



Kyndryl Consult Data Governance Implementation Services for Microsoft Purview

Customer Presentation

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What sets Kyndryl Security & Resiliency apart:

- Extensive partner ecosystem to support best-in-class technology solutions
- Improved ability to identify and respond to security threats
- More efficient security teams with flexible, modular delivery models

Leader

NelsonHall Cyber Resiliency Services NEAT Leader for 2024¹

Cyber Resilience Services Leader 2024 Report by 451 Research²

7500+

Skilled Security and Resiliency practitioners globally

500+

Security and Resilience patents

30+ years

Experience in IT services

60+

Countries with Kyndryl Security and Resiliency presence

6

Global Security Operations Centers

40+

Security and Resiliency alliances and strategic partners

Sources:

¹ NelsonHall, NEAT Evaluation: Cyber Resiliency Services, 2024

² 451 Research, Cyber Resiliency: Market Size & Market Position Study, 2024

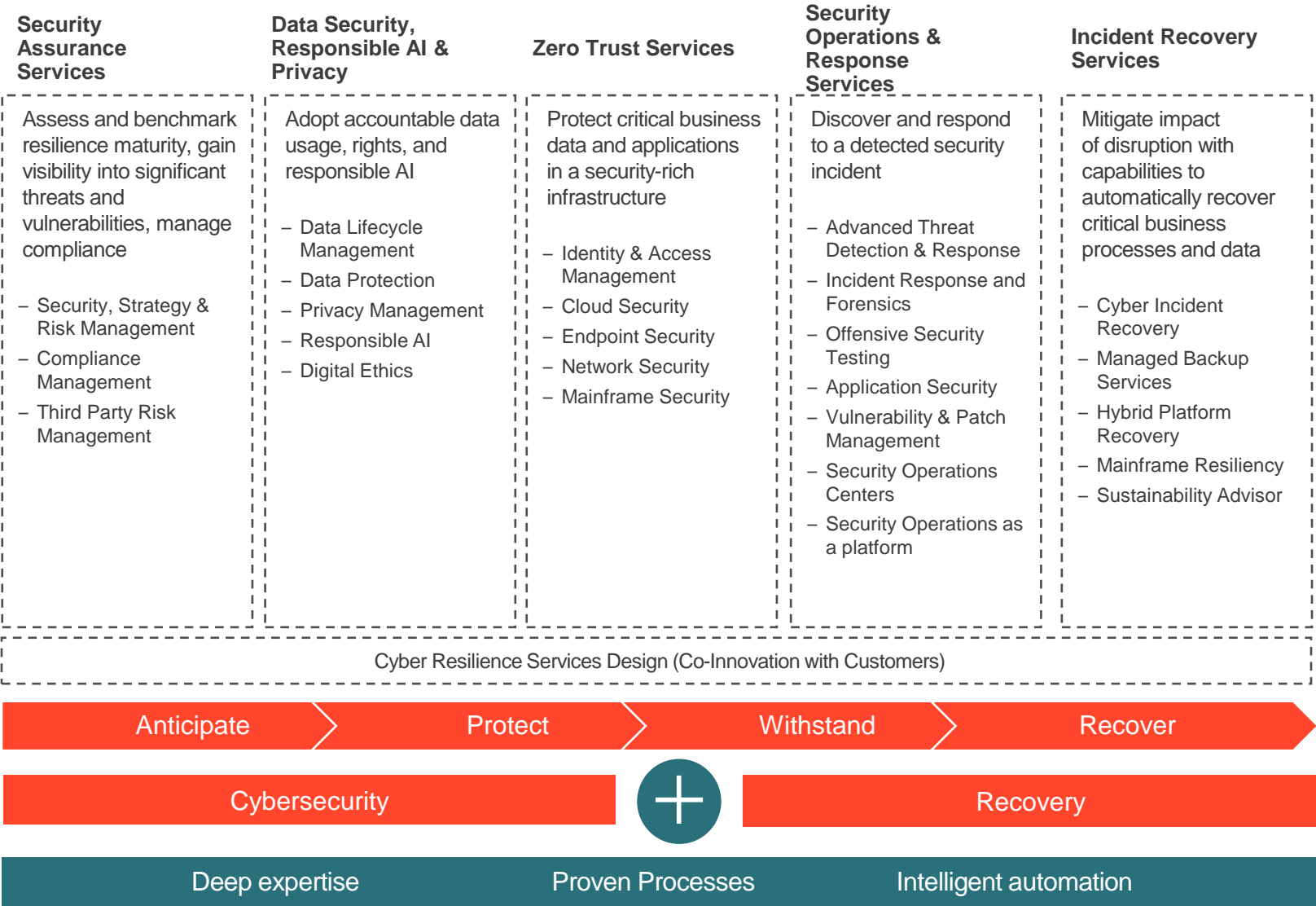
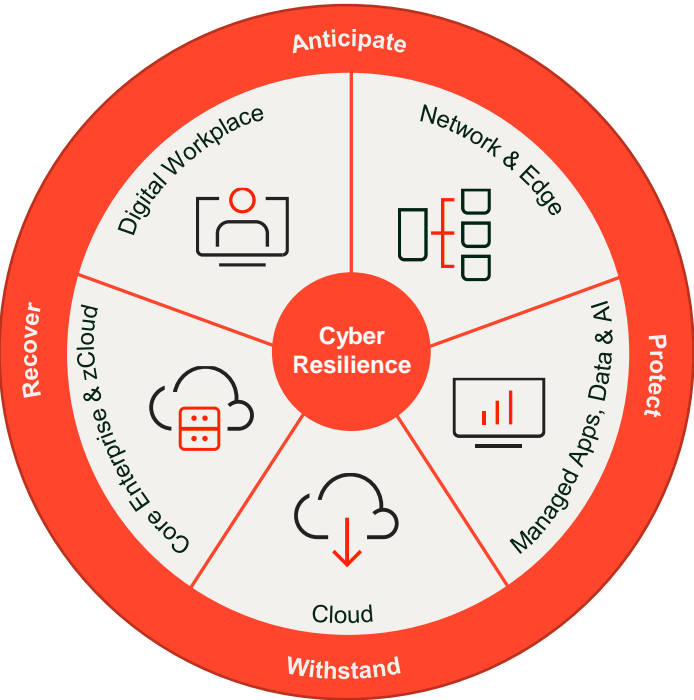
Kyndryl's Cyber Resilience Framework

