

Clients agree: Guardium can help improve data protection

More data is created, changed, and shared than ever before, and that data has never been more difficult to protect.

Barriers to data protection

2.5

quintillion bytes
of data are created daily¹


60%

of security teams
focus on rapid response to
security incidents, because
prevention is too hard²

74%

of organizations
report being negatively impacted
by a cybersecurity skills shortage³


Securing your data against attacks can be challenging and expensive if you lack:


 **Scalable security**
Security measures that scale
with increasing threats

 **Skilled security staff**
A data security staff that can quickly
detect, assess, and remediate breaches


Protect your business by protecting your data

Certain key functions have always formed the foundation of data security:

 **Locate data**

 **Set control policies**


 **Monitor security/
compliance risks**

 **Execute remediation**

But, as adoption of hybrid multicloud environments become more widespread, building this foundation can become more challenging. An effective data security strategy can help balance your organization's need to manage:

 **Compliance differences
across regions**

 **The increasing complexity of
the modern data environment**

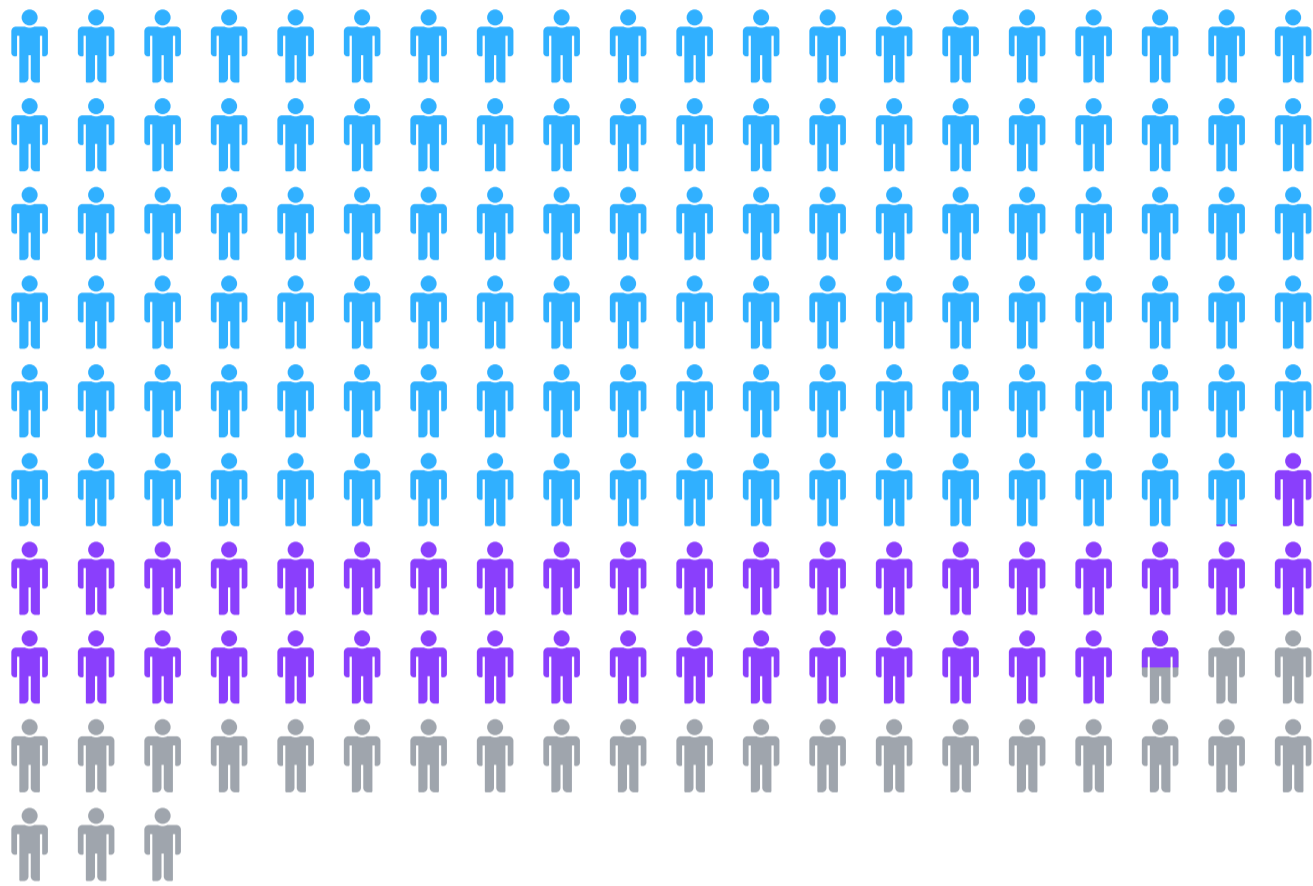
 **Defense against internal
and external threats**

In other words

You need a scalable solution that can help discover and classify data, determine vulnerabilities, and protect your sensitive information.⁴

IBM Security Guardium has provided value to survey respondents in three months or less.⁵

According to a recent survey of 183 current IBM Security Guardium customers conducted by Ponemon Institute and sponsored by IBM:



65%

Of those surveyed recognized value less than 1 month after deploying Guardium⁵

21%

Of those surveyed recognized value within 1 to 3 months of deployment⁵

43%

improvement

in the ability to accurately detect threats⁵

50%

increase

in the accuracy of data classification⁵

67%

improvement

in the ability to detect data source vulnerabilities and misconfigurations⁵

42%

annual decrease

in time spent identifying and remediating data security issues⁵

Discover how your organization can experience the value of IBM Security Guardium.

[Learn more](#)

1. Forbes, 2018:

<https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/>

2. Ponemon: Separating the Truths from the Myths in Cybersecurity:

<https://www.ponemon.org/library/separating-the-truths-from-the-myths-in-cybersecurity>

3. ESG: The Life and Times of Cybersecurity Professionals 2018:

<https://www.esg-global.com/hubfs/pdf/ESG-ISSA-Research-Report-Life-of-Cybersecurity-Professionals-Apr-2019.pdf>

4. The Total Economic Impact™ of IBM Security Guardium Study, Forrester Consulting, April 2018, sponsored by IBM.

<http://ibm.com/account/reg/us-en/signup?formid=mrs-form-2454>

5. Ponemon Report: Client Insights on Data Protection with Guardium, independently conducted by Ponemon Institute, June 2019, sponsored by IBM.

<https://www.ibm.com/account/reg/us-en/signup?formid=urx-40683>