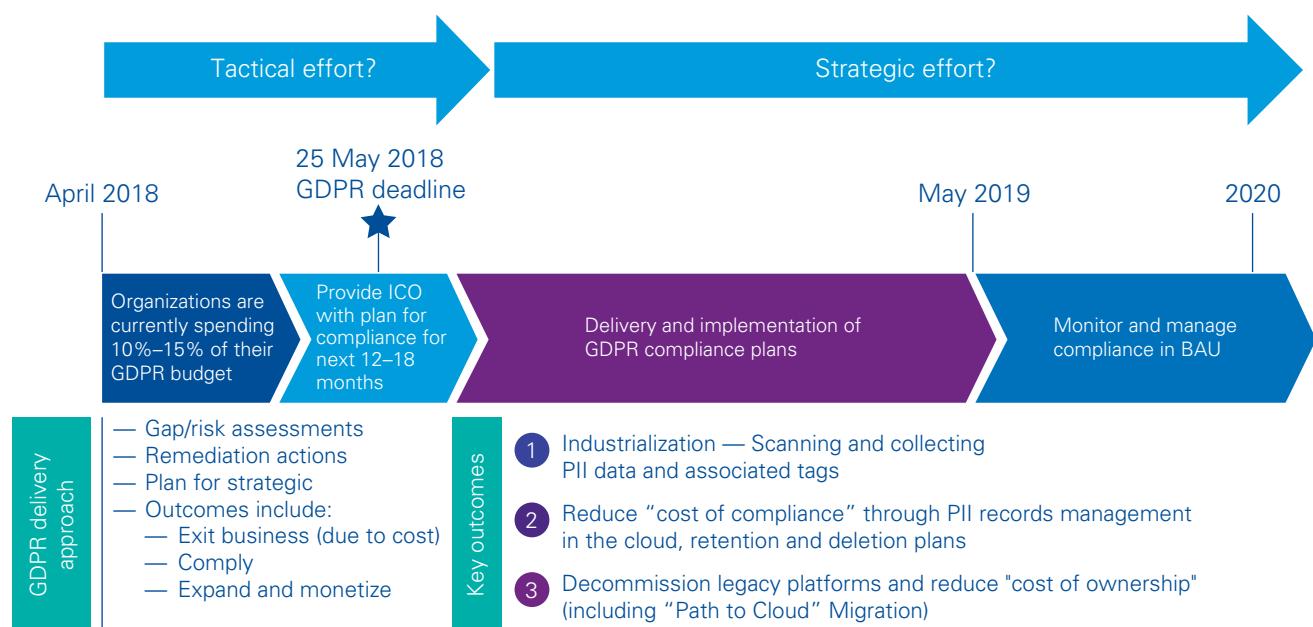


# The future of managing customer data: Beyond GDPR compliance

In May 2018, the biggest change to rules governing data protection for more than 20 years came into effect. The GDPR is one of the most significant pieces of EU regulation to be introduced in recent years and impacts any business that processes personal information.

In a world where you need to manage both the opportunities and risks associated with data, compliance with GDPR is critical. But how much of your effort is going into maintaining a baseline of compliance, as opposed to thinking about a wider customer data management strategy? Also, have you factored in how much ongoing compliance may cost?



KPMG member firms are already working with a number of key clients implementing jointly developed solutions that bring together the business expertise of KPMG professionals with the technological know-how and scale of the Google Cloud.

For one client, spend on GDPR compliance programs across geographies is in excess of US\$100 million.

Why so high?

1. The volume of personal identifiable data that they process
2. The size and complexity of their data and system landscape
3. Their need to industrialize and streamline multiple processes and controls to track and monitor ongoing compliance

## Why KPMG and Google?

Together, KPMG and Google can help your GDPR spend drive transformational change in your data estate. This transformation can reduce the total cost of compliance and lead to an improved customer experience, more powerful marketing, compliance with 'know your customer' regulations, and new product and service innovations — delivered through data analytics at scale.

