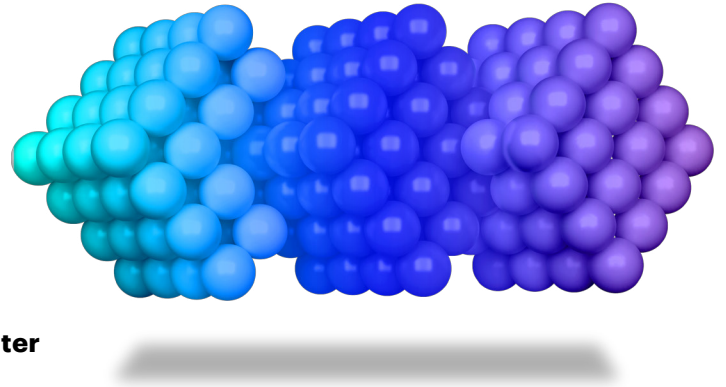


PLATFORM ESSENTIALS

PLATFORM TRUST



Whenever people sign up for a platform, it requires sharing personal data, which is an act of trust. The more we rely on platforms in our daily lives, the greater the importance for platforms to get trust right.

Getting trust right is about the increasingly complex business problem created when people engage with platforms in their daily lives. Each interaction is an opportunity for platforms to validate and reward the trust that is being placed in them—or to damage it. With our Platform Trust solutions, Accenture empowers our clients to create, maintain, and grow trusted platforms for users, partners, regulators, governments, and society.

HOW WE CAN HELP:

	01 USER TRUST	02 PLATFORM TRUST	03 ECOSYSTEM TRUST
	We identify where and how to differentiate your business to help ensure the integrity of your platform and your brand.	We identify ways to protect user data and privacy from a growing and increasingly complex cybersecurity landscape.	We can detect and respond to threats facing your organization and those serving as a vector to others.
QUESTIONS ANSWERED	<p>How to protect end user experiences without clunky, distracting security double-checks?</p> <p>How to avoid being another failure story in privacy, data leaks, etc.?</p> <p>How to give control to end users to make privacy choices that work for them and their needs?</p> <p>How to treat my customers fairly across all our engagement points?</p>	<p>How to leverage security to help get my products to market faster?</p> <p>How to reduce product or service rework due to privacy, security, fraud or compliance?</p> <p>How to ensure every product and service meets a similar level of trust?</p> <p>How to scale and prioritize response to the exponential growth in threat complexity and attacks?</p>	<p>How to stay current with the rapid pace of regulatory changes?</p> <p>How to verify the data, media, and code in my products is compliant with appropriateness and security standards?</p> <p>How to better identify and mitigate fraud on my platform?</p>
SOLUTIONS	<p>“Design for trust”</p> <p>Empowering a trusted brand</p> <p>Trust score development</p>	<p>DEVSECOPS</p> <p>DEVPRIVOPS</p> <p>Scalable threat response</p> <p>Identity & access automation; Zoran AI</p> <p>Fraud hunting</p>	<p>Content security services/ Policy engine</p> <p>Build a culture of compliance</p> <p>Compliance as a service/ DEVSECOP for policy</p> <p>Content security/identity solutions</p>

Trust is now a platform differentiator. Platform trust issues—responsible data use, privacy, security, and abuse prevention are core business imperatives that directly impact the ability to compete. Accenture helps our clients keep platforms secure for a trusted user experience and engaging a connected market.

FOR MORE INFORMATION CONTACT:

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ABOUT ACCENTURE

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