

Five data friction points that can block innovation

Companies will invest **\$229.4 billion** in big data by 2025.¹

But in order to maximize their investment, they need to pay attention to the following data friction points.

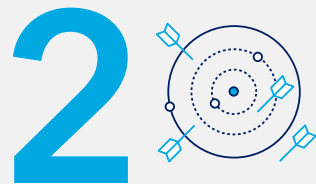
Legal risks



- » GDPR
- » CCPA
- » Other regulations

GDPR fines rose by nearly 40% between 1/20 and 1/21.²

Misalignment



- » Lack of data strategy
- » Legacy systems
- » Sunk costs

\$109M is lost for every \$1B in project spending due to misalignment.³

Data usability



- » Data quality
- » Dark data
- » Data access

Poor data quality is responsible for an average of \$15M/year in losses.⁴

Supply chain



- » Data security
- » Data breaches
- » Collaboration

Unauthorized access accounted for 43% of all data breaches in 2020.⁵

Technical issues



- » Data integration
- » Different data formats
- » Data migration

Enterprise storage migration costs can exceed \$15K per TB migrated.⁶

1. <https://www.precisely.com/blog/big-data/quality-data-big-data-worth>

2. <https://www.dlapiper.com/en/us/insights/publications/2020/01/gdpr-data-breach-survey-2020/>

3. <https://www.pmi.org/-/media/pmi/documents/public/pdf/learning/thought-leadership/pulse/pulse-of-the-profession-2014.pdf>

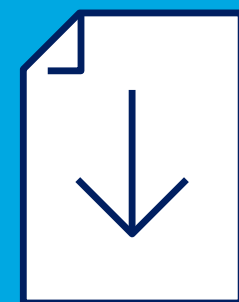
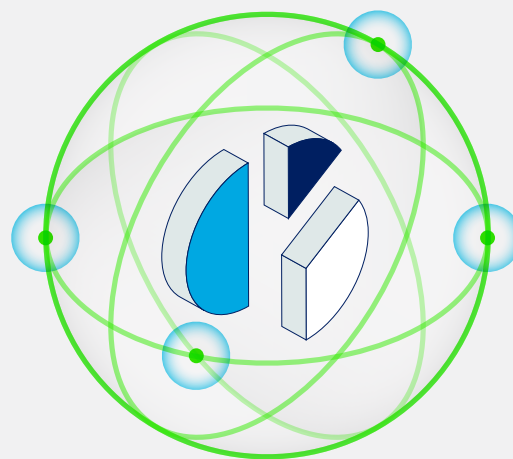
4. <https://www.gartner.com/smarterwithgartner/how-to-create-a-business-case-for-data-quality-improvement/>

5. <https://www.helpnetsecurity.com/2021/06/08/authorized-access-breaches/>

6. <https://www.hitachivantara.com/go/cost-efficiency/pdf/white-paper-reducing-costs-and-risks-for-data-migrations.pdf>

It's time to empower your data team to make better, faster data-driven decisions.

Tackle the issues preventing secure, fast, and cost-effective data usage. Reduce data friction and improve innovation and collaboration with Intertrust Platform.



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