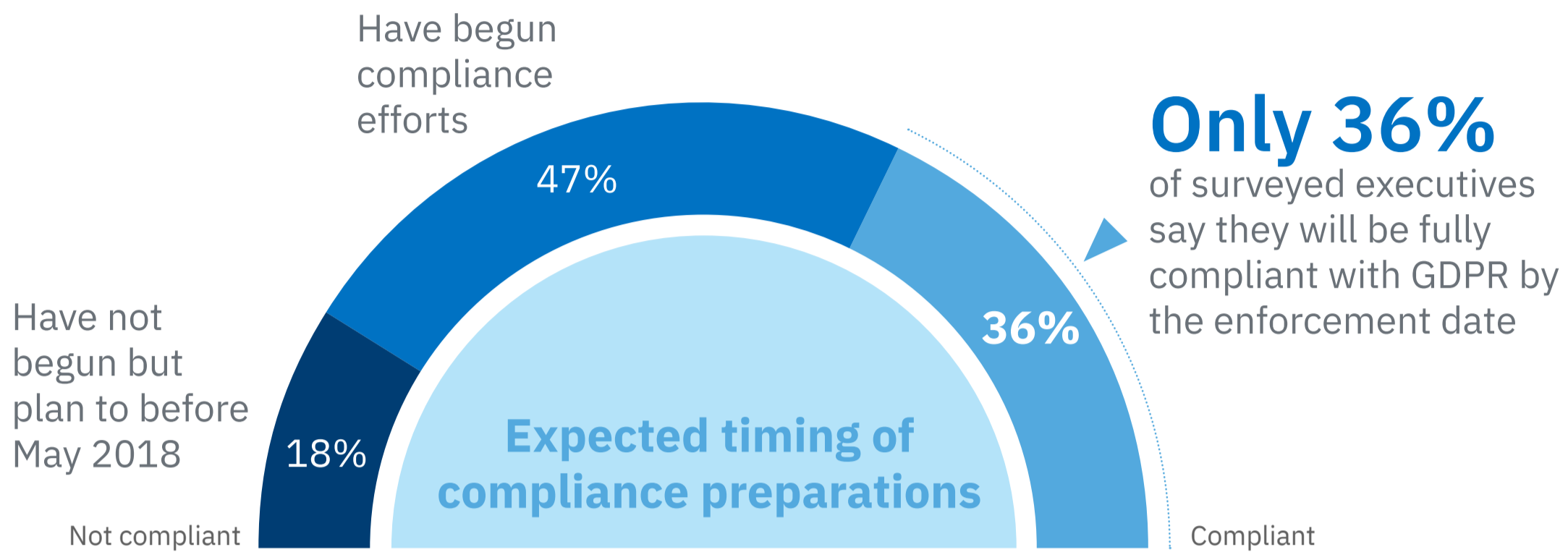


# The end of the beginning

## Unleashing the transformational power of GDPR

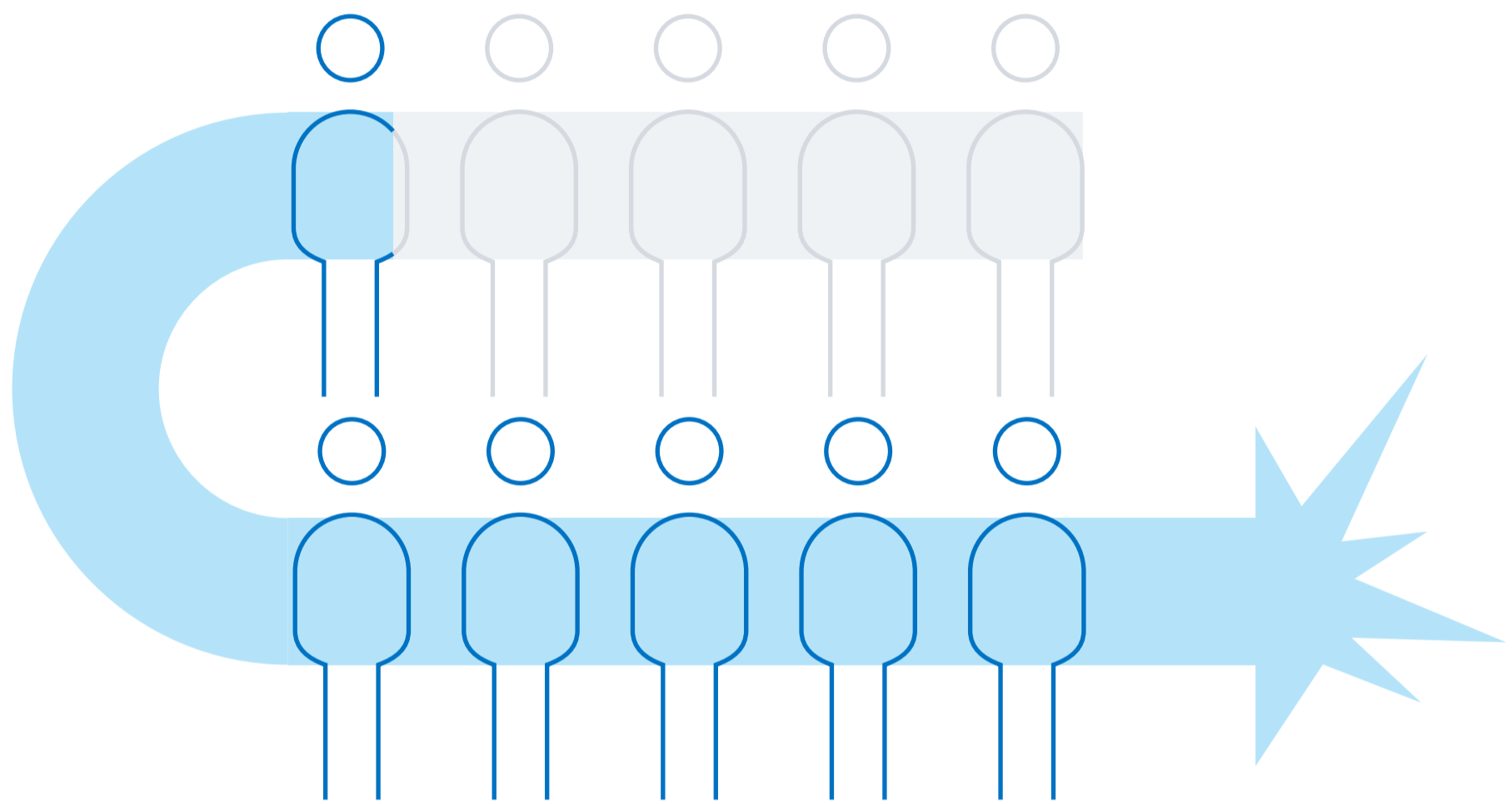
### There is still work to do



### 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](http://ibm.biz/powerofGDPR)