cyber resilience

[sah-y-ber ri-zil-yuhns, -zil-ee-uhns]

noun

The ability to anticipate, protect against, withstand and recover from adverse conditions, stresses, attacks and compromises of cyber-enabled business.



Challenges in the Dynamic World of Security Risk and Compliance



Pursuing Compliance & Competitive Edge

Customer and prospect data is invaluable to organizations but adapting to myriad global risk and compliance regulations is complex and challenging. Compliance is essential to build trust and remain competitive.



Keeping Up with New Privacy Laws

Beyond EU's General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), and China's Personal Information Protection Law (PIPL), there are dozens of other jurisdictions set to pass or enforce legislation soon.



Avoiding Financial Penalty

The business risks of non-compliance are staggering. The penalty for violations can carry penalties of as much as 5% of a company's revenue and serious reputational damage.



Contemplating Multi Cloud & Hybrid Cloud

Organizations face new technologies and varied implementation approaches. Automation is enabling multi cloud adoption and provides greater flexibility. Additionally, implementation of Cloud adds to concerns around compliance.

Market Trends

In today's rapidly evolving digital landscape, protecting your data, reinforcing its ethical use, and maintaining privacy is no longer optional—it is essential. Data governance and management is central to data privacy, security, and realizing the full potential of artificial intelligence (AI) at scale. Data has become the lifeblood of every business. But to fuel innovation and growth, data must be readily discoverable, understandable, governable, and safe. Organizations are increasingly engaging with professional security services to proactively address regulatory and compliance requirements for data security.

Market Trends

- The Global Data Protection Market was valued at USD 126 Billion in 2023 and is set to cross USD 763 Billion by the end of 2036.
- In 2024, the size of the data protection industry was estimated at USD 157 Billion.
- It will register CAGR of more than 16% during the forecast period 2024-2036.
- The data protection market in the North America is expected to observe the largest market share of 35% by the end of the forecast period.
- In the Asia Pacific region, the market is expected to grow substantially during the period between 2023 –2036.



