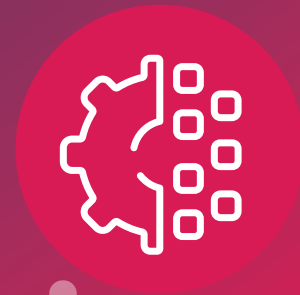


# A Complete Guide

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# Minimizing Digital Transformation Risk With Data Discovery



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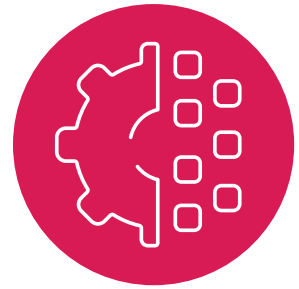
# What is Digital Transformation?

## Evolving With Changing Times

**Customer, employee and partner expectations are constantly evolving. This is particularly true as our world increasingly relies on technology and becomes more and more digital. Digital transformation occurs when a company meets these changing demands by using digital technology to modify, improve or replace existing business practices.<sup>1</sup>**

Most digital transformation initiatives are driven by growth opportunities, but competitive pressure and changing regulatory standards are often motivators as well.<sup>2</sup> For example, a local bookstore could undergo digital transformation by creating a website with an e-commerce shopping page so customers can order books online as well as purchasing them in store, or by launching a targeted social media advertising campaign.

Digital transformation occurs when a company meets evolving demands by using digital technology to modify, improve, or replace existing business practices.



# How COVID-19 and Remote Work Are Speeding Up Digital Transformation



By 2019, only 7% of companies had fully implemented their digital strategies.<sup>3</sup> However, in 2020, COVID-19 forced many companies to shift very quickly to virtual work and e-commerce environments. Shelter-in-place orders required many employees to work from home. The pandemic also led to more consumers using e-commerce platforms, instead of shopping in brick-and-mortar stores. Enterprise customers started requesting virtual support and negotiating deals over video conferencing systems like Zoom, instead of meeting with vendors face-to-face.

As a result of these sudden and unprecedented shifts, companies needed to adapt quickly to the new virtual environment, rapidly ramping up digital transformation initiatives to survive in the virtual economy.

As of July 2020, the pandemic had already accelerated the digitization of customer interactions by three years in the US and Europe, and by four years in Asia-Pacific.<sup>4</sup>

After just three months of the pandemic, 77% of CEOs said COVID-19 had accelerated their digital transformation efforts.<sup>5</sup>

The COVID-19 pandemic spread rapidly, and businesses around the world had to act fast. One report found that most companies rolled out all pandemic-related digital changes in less than a month, including shifting to remote work, migrating assets to the cloud, adapting to changing customer needs and more.<sup>6</sup>

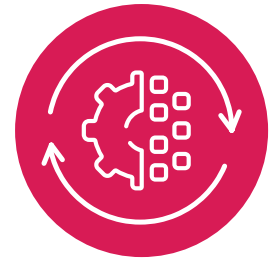
The way organizations manage data has also changed dramatically as a result of the pandemic. Over the past year, employees dispersed to remote locations, companies migrated many of their assets to the cloud, and implemented new digital communication and order processing platforms. As a result, data has become much more dispersed — opening the door to new risks.

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# The Risks of Rapid Digital Transformation

## Cutting Corners During COVID-19



Prior to COVID-19, many organizations thought they were digital-ready; however, the current state of the world has proved they weren't as prepared as they believed. As a result, many companies have had to race — perhaps cutting some corners along the way — to build an effective digital transformation program in a very short period of time.

Companies can incur a number of potential risks when undergoing digital transformation, including:



**Data leakage**



**Customer and employee privacy**



**Regulatory adherence**



**Cyber attacks<sup>7</sup>**

When a business is quickly ramping up digital transformation efforts, one key risk stems from the new influx of data the company needs to process and store. For example, if a business implements an online communications platform to make it easier for customers to engage with the brand, the platform might start processing the customers' personal data. Unfortunately, many businesses aren't aware that such platforms collect customer data.<sup>8</sup>

Not knowing where all personal data is stored leaves businesses vulnerable to data breaches. This is problematic because the consequences of data breaches — which include regulatory fines and decreased customer trust — can be severe.

