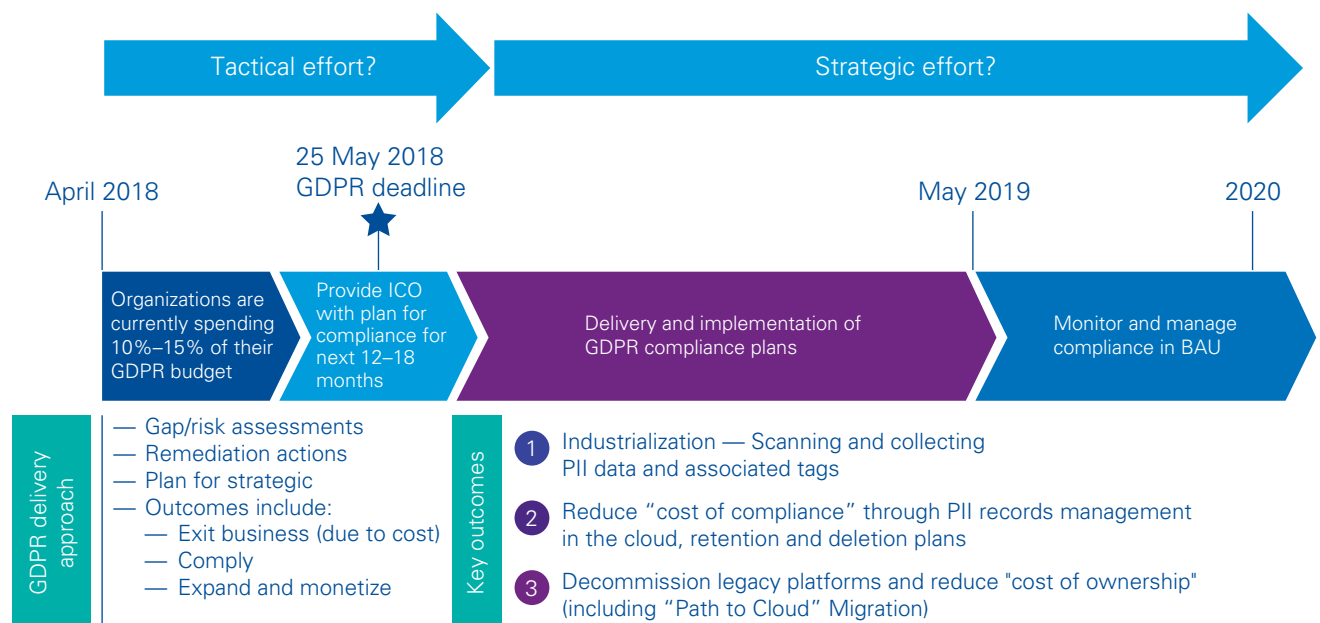


# The future of managing customer data: Beyond GDPR compliance

In May 2018, the biggest change to rules governing data protection for more than 20 years came into effect. The GDPR is one of the most significant pieces of EU regulation to be introduced in recent years and impacts any business that processes personal information.

In a world where you need to manage both the opportunities and risks associated with data, compliance with GDPR is critical. But how much of your effort is going into meeting the deadline, as opposed to thinking about a wider customer data management strategy? How can you avoid making short-term decisions that may affect your long-term ability to operate in a world where data will become both an asset and a liability? Finally, have you factored in how much ongoing compliance may cost?



Our experienced professionals are already working with a number of key clients implementing jointly developed solutions that bring together the business expertise of KPMG with the technological know-how and scale of the Google Cloud.

For one client, spend on GDPR compliance programs across geographies is in excess of US\$100 million.

Why so high?

1. The volume of personal identifiable data that they process
2. The size and complexity of their data and system landscape
3. Their need to industrialize and streamline multiple processes and controls to track and monitor ongoing compliance

## Why KPMG and Google?

Together, KPMG and Google can help your GDPR spend drive transformational change in your data estate. This transformation can reduce the total cost of compliance and lead to an improved customer experience, more powerful marketing, compliance with 'know your customer' regulations, and new product and service innovations — delivered through data analytics at scale.

