

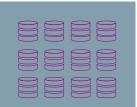
# Thales Cloud Protection for Data and Access Management

### **Industry Challenges**

#### **Explosive data growth**

175

Zetabytes global data in 2025



# Evolving compliance requirements



1800 lobal privacy law

## Operational complexity



Complexity is the top barrier for data security deployment

# Rapidly increasing data breaches

7.9 Billion records breaches in



50%

Of all corporate data is stored in the cloud



69%

Of breaches from identity theft



50%

Of helpdesk calls are password reset related

### **Opportunity**

# Thales enables Enterprises to address market challenges by:

#### Reducing data and access risk

 Address all data protection and authentication use cases.

#### **Meet compliance mandates:**

• GDPR, Shrems II, PCI DSS.

#### Improve user productivity

 Gain efficiencies across a geographically dispersed and multi-user journey workforce.

#### Manage operational efficiency and cost

- Reduce TCO per head.
- Single point for all data protection and authentication requirements.
- On-premises or hybrid cloud environments.

### **Our Solution**

#### Key Message

#### DISCOVER PROTECT CONTROL

- Discover sensitive data.
- Control with key management and access management authentication.
- Protect with encryption and key management.

#### Who we sell to

#### All organisations hold sensitive data

- SMEs: 250-1,000 users.
- Enterprises: 1,000+ users.

#### What's in it for you?

- Increase your deal size.
- Improve revenue & margin.
- Retire your quota.
- Increase stickiness with your customer.
- Open the door to more opportunities.

