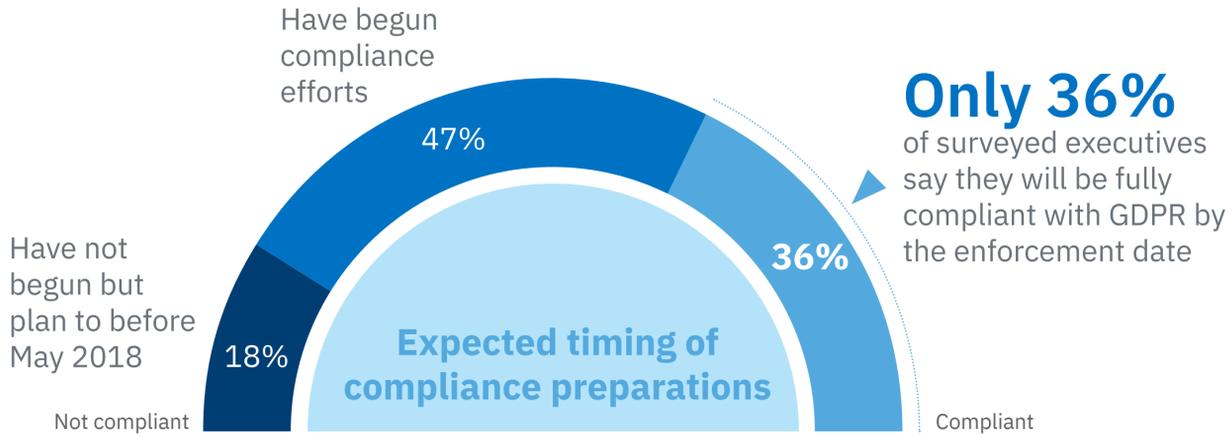


The end of the beginning

Unleashing the transformational power of GDPR

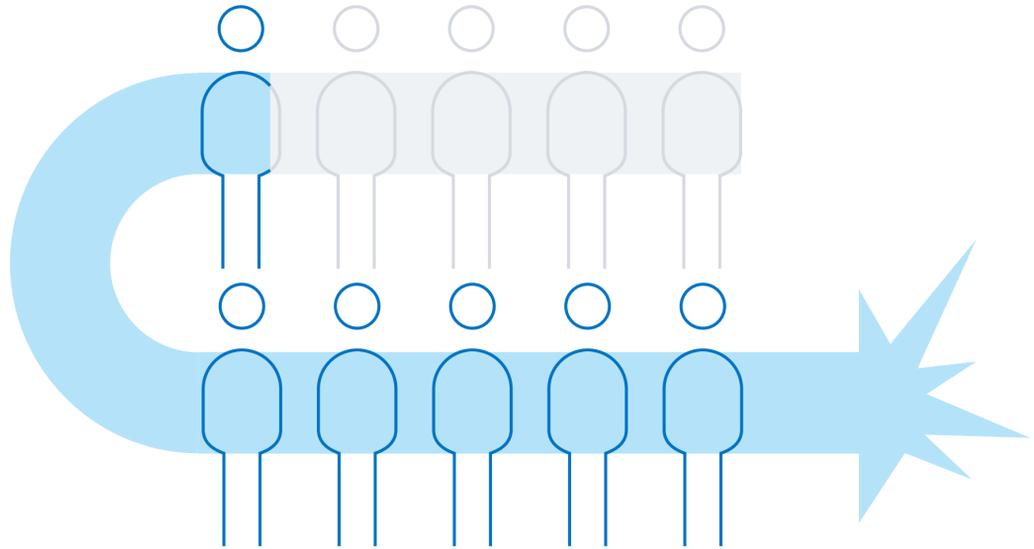
There is still work to do



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

