



## ***No one can mitigate data loss overnight, SO... create a plan to get there.***

Data comes in all shapes and sizes, and it changes on a daily basis – becoming increasingly complex. Work environments are more diverse by the day and there is no silver bullet – single solution – to protect data anytime and everywhere.

***Our perspective on data protection is that organizations should strive to apply practical and meaningful controls throughout the data lifecycle.***

### ***What Organizations Should Consider***


- Do we have a way to ensure our customers' sensitive data and intellectual property (IP) stays secure?
- How are you engaging business stakeholders to help prioritize data security and privacy initiatives?
- Is your shortage of talent impacting your ability to protect your data?
- Are your controls configured to fulfill a specific requirement, or have they been expanded to yield optimal results?
- Would you know if your data protection program is keeping up with constant business changes and needs?
- Do you know whether your data protection and privacy strategies are optimized for the cloud?

### ***Challenges Organizations Face***

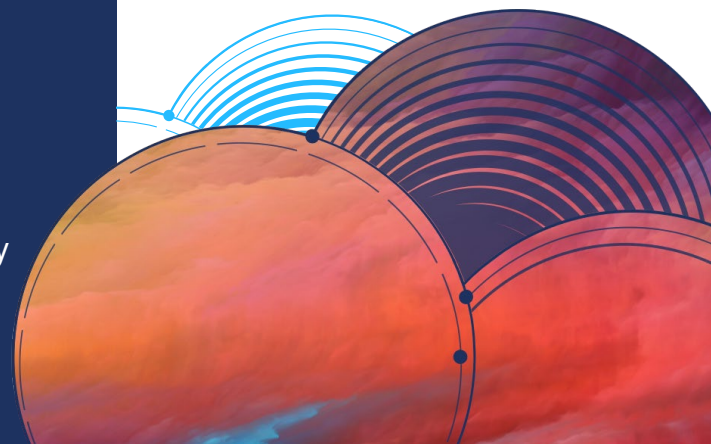
The exponential growth of data is creating risk at an unparalleled rate.

**58%**  of businesses have only slight control over visibility of critical data <sup>1</sup>

**74%**  of organizations have increased exposure to data loss with work from home <sup>2</sup>

Internet users generate  **2.5 quintillion bytes** of data each day. <sup>3</sup>

1. [Microsoft Industry Blogs](#)
2. [VansonBourne Research](#)
3. [Tech Jury](#)



## Our Recommended Approach



## How Your Organization Can Benefit

- + Utilize a Proven Approach for Effective Data Protection
- + Reduce Data Loss and Misuse Risk
- + Increase Return on Investment
- + End the Talent Acquisition Cycle
- + Tap Always Available Expertise

**Data protection looks different for each organization, no matter the size. What should YOU remember about data protection?**

Define and understand your most important data.

Protecting sensitive data is one of the most challenging aspects of running a business.

Instill a positive culture of data protection within your organization.

A one-time deployment without optimization and management will not grow to scale.

The approach to data protection is always changing and evolving.

Successful security solutions require skilled interpretation & application to be effective.



**CUSTOMERS:** [cloudrise.com/contact/](https://cloudrise.com/contact/)

**PARTNERS:** [cloudrise.com/partners/](https://cloudrise.com/partners/)

