

# Gain a competitive advantage with compliance



## The only constant is change

Compliance remains an ongoing responsibility, and when done correctly it can give your business a competitive advantage. Data visibility and governance are vital.



A recent study reports companies spend **2.71 times more** due to lack of compliance.<sup>1</sup>

## Get proactive

Continuous visibility, universal oversight and automated controls prevent data misuse and ensure proactive adaptation to new and anticipated regulations.



More than half of firms struggle with data governance, shadow IT, and regulatory compliance.<sup>2</sup>

## Simplify compliance with built-in governance

- Gain visibility into your data landscape
- Benefit from tools that manage, mask, and prevent data misuse
- Simplify data policy, protection, and management with automated tools and machine learning

Learn how *IBM Cloud Pak for Data (formerly IBM Cloud Private for Data)* can support compliance readiness and prevent data misuse.

[ibm.biz/icp4data](https://ibm.biz/icp4data)

1. <https://www.corporatecomplianceinsights.com/true-cost-compliance/>

2. Unlock The Power Of Data To Transform Your Business, a commissioned study conducted by Forrester Consulting on behalf of IBM, November 2018