

EDM Webinar

Data Privacy & Sovereignty: Self-service Data Management in an AI World

A conversation with...



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» Poll Question

What is the biggest challenge in using unstructured data for AI modeling?

- Data insights and knowledge
- Privacy and compliance
- Managing bias in AI
- Observability
- Risk

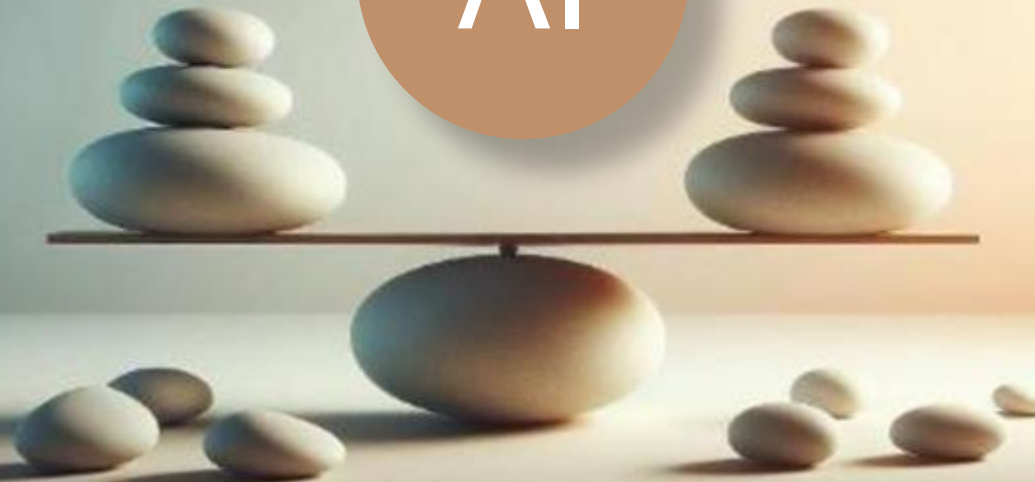
- EU AI ACT, GDPR
- U.S. AI Bill of Rights, CCPA
- India Digital Personal Data Protection Act
- Singapore: Model AI Governance Framework
- Japan Act on Protection of Personal Information
- Brazil Artificial Intelligence Bill of Law, General Data Protection Law

and so on...

DIGITAL TRUST
has a larger impact
than physical trust

AI

- 85% of consumers want to know which businesses collect their data and for what purpose (McKinsey).
- 48% of consumers have switched providers due to poor data privacy (CISCO).
- 78% of business leaders report empowering customers to manage their own data as a business priority (Forrester).
- 82% of organizations prioritize first-party data to respect customer privacy (McKinsey).



Data Input

Large Language Models (LLMs) rely heavily on unstructured data for AI modeling



Data Output

120 zettabytes of data were generated globally in 2023 expected to rise to 181 zettabytes by 2025.

With 80% of enterprise data UNSTRUCTURED,
securing, governing, and managing it ethically
isn't just smart—it's essential.

» Poll Question

At what level in the organization is governance empowered?

- Enterprise IT
- Enterprise governance team
- Department or line of business
- Data-owner

It's everyone's responsibility
from boardrooms to
breakrooms →

Data ownership and control resides with its creator, regardless of their skillset or role

From leadership to application & data owners

Empowering data owners:

- **Drives Digital Transformation**

72% of data leaders are now involved in digital transformation, recognizing data owners as key to aligning governance with business goals (*Forrester*).

- **Reduces Silos and Drives Better Governance**

Over 60% of enterprises stress the importance of data stewards and owners for accountability and better decision-making, bridging the IT-business gap (*Forrester*).

