Who says robust can't be refined?

Our powerful protection tools ensure your data is privacy ready, continuously available and constantly protected.

NetApp

Overview

Digital transformation will play a huge role in strategic visions for luxury brands in 2021 and beyond. Data analytics are increasingly relevant to engaging high-end customers with not only targeted marketing, but also tailored products and services.

The downside? Handling large volumes of personalized data brings increased security risks. Luxury brands are held to especially high standards and must position themselves to protect that data and preserve customer privacy.

87%

of consumers say they would not do business with a company if they had concerns about its security practices.

Source: Vogue Business, 2021

⊓ NetApp

The challenge

SVP for Legal Affairs at LVMH, Louise Firestone, believes that tensions between customers and luxury brands over data monetization and privacy will be one of the biggest trends in the global luxury market in the coming year.

When it comes to high-value transactions, customers of luxury brands such as LVMH want to know that their data is in safe hands. 94% of luxury consumers agree that data privacy will become even more critical in the next five years. With so much riding on data security, getting it done right will be a critical brand revenue and profit differentiator.

Luxury brands like LVMH looking to retain customers and maintain their reputation for discretion should be proactively looking into privacy solutions, not just reacting. Success in this area means reduced time to market, improved customer satisfaction scores, and a reduced likelihood of regulatory fines.

The solution

Privacy and luxury go hand in hand. Across LVMH's subsidiaries, customers expect the highest levels of confidentiality when they come to buy. NetApp's security-first approach enables constant control, empowers data privacy and compliance teams, and ensures sensitive data is only stored where it needs to be – meaning your business applications and hybrid cloud environments are always privacy ready.

We offer high-level encryption and ransomware mitigation that provides constant protection and replication in public and private cloud environments, preventing data breaches and dramatically reducing recovery time.

Compliance first

We utilize AI-driven algorithms to identify, classify, and categorize your data, then apply policies to report and recommend remediation according to modern compliance regulations.

End-to-end protection

We offer secure, shared file and block storage on your choice of public cloud with in-place and inline encryption, integration with the leading authentication services, and advanced features to rapidly recover lost data and repel security attacks.

Want to ensure LVMH's data stays in the right hands? Get in touch today.

Sources
[1] Law.com, 2021
[2] The Fashion Law, 2021