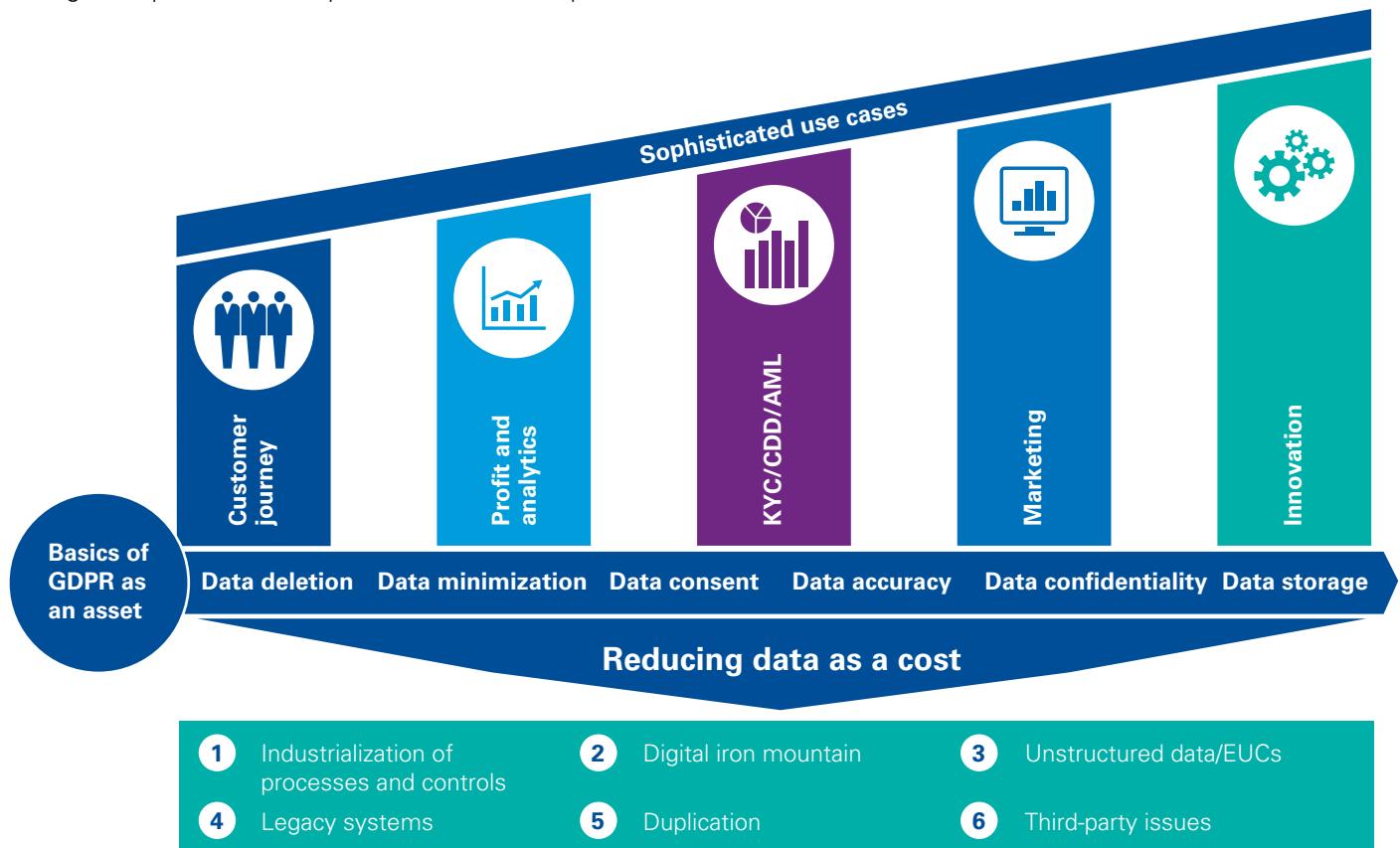
## KPMG and Google — a world of possibilities

Google Cloud is a market-leading platform for data and meta-data management and analytics. KPMG member firms bring domain, regulation, customer analytics, enterprise data strategy, and compliance knowledge. Together, we have a compelling technology solution in single customer views, legal and compliance monitoring, analytics, machine learning, modelling platforms, cloud data warehousing, real-time analytics, and secure data infrastructure.

## Solutions

We can help you set up cloud-based, consolidated platforms through fast, 'at-scale' data analytics, while first establishing a more sustainable platform to enable you to manage compliance. KPMG professionals can help with:

