FREEFORM DYNAMICS

Inside Track Research Note

In association with

FUJITSU

# Data Management for a Digital World

## Turn GDPR compliance and ransomware defence to your advantage

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# In a nutshell

About this Inside Track

The insights presented in this document are derived from independent research conducted by Freeform Dynamics. Inputs into this include in-depth discussions with IT vendors and service providers on the latest technology developments, along with intelligence gathered from mainstream enterprises during broader market studies.

Has your organisation considered updating and enhancing its data protection capabilities but postponed the decision, perhaps due to time and cost constraints, or because of more pressing business needs? If so, then now may be a good time to revisit that decision. Two major risk-related business imperatives – ransomware protection and GDPR compliance – have recently emerged and need to be properly addressed. At the same time, as data continues to accumulate and fragment, it's becoming harder to keep track of what you have, let alone to manage it effectively.

You could approach these challenges in a reactive way, dealing with one requirement at a time in a piecemeal manner, through costly yet limited point solutions. Taking a more joined-up, proactive approach, however, using a modern data protection environment, could allow you to simultaneously deal with the risks, and generate incremental business value – even turning some threats into business opportunities.

This paper discusses how, with the right mindset and approach, GDPR compliance and ransomware protection can work as catalysts for positive change.

# New data challenges, legal and criminal

Business risks come in many forms, but in today's digital environment, effective management and protection of electronic data is central to minimising your exposure in a number of key areas. While this principle is well appreciated, and most organisations have some level of data-related risk management in place (no matter how informal), two recent developments are creating a new set of challenges.

## The rise of ransomware

*Ransomware can be deadlier than a system crash.*

Let us start with the emerging risk that is arguably the easier one to understand: ransomware. To begin with, these data-encrypting viruses were mainly a threat to home users, but in recent years criminals have increasingly targeted businesses and other organisations, using clever social engineering to fool users into accepting the virus, e.g. through spoof links and malicious attachments.

*Ransomware defence requires training, network protection, and an offline or protected backup.*