

Why the data protection paradigm is broken and how to fix it

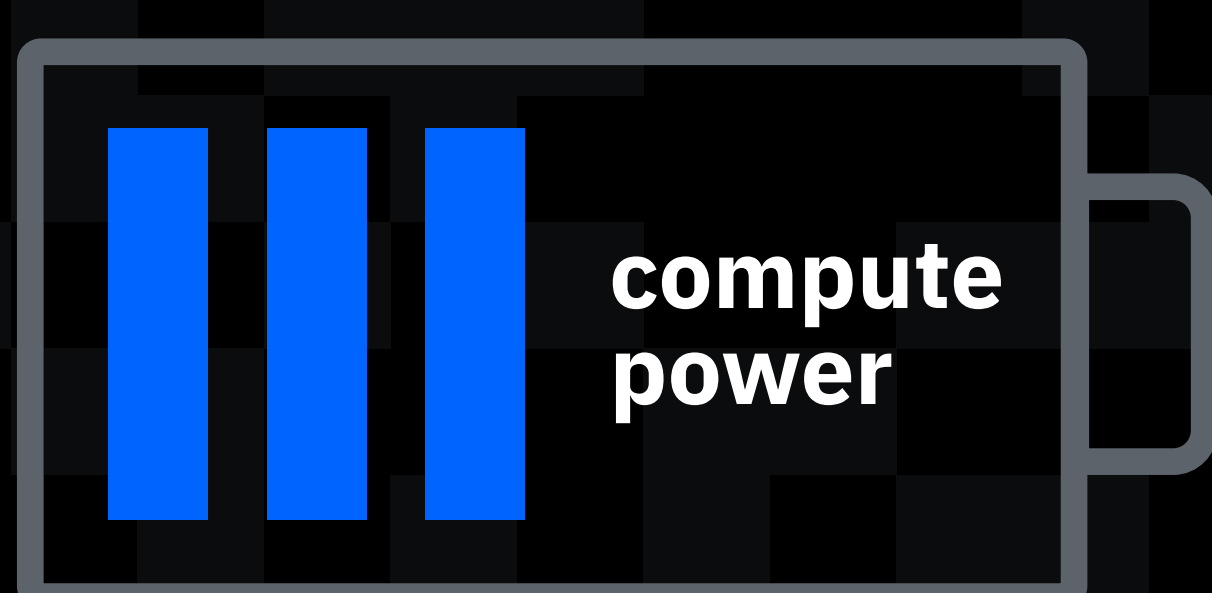
OF THE
9 Billion •
data records stolen
since 2013

49% were encrypted¹

Why?