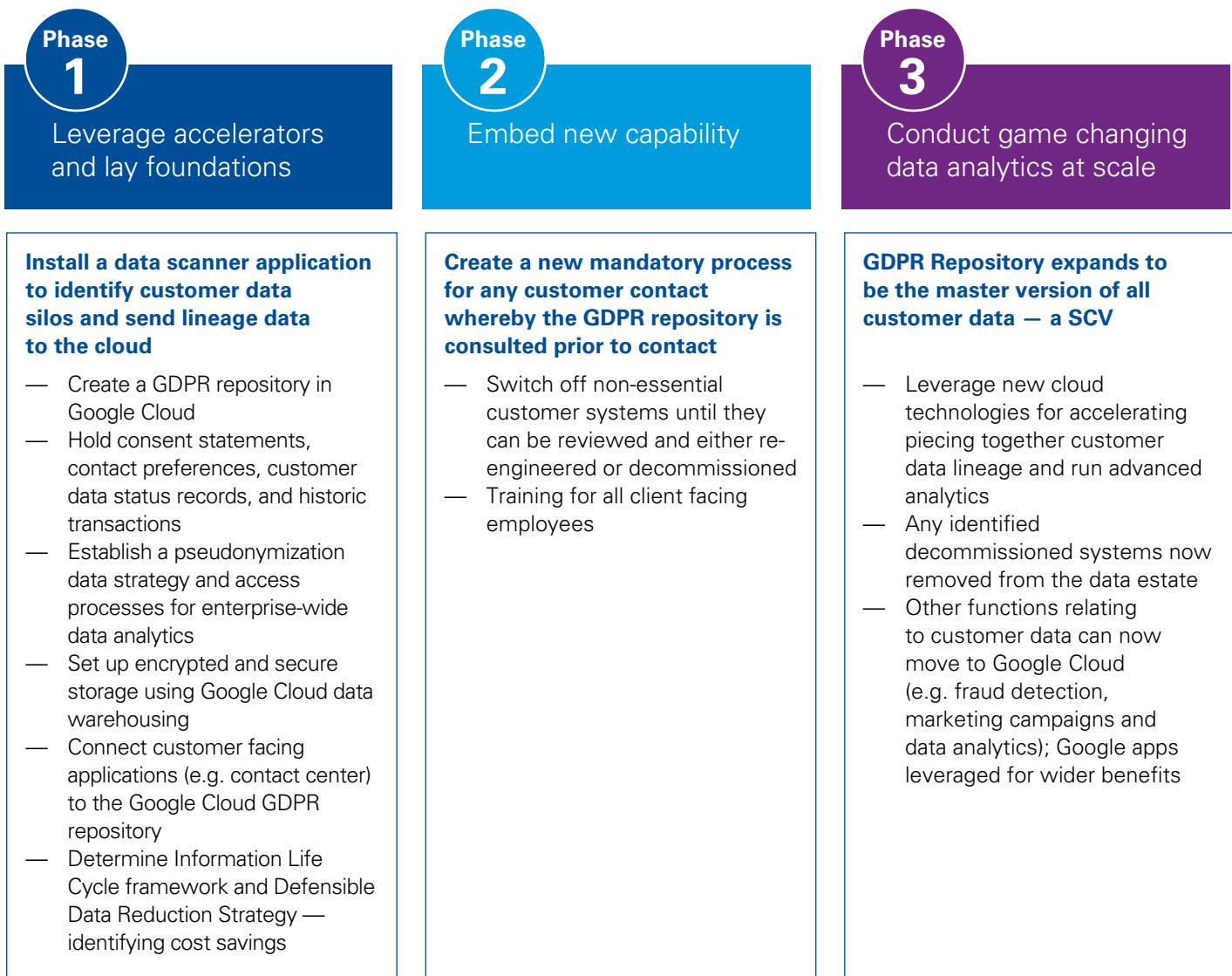
1. **Industrialization of processes and controls at scale** — establishing an on-premise data scanner and GDPR data repository via Google Cloud, enabling you to manage the pseudonymization of data allowing greater access from across your business and supporting sophisticated analytics without compromising GDPR.
2. **Digital iron mountains** — policies and processes for records management retention, deletion and archiving via encrypted data warehouses in Google Cloud.
3. **Defensible data reduction** — helping establish a repeatable and governed process for identifying, monitoring and eliminating data with limited or no value, reducing the total cost of data ownership and storage.
4. **Capitalizing on data as an asset** — once ongoing compliance solutions are in place, we can help leverage these for more sophisticated data analytics, driving a variety of integrated user cases including single customer views for better customer experience, compliance efficiencies for identifying any breaches or customer data requests, automated cognitive processing, and realizing innovation from data analytics at scale and speed.



## Potential benefits delivered



## A phased approach



Some or all of the services described herein may not be permissible for KPMG audit clients, their affiliates or related entities.

## Key contacts

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Designed by Evaluateserve. Publication name: The future of managing customer data: Beyond GDPR compliance. Publication number: 135427b-G. Publication date: June 2018