Customer Issues and Challenges

The global landscape of data privacy regulations has become more stringent in response to rising concerns about the misuse of personal information. Regulations such as GDPR in Europe, CCA in the US, and similar laws worldwide mandate organizations to implement robust data protection measures.

Customer Challenges include:

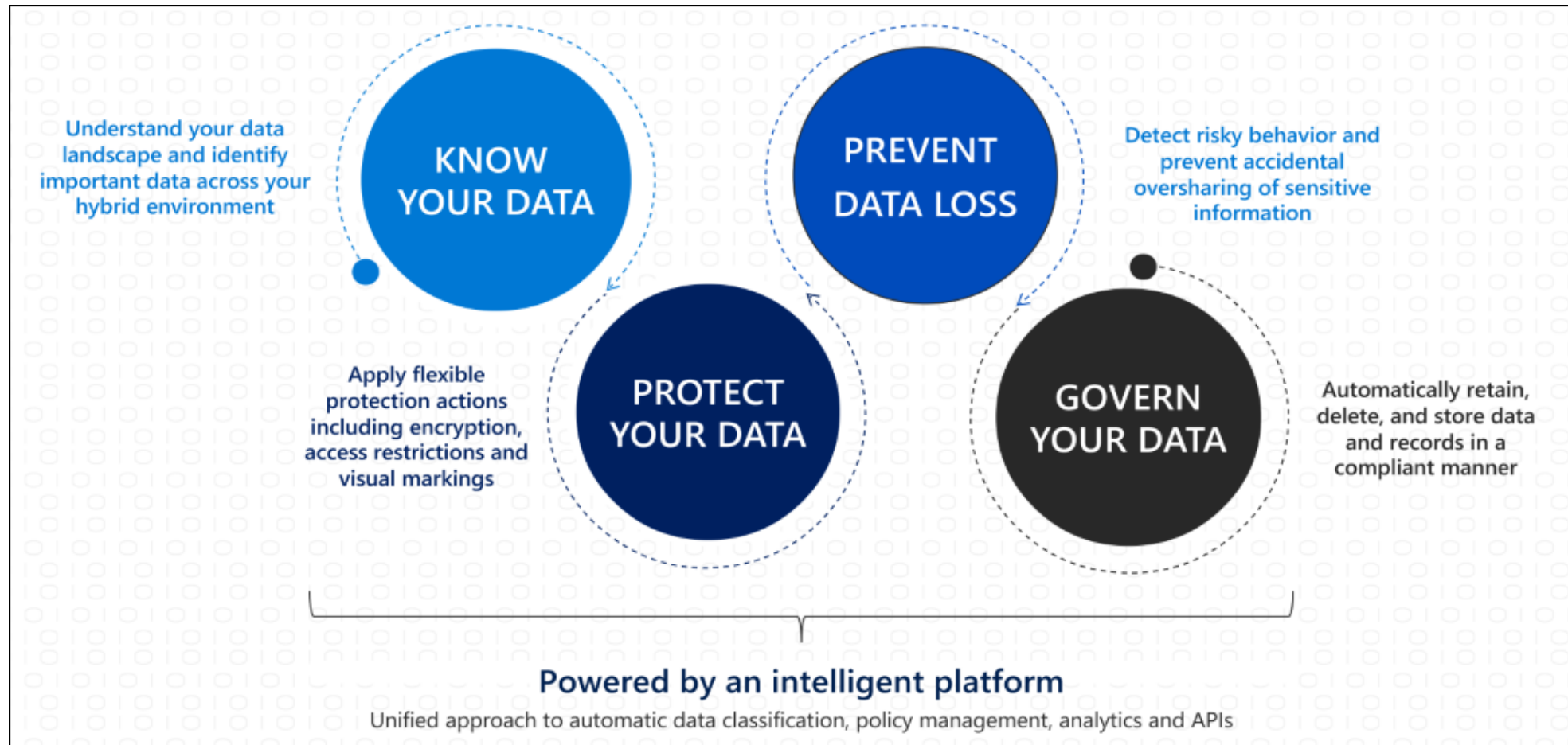
- **IT Complexity:** Customers might not be aware of the risks they are currently exposed to due to their complex IT environments.
- **Exposed Assets:** With ease of deployment in the Cloud, it is difficult to determine which assets are protected and which ones are exposed.
- **Regulations:** Although created to protect the customer's data and environment, regulations are complex to understand and implement.
- **Skilled Resources:** Developing in-house talent to cover all facets of data protection, including the skills required to support on-prem and hyperscalers, is not cost effective.
- **High Cost of Data Protection:** Data protection solutions are expensive to purchase, which can be a limitation for small business owners with less budget to adopt the solution.



