

What VARs and MSPs Need to Know About GDPR.

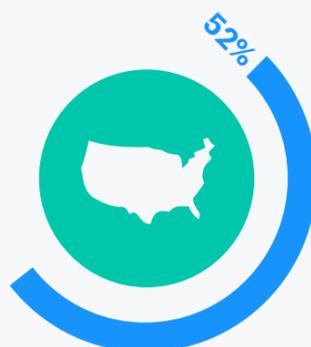
The Facts. The Figures. The Opportunities.

A Global Mandate

The global nature of how and where individuals' data is stored, and the fact that many companies holding that data are also holding the data of non-EU residents, makes GDPR something of a global mandate.

GDPR applies to you (and your customers) if you have personal information of an EU Citizen. More than half (52%) of U.S. businesses fall into that category.*

* Study by Vanson Bourne & Compuware



Cloud and GDPR — Inexorably Intertwined

It is possible that without the advent of cloud computing, no such formal regulation would have been implemented. Due in large part to the widespread growing use of cloud, personal data is easy and inexpensive to collect and store — and much of that collection and storage is unregulated and unprotected.

Just as the cloud created the need for GDPR, cloud is the leading technology to facilitate compliance with GDPR, creating tremendous opportunities for VARs and MSPs.



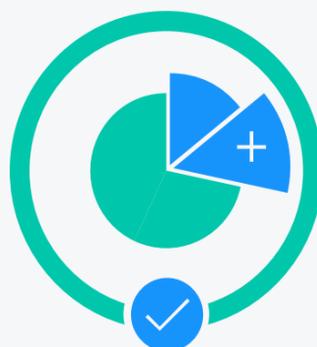
There's Opportunity Here

"Clients will be relying on their providers to help them meet regulations, which is a great opportunity to build on your relationships, all while creating new business with current and potential end users."

CompTIA

There's a market growth opportunity for MSPs and VARs to help firms become and remain in compliance with the GDPR. Cloud technologies, including cloud storage, intrusion detection/prevention, backup and disaster recovery, endpoint protection, encryption technologies, are practical ways to dive into the subject of GDPR with prospects and customers.

Companies need to know which cloud providers they can trust — and they need to know which technical tools and organizational measures they must take in order to be GDPR compliant. That's where you come in.



The Price of Privacy

Simply put — the opportunities surrounding GDPR for VARs and SPs are enormous.

- U.S. companies are projected to spend a total of \$41.7 billion to achieve compliance with the European Union's General Data Protection Regulation (GDPR). *
- 68% of U.S. companies expect to spend between \$1 and \$10 million to meet GDPR requirements.**
- The U.S. GDPR market generated \$416 million in 2017
- Market is forecast to grow to \$537 million by 2022
- Compound annual growth rate (CAGR) of 5.2% for the 2017–2022 period.***

* www.gigacalculator.com

** PwC, Pulse Survey: US Companies ramping up GDPR budgets

*** IDC, U.S. GDPR Security Products Forecast, 2018–2022: Impact of GDPR on Spending

Where Do the Opportunities Lie?

Shares of \$540 Million in 2022 GDPR Spending by Segment*

36.7%

Identity and Access Management

23.7%

Data Protection

18.7%

STAP (Specialized Threat Analysis and Protection)

15.3%

Security and Vulnerability

3.4%

Endpoint Security

2.2%

Network Security

* IDC, U.S. GDPR Security Products Forecast, 2018–2022: Impact of GDPR on Spending