Encrypting data is hard

It takes a ton of



It **slows**
applications
down

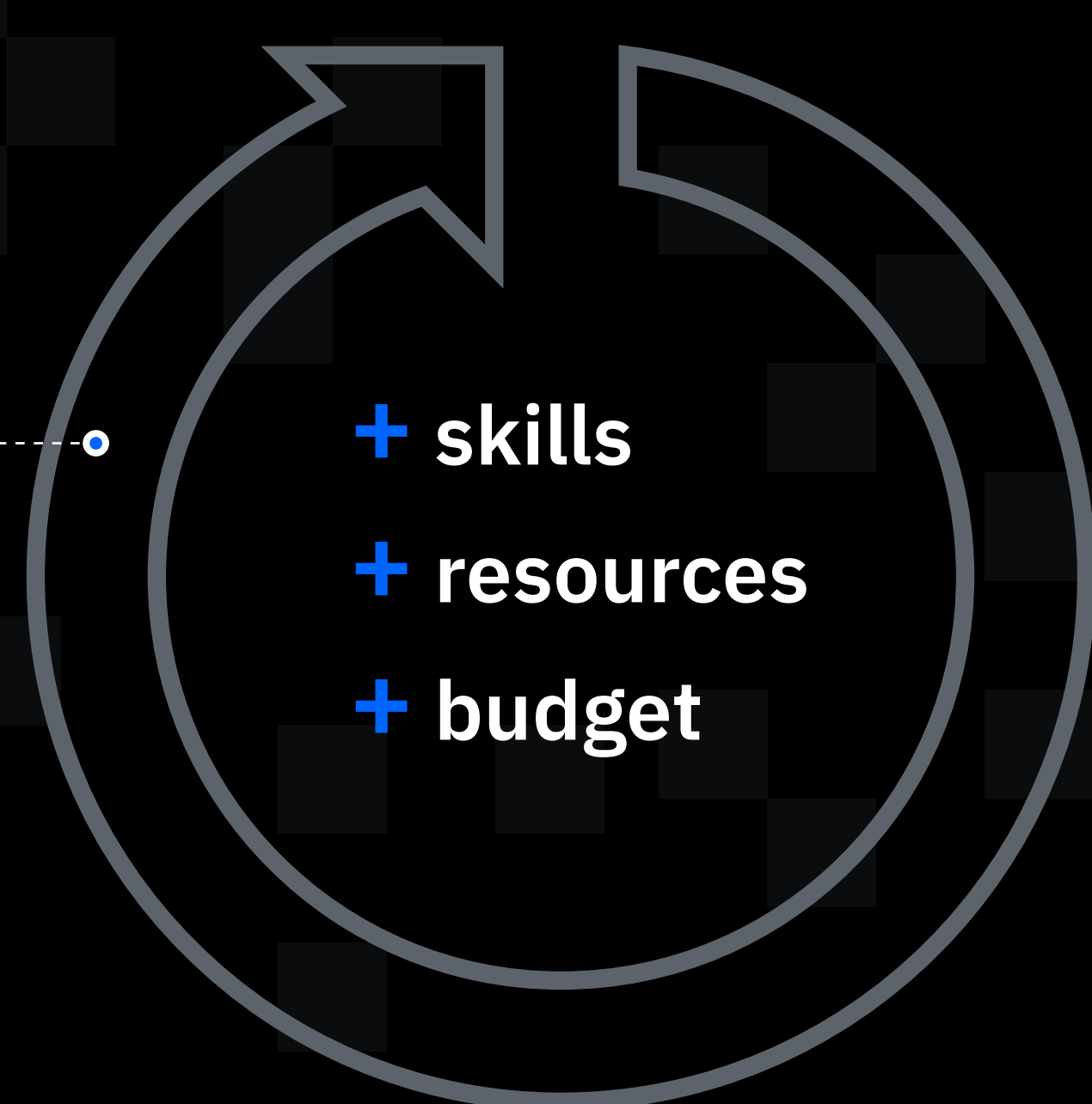
It's expensive



Most companies practice

Selective encryption

requiring application
changes



What if you could
encrypt everything without
changing anything?

Pervasive encryption

The new paradigm •



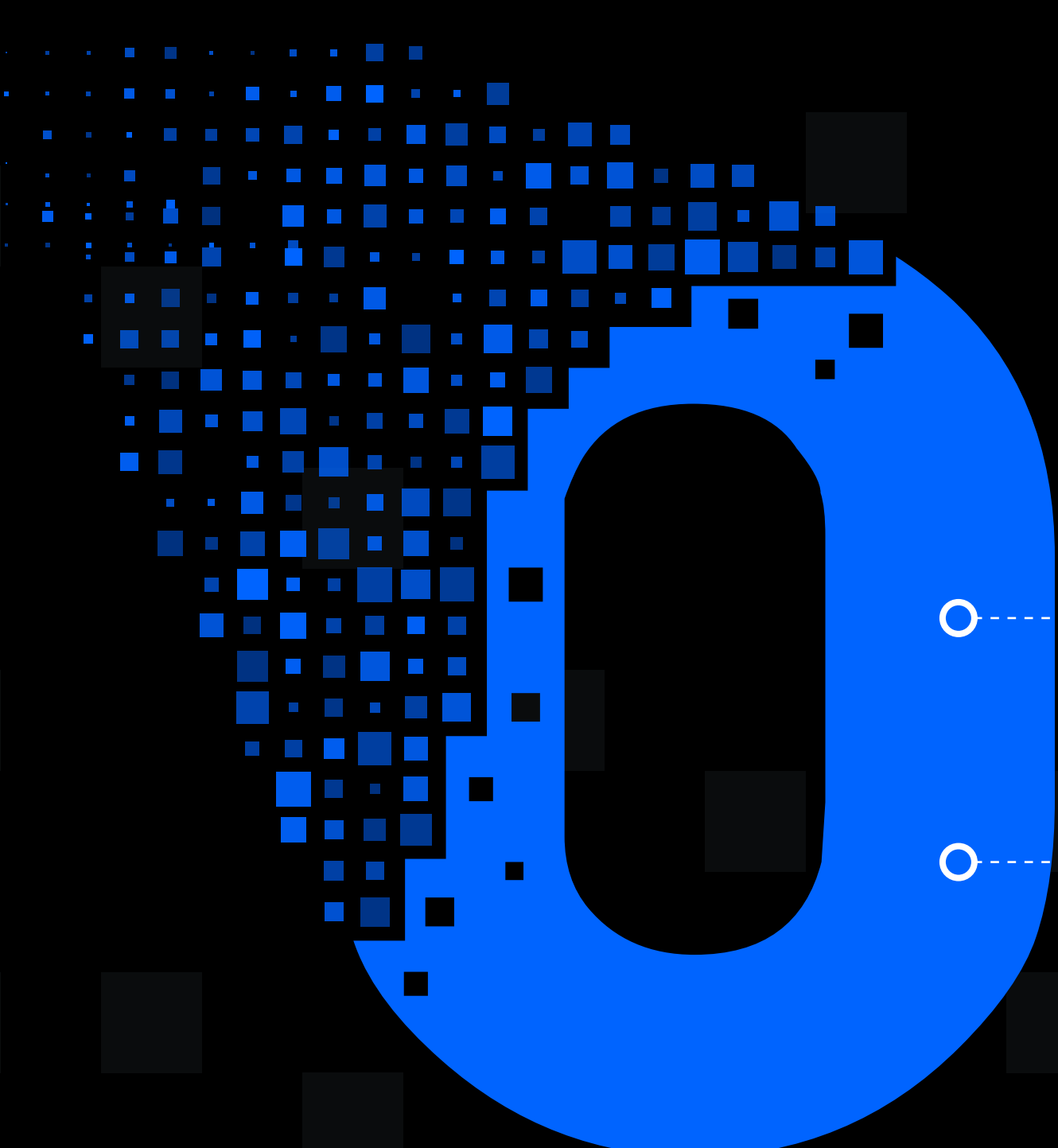
Low cost



Easy to deploy



Works at cloud scale



Now companies
can afford security with:

no application changes

no business impact

Data security personnel can
centrally manage

1,000,000s
of encryption keys

more keys
equals
safer data

With all that data, there's a lot at stake.
Shouldn't it all be protected?

IBM Z

Find out more at:

ibm.com/systems/trusted-digital-experiences

1. Breach Level Index: <http://breachlevelindex.com>

2. "How the Best Leaders Build Trust," Stephen M. R. Covey (2009)