Source: <https://www.researchnester.com/reports/data-protection-market/5162>

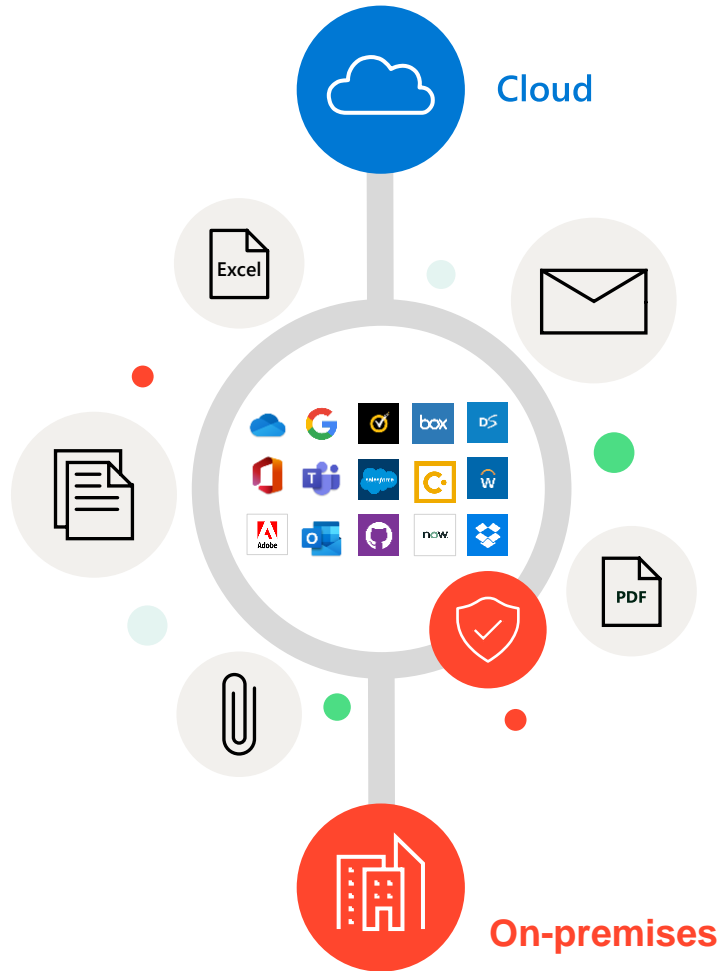
Kyndryl Data Governance Overview

Kyndryl's Implementation capabilities along with Microsoft Purview Information Protection help organizations discover, classify, and protect sensitive information wherever it lives or travels. These information protection capabilities provide customers with the tools to know their data, protect their data, and prevent data loss.