**In 2020, the average cost of a data breach was**

**\$3.86million**

**Lost business due to a data breach cost, on average,**

**\$1.52million<sup>9</sup>**

## Managing Customer Data Securely

In the rush to build new digital customer and employee experiences, companies are accumulating a lot of new and sensitive personal data. For example, many universities that shifted to online learning at the start of the pandemic needed to begin digitizing student health records. Because COVID-19 spread so suddenly, many of these organizations had to make quick decisions about the types of technology to implement. They also needed to begin rapidly managing new data infrastructure when they might not have had previous experience doing so.<sup>10</sup>

With the confusion of the pandemic and the overwhelming nature of accelerating a digital transformation program over a short period of time, complying with privacy regulations might feel like an afterthought. However, that is a risky mindset — compliance needs to be a top priority.

Businesses need to maintain compliance with many data privacy regulations, depending on their industry and the geographic regions and jurisdictions they operate in.

### DID YOU KNOW?

**137 countries** around the world have implemented data privacy legislation, and many other regulations exist at the local and industry-specific level.<sup>11</sup>

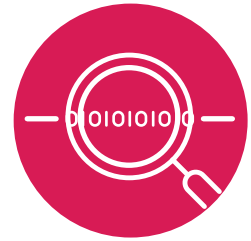


Here are a few examples of these data privacy regulations that apply to a wide variety of businesses:

- GDPR
- PCI DSS 4.0
- CCPA
- HIPAA

# How Data Discovery Can Help

## Knowing Where Your Data Is Stored



The majority of businesses anticipate that many of the digital transformation changes they have made this year will stick long term.<sup>12</sup> Because of this, as companies plan and execute their digital transformation initiatives, they should be thinking about how to make them successful not just now, but for years to come.

At every organization, data discovery needs to be a critical component of digital transformation. The data discovery process helps businesses mitigate risk while gaining and maintaining compliance.

Ground Labs' Enterprise Recon can help companies undergoing digital transformation find and remediate sensitive information across the broadest range of structured and unstructured data, whether it's stored on-premises or in the cloud on servers, desktops, email or databases. Enterprise Recon makes it possible to locate and secure Personally Identifiable Information (PII), helping organizations comply with GDPR, CCPA, HIPAA and other data security standards.

### The Benefits of Ground Labs' Data Discovery Tools



**Personal and Sensitive Data Discovery:** All organizations should have an awareness of the personal and sensitive data they have stored on their servers. Customers trust organizations with a vast amount of data and it's important for businesses to maintain customers' trust and loyalty through confirmation that their personal information is being kept safely and securely.



**Find Unencrypted PII:** Encryption is an important part of preventing criminals or unauthorized individuals from viewing personal and sensitive information on an organization's servers. With a PII discovery tool, organizations can quickly identify unencrypted data such as social security numbers, credit card information, health data, and more.



**Maintain Compliance:** Scanning servers for PII is the first step towards simplifying data discovery and working towards compliance for HIPAA, GDPR, and PCI DSS requirements. Global and regional requirements are ever-changing, and a PII discovery tool ensures organizations avoid liability and risk.

“Corporations have data stored in so many locations that it is impossible to manually look for information. With the data security tool from Ground Labs, it makes the process easy and simple for organizations to search for data that is stored in a non-secure manner and take corrective actions to remediate it and secure the data.”

— AJAY UNNI, CEO AT STICKMAN CONSULTING

# Getting Started With Data Discovery



If your organization is undergoing digital transformation, and particularly if you've accelerated the process to meet the new demands and requirements of today's virtual economy, you will face new challenges, risks and changes to business processes, and will need to manage an unprecedented level of personal data from customers and employees.

Data discovery tools can enable your organization to find and remediate personal and sensitive data to decrease risk and maintain compliance with data privacy regulations.

## ENTERPRISE RECON

Enterprise Recon is Ground Labs' award-winning data discovery solution packaged with on-demand remediation and data management capabilities, providing organizations maximum visibility and control of their most valuable data assets.

[groundlabs.com/enterprise-recon](https://groundlabs.com/enterprise-recon) ►

## GROUND LABS

Established in 2007 and trusted by more than 4,500 companies in 85 countries, Ground Labs offers award-winning data discovery and management solutions for all industry sectors.

[www.groundlabs.com](https://www.groundlabs.com)

### CONTACT:

US	+1 737 212 8111
UK	+44 203 137 9898
Ireland	+353 1 903 9162
Australia	+612 8459 7092
Asia	+65 3133 3133

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Email [info@groundlabs.com](mailto:info@groundlabs.com)



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