- **Improves Data Accuracy and Builds Trust**

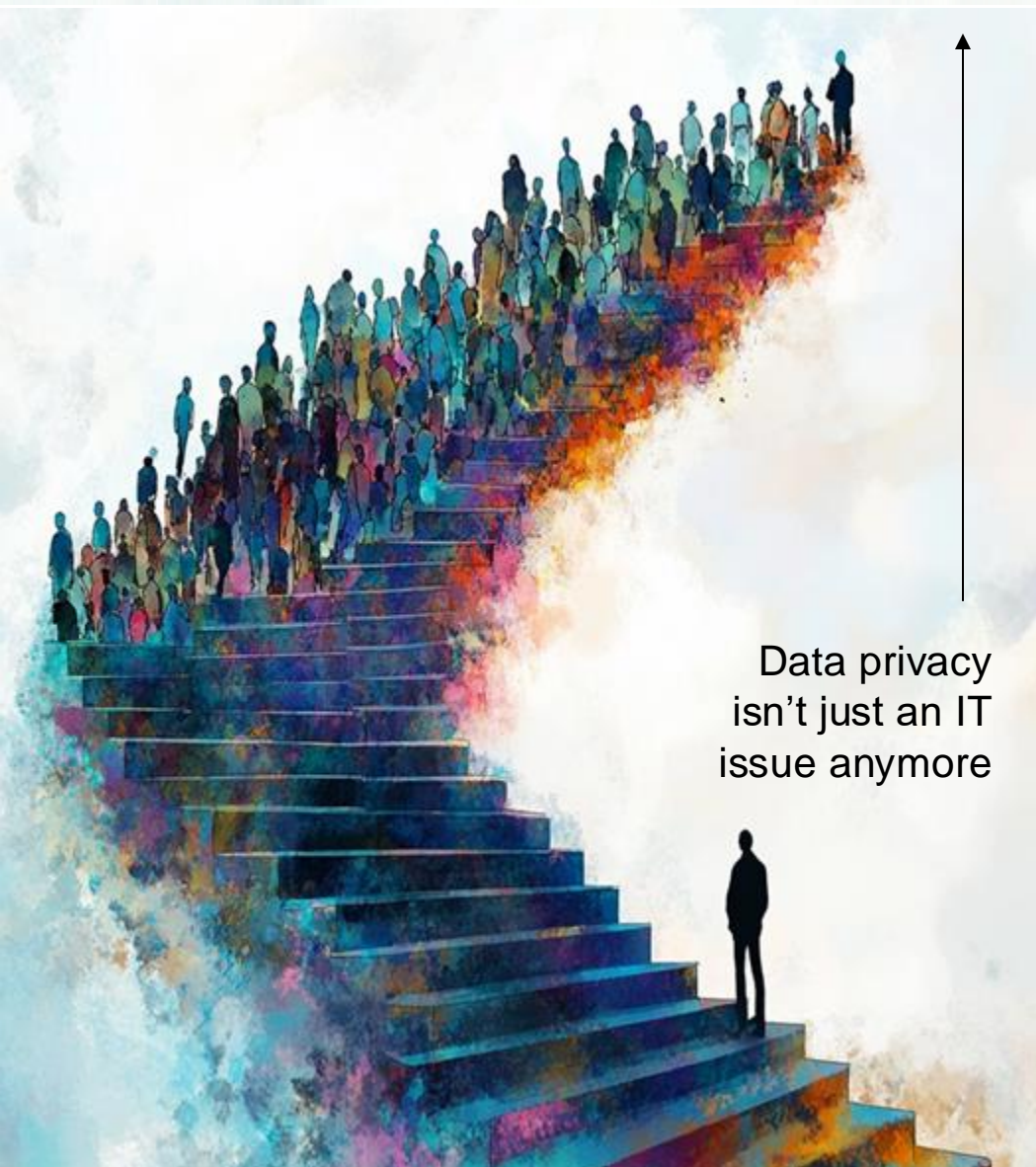
69% of enterprises report better data accuracy and trust through clear ownership roles (*McKinsey*).

- **Strengthens Data Privacy and Compliance**

74% of companies see improved regulatory and privacy outcomes, especially in privacy-sensitive sectors like finance and healthcare, by empowering data owners (*McKinsey*).

- **Accelerates Growth**

Empowering data owners enhances collaboration, leading to a 20-30% improvement in business outcomes (*McKinsey*).



Data privacy
isn't just an IT
issue anymore

Self – Service Data Management

Centralized
governance

Data as a
shared
resource

Low code/
no code DIY
software

Decentralized
control & action

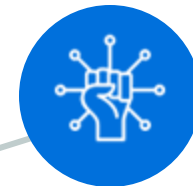


Data Privacy in
the AI Era

Risk and
Access
Management



Data
Sovereignty



Data Owner
Empowerment



Role Based
View of Your
Data



Data
Management in a
Hybrid Cloud



Questions?

