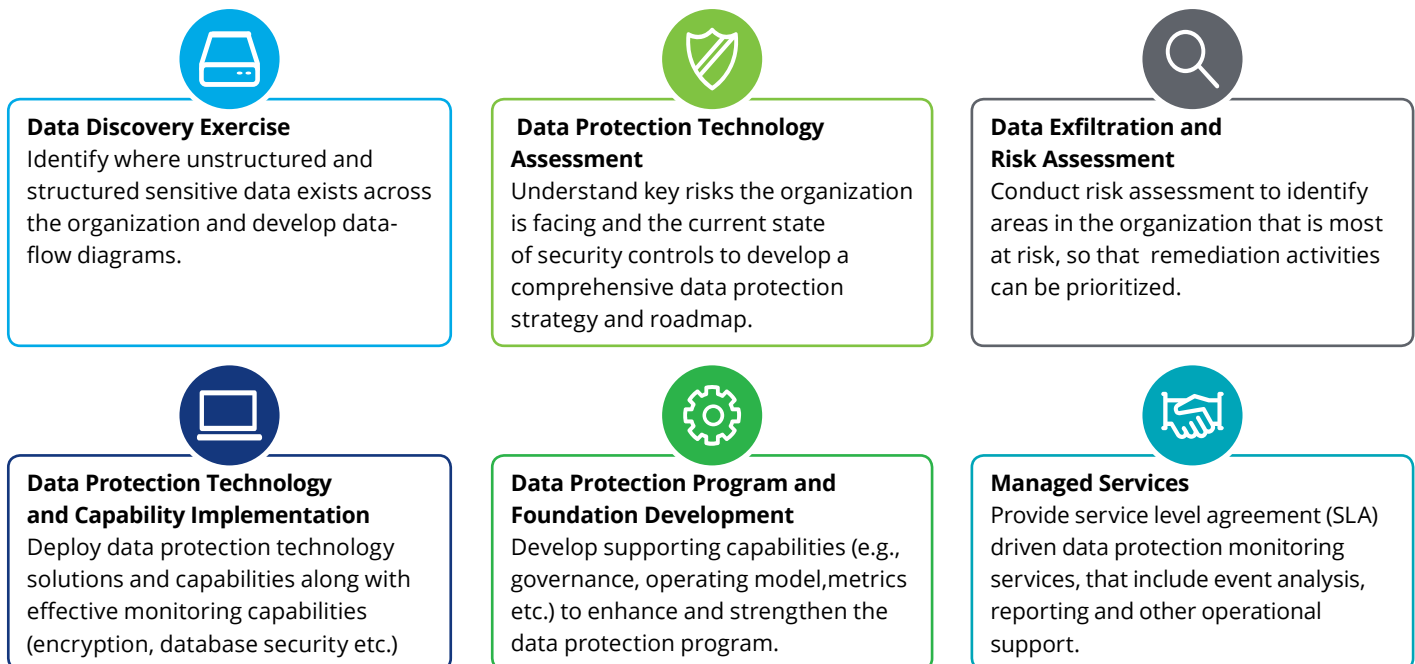


Reinvented approach - Data Protection

The data protection capabilities should occur from the "inside out", in addition to the "outside in". Assume your adversaries are "in", and limit what they can do, and the impact they can cause.



Below are the broad range of data protections services that Deloitte can assist you in your critical data protection journey .



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