The end of the beginning
Unleashing the transformational power of GDPR

There is still work to do

Expected timing of compliance preparations

- 36% of surveyed executives say they will be fully compliant with GDPR by the enforcement date
- 18% have not begun but plan to before May 2018
- 47% have begun compliance efforts

However...

59% of executives see GDPR as an occasion for transformation or a spark for new data-led business models

We identified a group of leaders, the Sparked, who see GDPR as a catalyst for transformation

- 83% of the Sparked see security and privacy as key business differentiators and sources of competitive advantage
- Nearly 3X more of the Sparked than other surveyed executives say GDPR will create new opportunities for data-led business models and data monetization
- 91% of the Sparked agree GDPR will enable more trusted relationships and new business opportunities

Find out how you can spark a new beginning with GDPR

To learn more, visit: ibm.biz/powerofGDPR

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