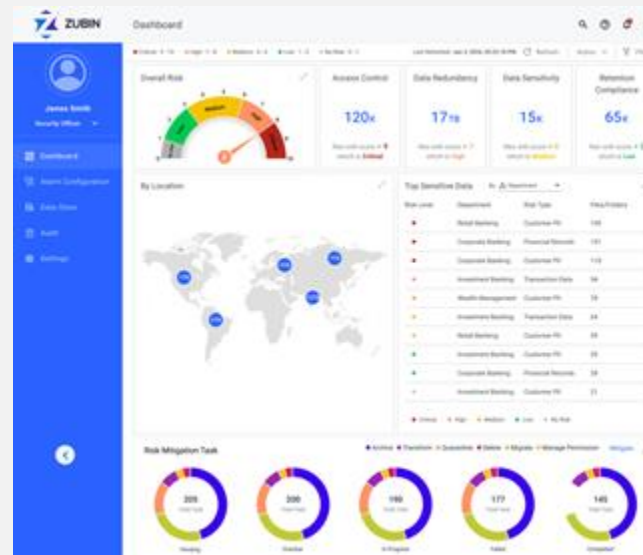


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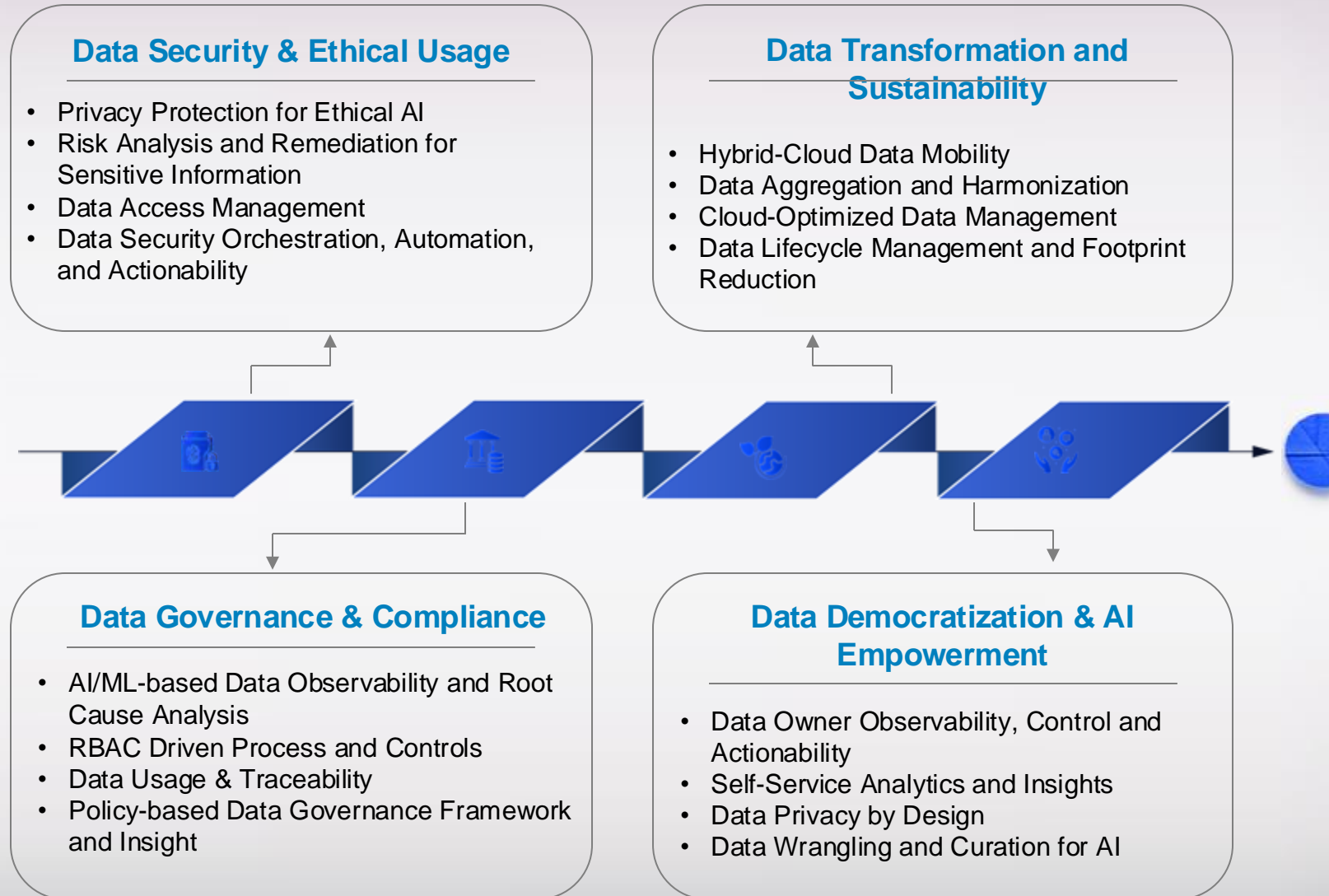