Kyndryl Data Governance Powered by Microsoft Purview

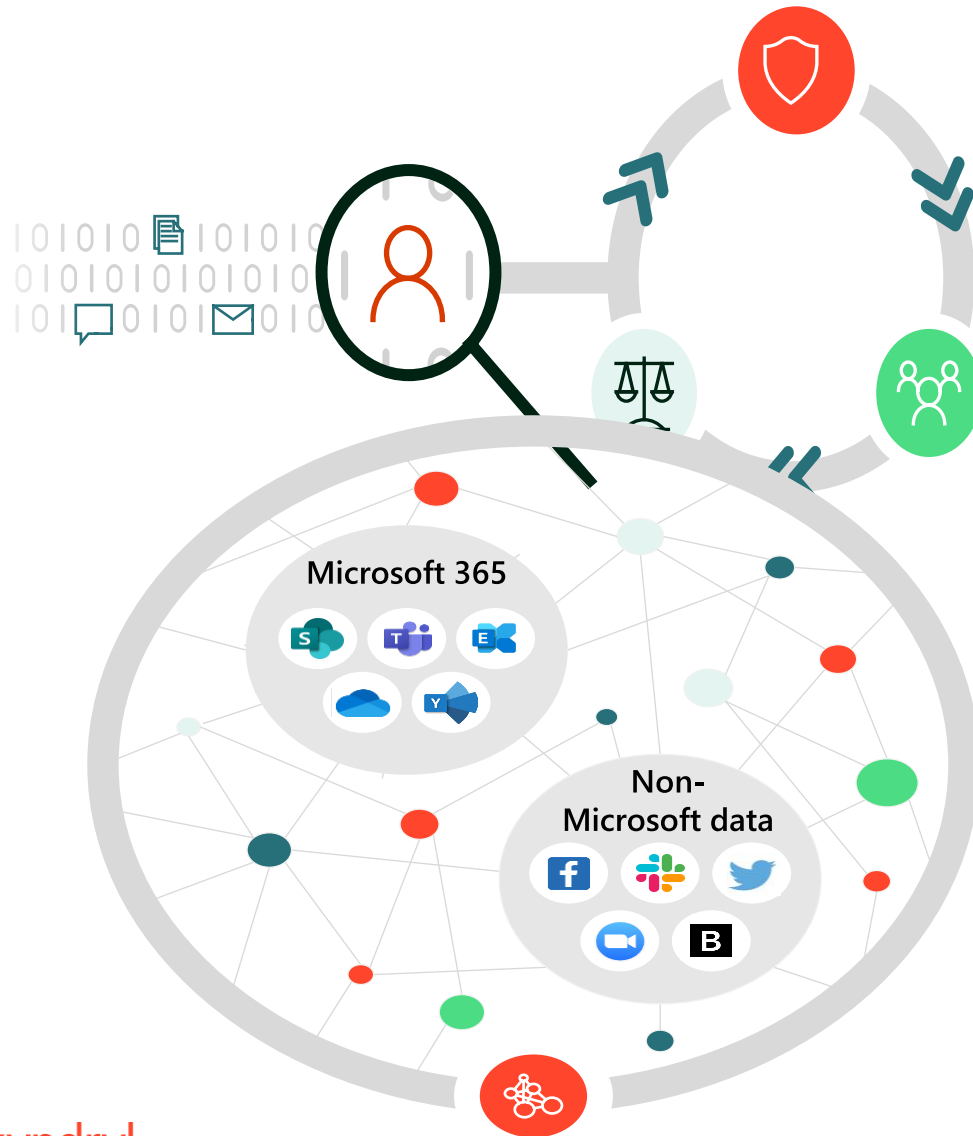
An intelligent, built-in, and extensible solution to know and protect sensitive data, and prevent accidental or unauthorized sharing of sensitive data



- Discover and classify data at scale using automation and machine-learning
- Built-in labeling and protection
- Platform extends the protection experience
- Encryption built into Microsoft 365: at rest, in transit, and in use
- Automatically enforce compliance with regulations and internal policies across cloud and on-premises
- Extend DLP policy to both Microsoft and non-Microsoft endpoints, on premises file shares, user apps, browsers, and services
- Apply flexible policy administration to balance user productivity

Kyndryl Data Governance Powered by Microsoft Purview, continued

Identify and act on insider risks with an integrated end-to-end approach, and classify and govern data at scale



- Identify risky activity and hidden risks with customizable templates and contextual insights
- Maintain user privacy with built-in controls that keep user data anonymous
- Enable collaboration across security, HR, and legal with integrated investigation workflows
- Retain or delete data and manage records where users collaborate to manage risk and prevent productivity loss
- Demonstrate compliance with label analytics insights, defensible disposal, and rich audit trails
- Manage non-Microsoft data import with pre-built data connectors*

