



NetApp GDPR Survey

Gauging global awareness of business concerns

April 2018



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Gauging global awareness of business concerns

- The 25 May 2018 General Data Protection Regulation (GDPR) affects **all businesses that process the data of an EU citizen**.
- NetApp embarked upon a **global survey** to gauge the level of GDPR preparedness among businesses and to understand their key concerns.
- The survey was completed by Opinion Matters in March 2018, including **1,106 C-suite CIOs and IT managers** responsible for IT buying decisions as well as IT managers involved in IT buying decisions, working in companies employing 100+ employees in the US, UK, France and Germany.
- The 2018 survey **extends research NetApp commissioned in 2017** to understand attitudes towards cloud services, data needs and the level of awareness and preparedness for incoming GDPR legislation.

Key findings

Gauging global awareness of business concerns

- Awareness is high as one in three global businesses believe the impact of GDPR could threaten their existence. Half think it will cause reputational damage.
- Strong motivation for GDPR preparation is garnered by two in three businesses having concerns over meeting the GDPR deadline.
- There is still time for improvement, as indicated by only two in five businesses being confident in knowing where data is stored, which is adding to concern.

35%

35% of global businesses think GDPR threatens their existence

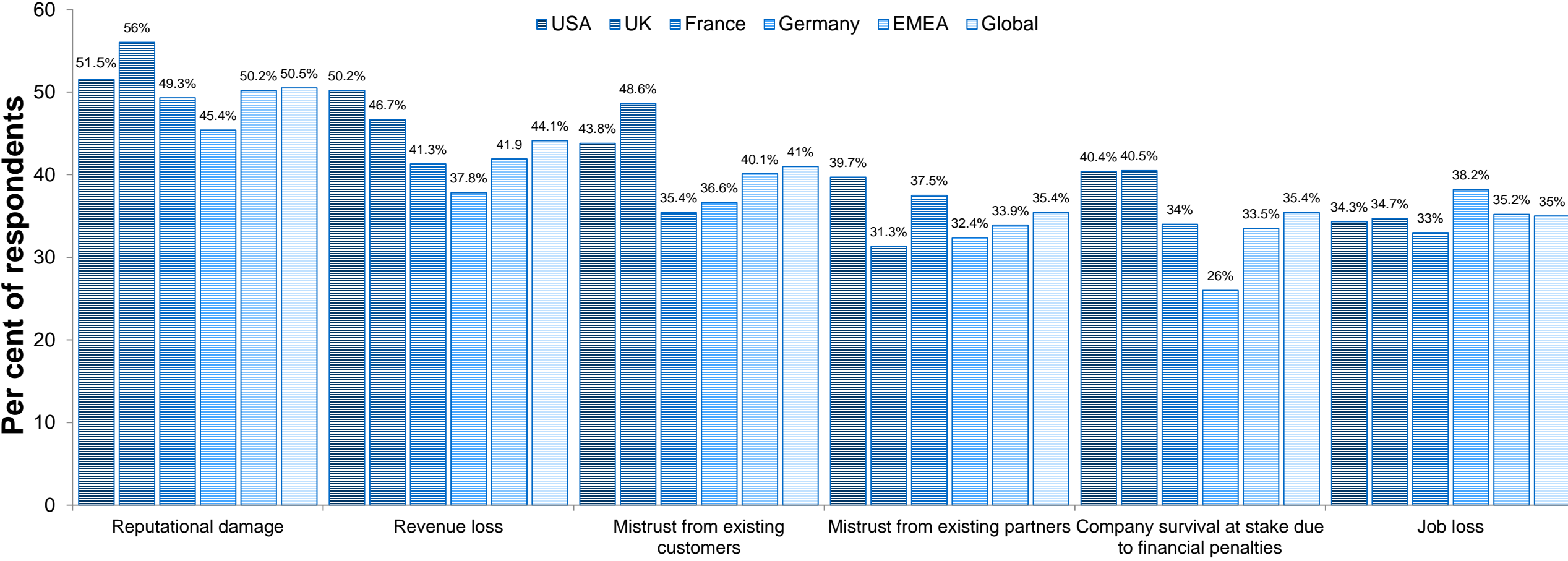
With the GDPR deadline approaching, global businesses are well aware of the impact of non-compliance.