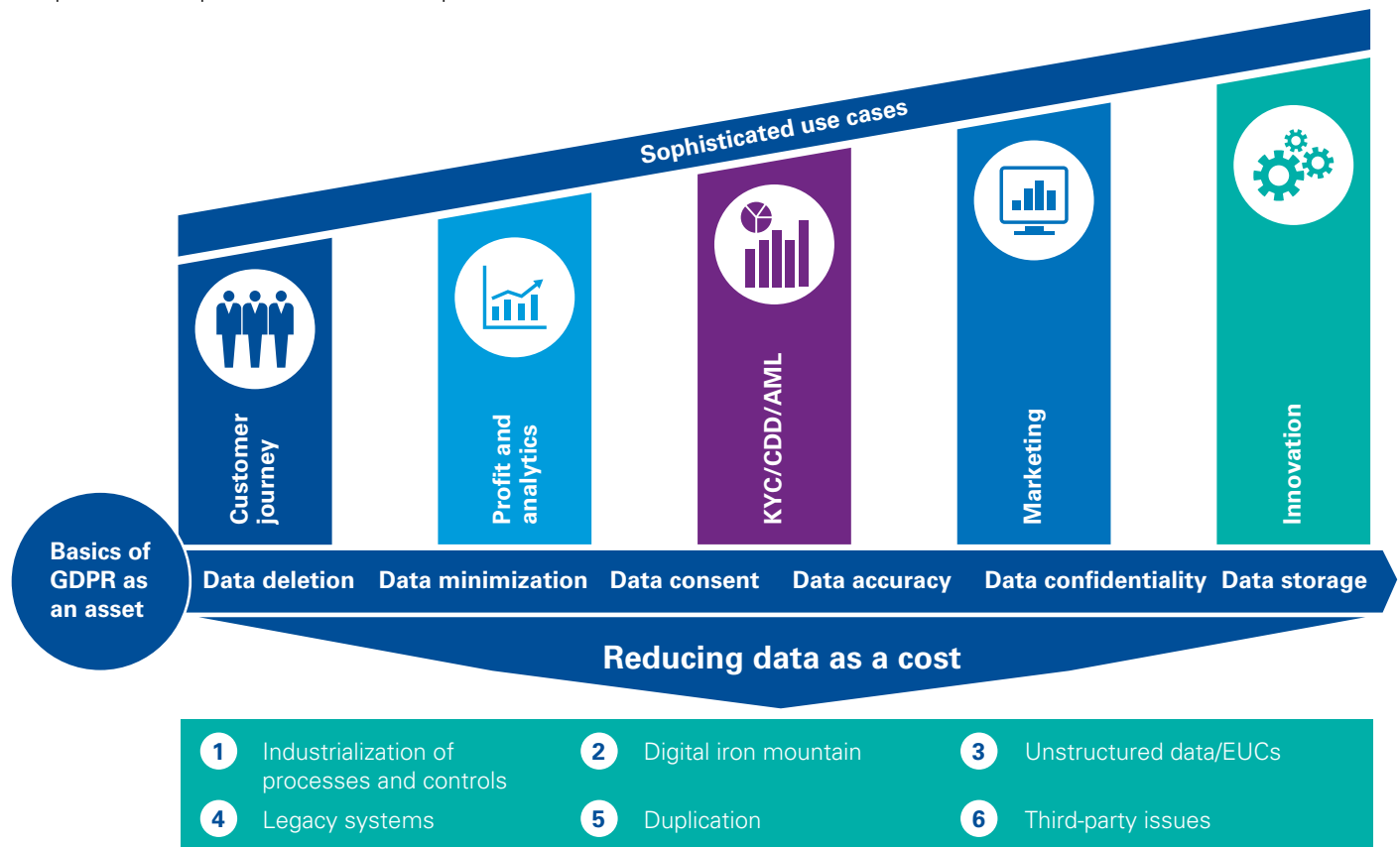
## KPMG and Google — a world of possibilities

Google Cloud is a market-leading platform for data and meta-data management and analytics. KPMG member firms bring domain, regulation, customer analytics, enterprise data strategy, and compliance knowledge. Together, we have a compelling solution in single customer views, legal and compliance monitoring, analytics, machine learning, end-to-end modelling platforms, cloud data warehousing, real-time analytics, and secure data infrastructure.