Kyndryl Data Governance Framework

Roles & Responsibilities

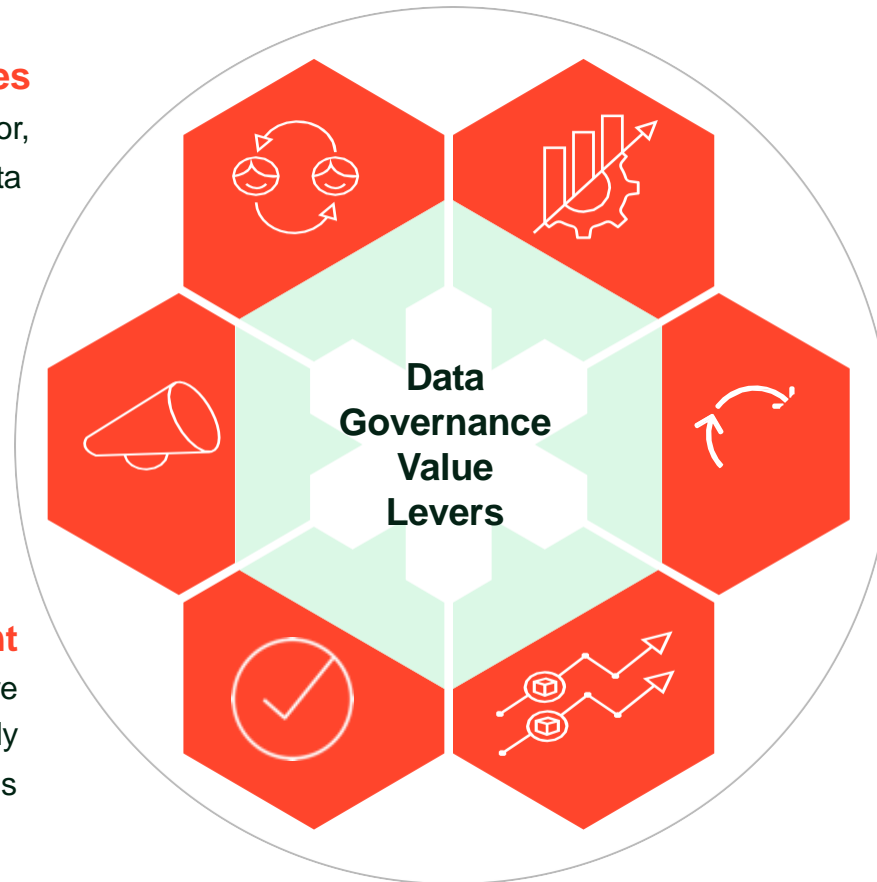
Identify the right people to steward, sponsor, socialize and deliver a positive return on data

Change Management

Continuous communication to stakeholders informing them of policies, requirements, and data changes

Technology Alignment

Data governance helps streamline software development lifecycles and ensure IT is adequately supporting the business goals



Metadata Management

Establishment of a business glossary to define and locate data, including information about business and technical processes, data rules, and logical and physical data structures

Data Quality Management

Profile, measure and monitor data quality to increase its value and opportunities to use it throughout the organization

Master Data Management

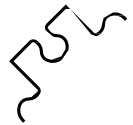
Deliver a single, consistent and accurate view of critical business data across systems, reduce the cost of data integration, and improve digital experiences for customers, products, employees, etc.

* Aligned to Data Management Body of Knowledge

Kyndryl Data Governance Outcomes



Implementing an efficient and effective data ecosystem will provide organizations the ability to:



Enable implementation of organization's **digital strategy** at **reduced cost**



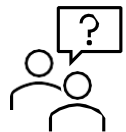
Greatly enhance security and information access management



Build and deploy reusable, conformed, clean datasets that support improved **customer, vendor and employee experiences**



Enable **data analytics** capabilities to drive operational efficiencies and **discover new business opportunities**



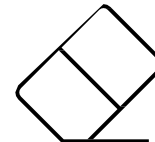
Higher quality data enables **self-service capabilities** without relying on tribal knowledge



Instilling a **mindset of data quality** throughout business processes and across technology solutions will **improve business outcomes and productivity**



Data governance is critical to the success of **technology modernization** by providing a layer of simplification of the data ecosystem to build on



Reduction in data storage footprint and operational risk by **removing redundant copies of data** and lessening movement of data across the organization

Kyndryl Consult Data Governance Implementation

Kyndryl, a leader in cyber resilience, works with customers to anticipate, protect, withstand, and recover from cyber incidents. Kyndryl's Consult Data Governance Services program, which specializes in data protection and data governance, mitigates risks arising from lack of control over data and indistinct data governance. Kyndryl Data Governance implementation leverages market-proven frameworks and Microsoft Purview best practices to help organizations with end-to-end data governance.