51%

51% of global businesses think GDPR results in reputational damage

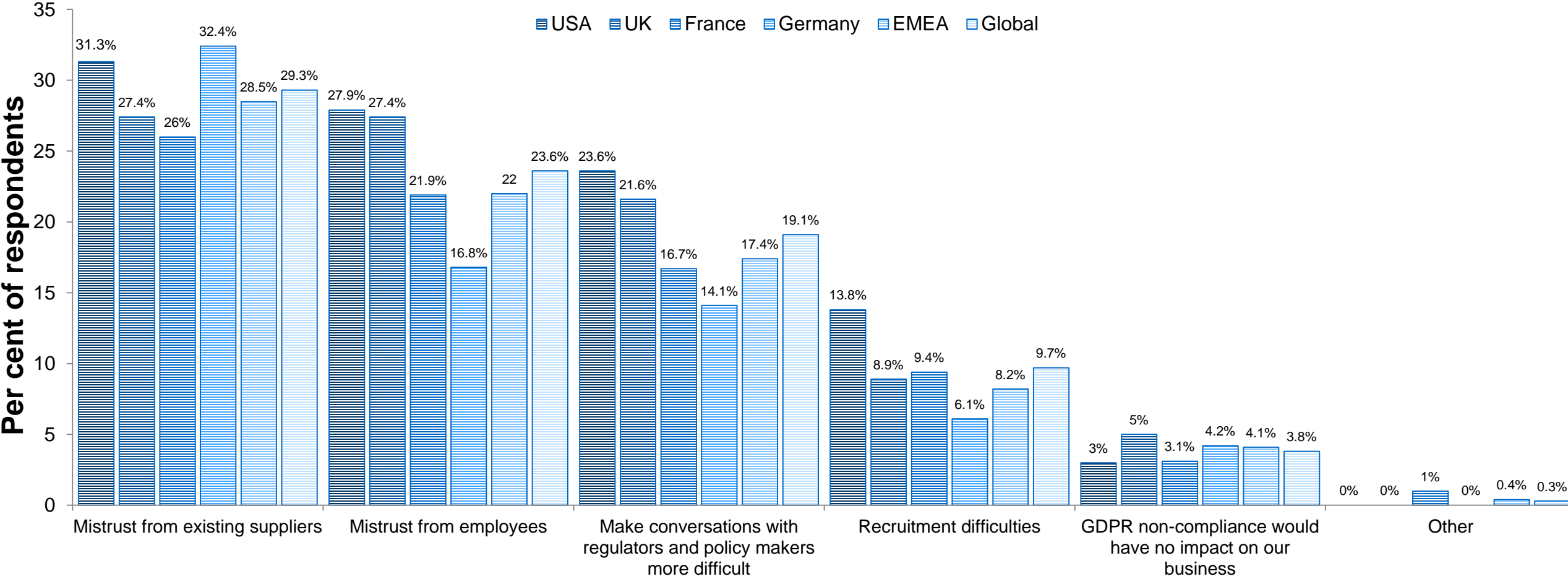
With the GDPR deadline approaching, global businesses are well aware of the impact of non-compliance.

What impact could non-compliance with GDPR have on your business?



The impact of GDPR non-compliance on business

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The impact of GDPR non-compliance on business

67%

67% of global businesses think they may not meet the GDPR deadline

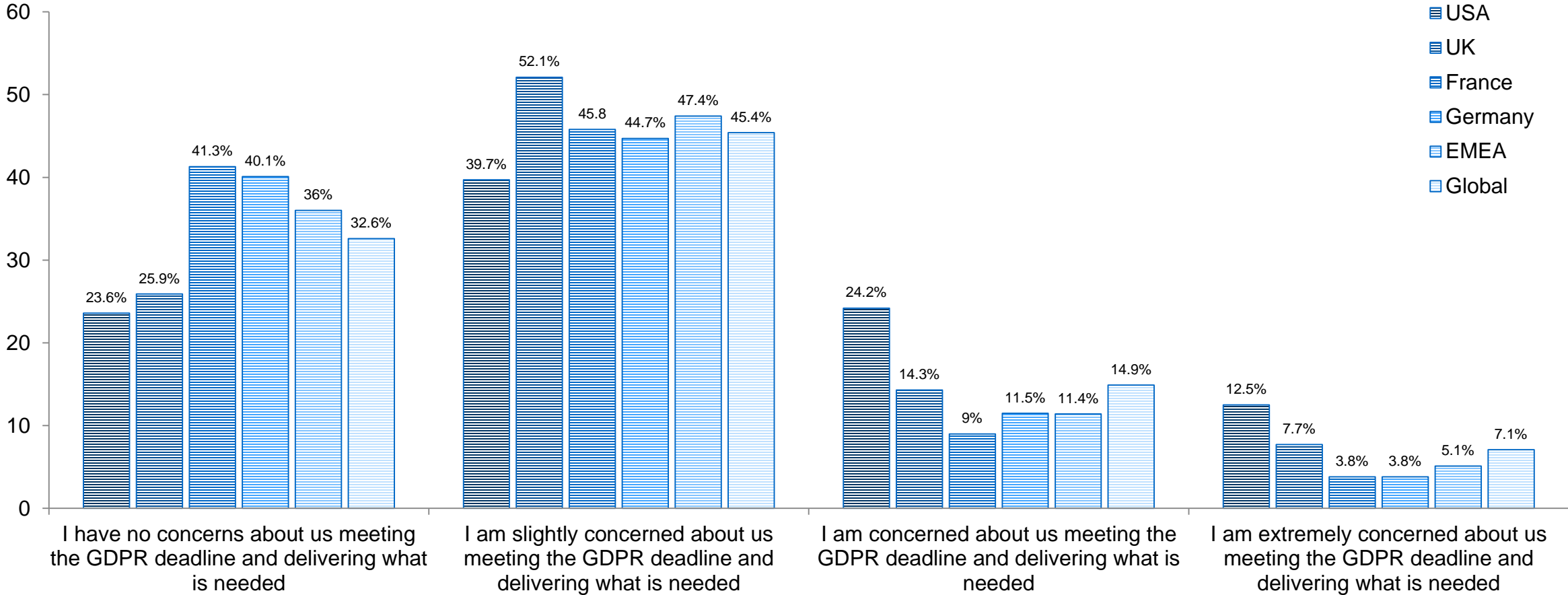
Motivation for further preparations ahead of the deadline is now high, with businesses working to alleviate concerns