**AI-powered self-service
data management**
to make every enterprise a trusted
data custodian.

**Bytes to Right.
Own it. Trust it.**

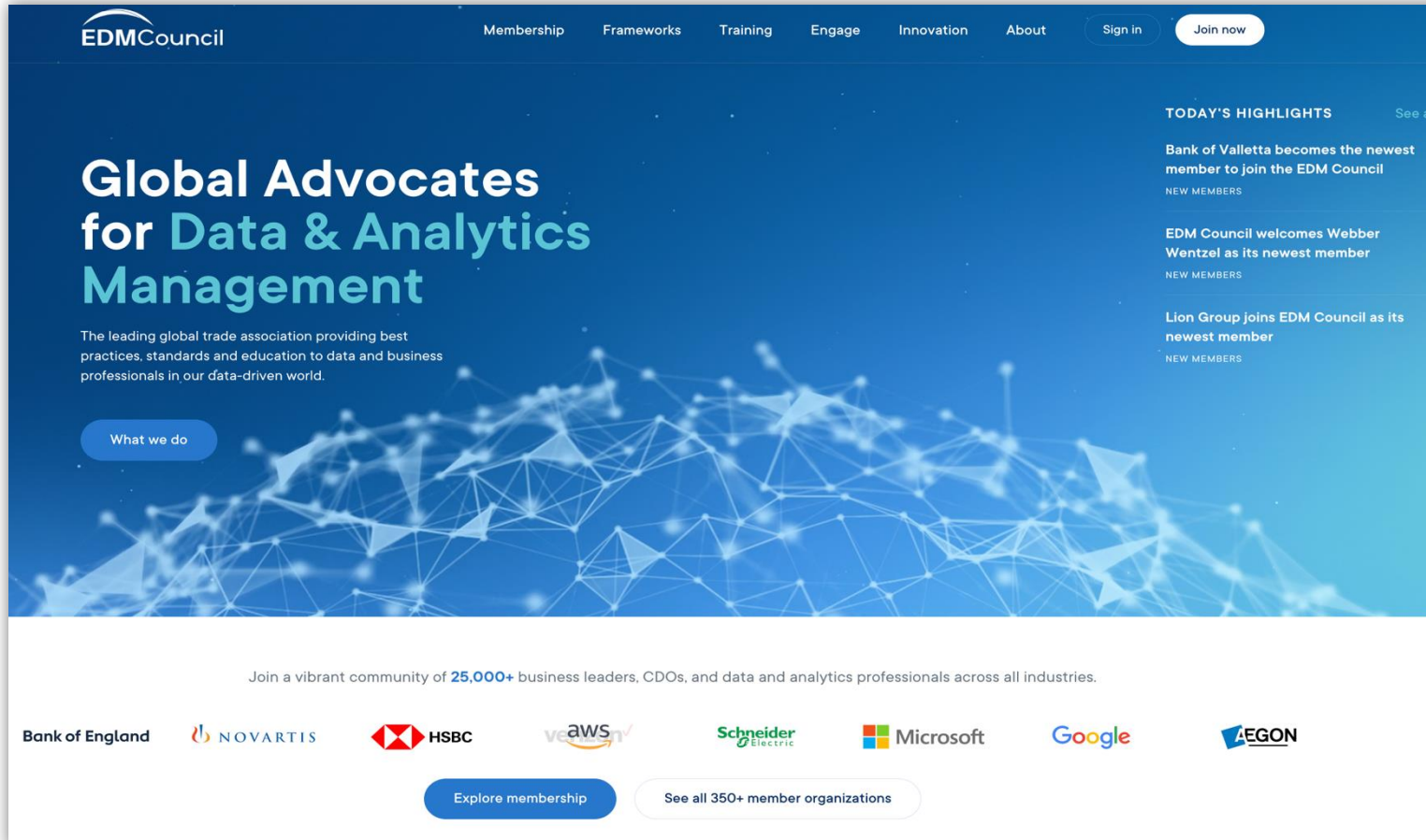


Data Orchestration and Trust, Every Step of the Way



- Visibility Into Existing Unstructured Data Footprint Across Enterprise
- Risk Identification of Data Exposure With Actionable Resolution
- Privacy Management With Intelligent Data Classification for AI Models
- Ensuring Data Sovereignty Across Global Data Footprint
- Data Owner Empowerment To View and Act On Their Data
- Storage Optimization and LCM Across Hybrid Cloud Infrastructure
- Self-Service Data Classifications and Migrations
- Policy-Based Transfer of Data Ownership To Avoid 'Orphan' Data
- Classify and Integrate On Premise Data With Microsoft DLP

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Thank you!

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