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