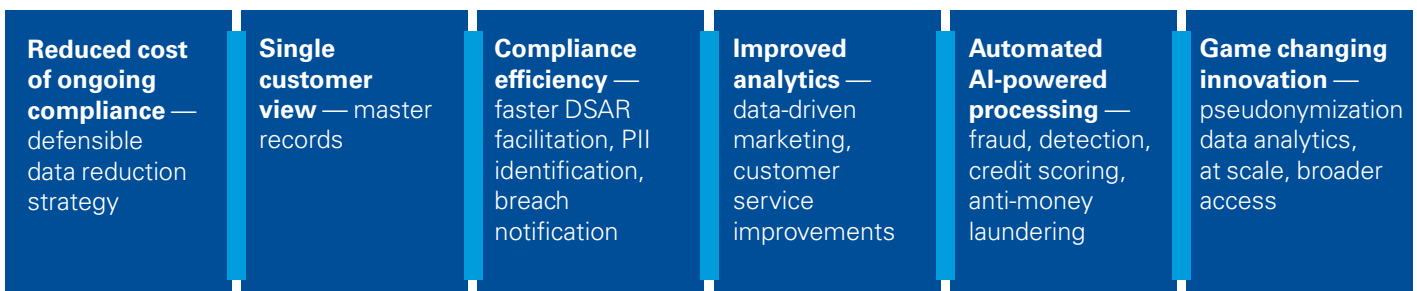
## Solutions

We will help you set up cloud-based, consolidated platforms through fast, 'at-scale' data analytics, while first establishing a more sustainable platform for managing compliance. Our professionals can help with:

- 1. Industrialization of processes and controls at scale** — establishing an on premise data scanner and GDPR data repository via Google Cloud, managing the pseudonymization of data allowing greater access from across your business and supporting sophisticated analytics without compromising GDPR.
- 2. Managing digital iron mountains** — policies and processes for records management retention, deletion and archiving via encrypted data warehouses in Google Cloud.
- 3. Defensible data reduction** — helping establish a repeatable and governed process for identifying, monitoring and eliminating data with limited or no value, reducing the total cost of data ownership and storage.
- 4. Capitalizing on data as an asset** — once ongoing compliance solutions are in place, we can you help leverage these for more sophisticated data analytics, driving a variety of integrated user cases including single customer views for better customer experience, compliance efficiencies for identifying any breaches or customer data requests, automated cognitive processing, and realizing innovation from data analytics at scale and speed.



## Potential benefits delivered



## A phased solution

Phase  
**1**

Leverage accelerators  
and lay foundations

### Install a data scanner application to identify customer data silos and send lineage data to the cloud

- Create a GDPR repository in Google Cloud
- Hold consent statements, contact preferences, customer data status records, and historic transactions
- Establish a pseudonymization data strategy and access processes for enterprise-wide data analytics
- Set up encrypted and secure storage using Google Cloud data warehousing
- Connect customer facing applications (e.g. contact center) to the Google Cloud GDPR repository
- Determine Information Life Cycle framework and Defensible Data Reduction Strategy — identifying cost savings

Phase  
**2**

Embed new capability

### Create a new mandatory process for any customer contact whereby the GDPR repository is consulted prior to contact

- Switch off non-essential customer systems until they can be reviewed and either re-engineered or decommissioned
- Training for all client facing employees

Phase  
**3**

Conduct game changing data analytics at scale

### GDPR Repository expands to be the master version of all customer data — a SCV

- Leverage new cloud technologies for accelerating piecing together customer data lineage and run advanced analytics
- Any identified decommissioned systems now removed from the data estate
- Other functions relating to customer data can now move to Google Cloud (e.g. fraud detection, marketing campaigns and data analytics); Google apps leveraged for wider benefits

Some or all of the services described herein may not be permissible for KPMG audit clients, their affiliates or related entities.

## Key contacts

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