9%

In EMEA, levels of concerns have decreased by 9% over 15 months

Motivation for further preparations ahead of the deadline is now high, with businesses working to alleviate concerns

Which statement best describes your level of concern about meeting the GDPR deadline?



40%

40% of business
have confidence in
knowing where their
data is stored

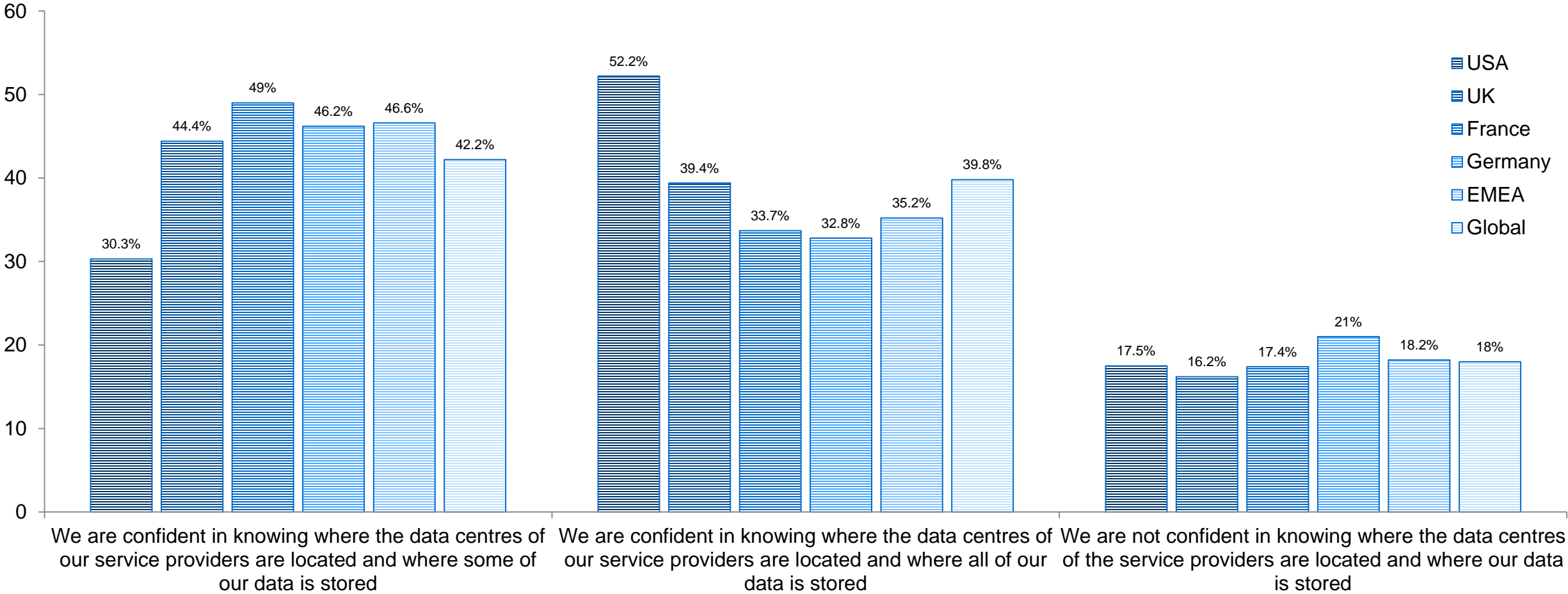
Understanding where data is stored
is the first step for businesses
towards GDPR compliance

10%

In EMEA,
confidence has only
improved by 10%
over 15 months

Understanding where data is stored
is the first step for businesses
towards GDPR compliance

Describe how confident you are as a business in knowing where your data is stored?





Bill Miller, Senior Vice President & Chief Information Officer at NetApp:

“Companies that control their data control their destiny, so it is surprising to see that despite the risk-reduction and operational benefits of GDPR compliance, so many businesses are still struggling to meet the deadline. The good news is that there is still time to engage a GDPR expert to help prioritize and complete the most critical GDPR compliance tasks and ensure you, your partners, and your cloud providers know where your private data is stored.”





**Alexander Wallner, Senior Vice President
& General Manager EMEA, NetApp:**

“The GDPR, data compliance, and privacy questions will undoubtedly affect businesses that touch EU citizens’ data. There is good news though, in spite of the approaching deadline: The whole ecosystem is responding to the requirements of GDPR, from resellers to hyperscale cloud providers to manufacturers. Enterprises can tap into this expertise, build up resources, and future proof businesses with GDPR compliant data management.”





Thank You