Capabilities

- Architectural documentation
- Baseline of data scanning, discovery and classification
- Data discovery and classification mapping
- Metadata management and lineage.
- Create a unified map of all your data
- Make data easily discoverable and maximize its value
- Create policies to access, move, and share data
- Limit the growth of real-time data by eliminating duplicates
- Locate and manage sensitive information, even within unstructured data
- Deploy DLP policies to restrict data leakage
- Utilize data connectors to bring in data from external sources

Service Modules

- Kyndryl Data Governance Implementation Service

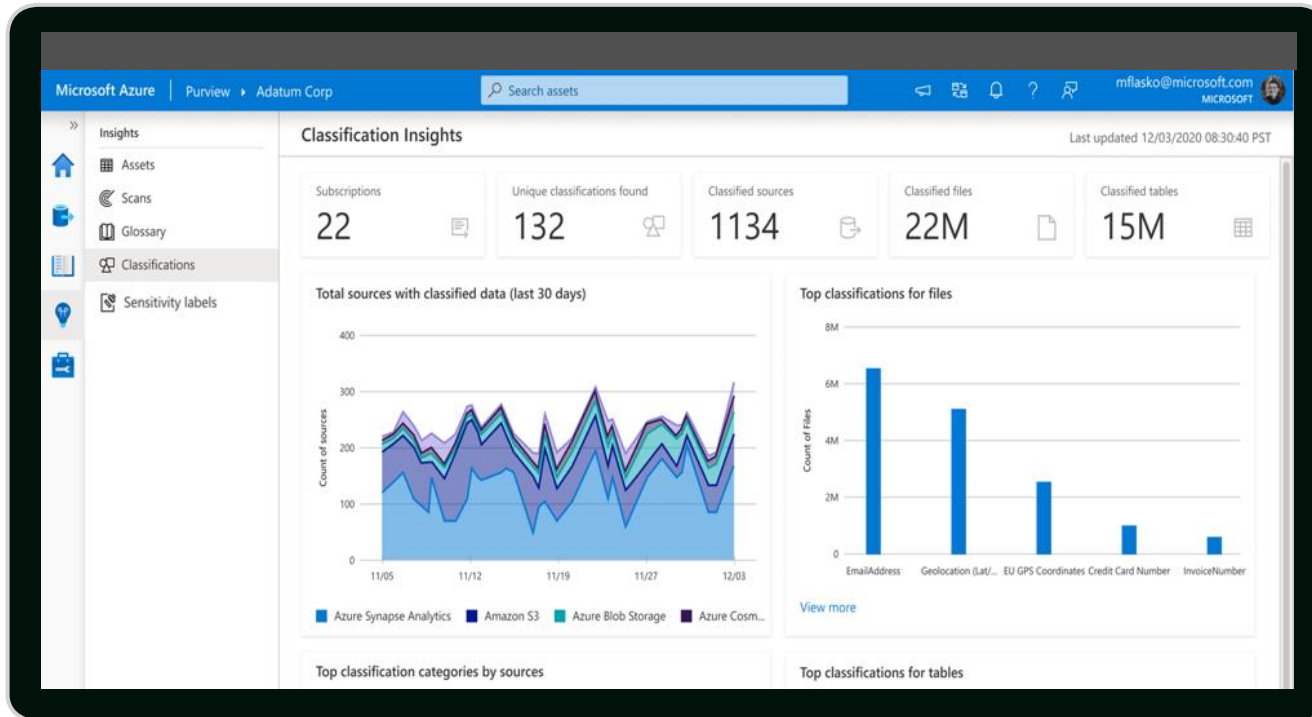
Supported Vendor Products

- Microsoft Purview



Kyndryl Consult Data Governance Implementation

Gain a bird's-eye view of your data landscape



- Data asset distribution
- Data scanning coverage
- Business glossary utilization



Thank You

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