



# WHAT'S HAPPENING WITH THE GDPR

## VIDEO TRANSCRIPT

Hersh Shah

Hi everyone, we are here at Informatica world 2018 with Accenture, and what's interesting is that we've launched this new offering with Informatica around gdpr which is essentially data governance and data compliance. With me is Jennifer. Can you help us describe on what Accenture's approach is on how we're tackling this issue around data compliance and GDPR

Jennifer Nicholson

Sure, so our GDPR offering is an intelligence suite that includes both our traditional approach to consultation and subject matter expert expertise but it's also underpinned by a layer of machine led and applied intelligence tools that really enable us to automate what has been done manually before

Hersh Shah

From an Accenture perspective what is it that we're talking to clients about, or who are we talking to?

Jennifer Nicholson

So we talk a lot to different senior leaders, mostly in the c-suite, that includes new roles that are just still emerging like the chief data officer, the data protection officers, or data privacy officer, which is a new role just based pretty strictly on the GDPR, but really governance and compliance is an issue that spans an entire organization because it impacts the business units all the way through the legal and financial side and everybody in between.

Hersh Shah

Can we describe how we're leveraging the solution sent from Informatica to provide the automation around it?

Jennifer Nicholson

We are using three different tools in their suite to begin with. We're using Axon which allows us to put the governance structure in. We use EDC or Secure at Source to automate the data discovery

Hersh Shah

How do we start with our clients and how do we get this new offering that we just launched with the from Informatica and use it with our clients?

Jennifer Nicholson

Really the most critical thing to do is understand what data you have, what PII you have, where it is why you use it, if you need it and then will work with you, you know, to prioritize your risk and create a heat map basically of hot spots or a knowledge graph that maps the relationships and then move forward from there by taking a risk analysis approach to identifying what we're going to do in the short term and the long term to move towards compliance.

Hersh Shah

So that really sounds Accenture at its best in terms of data in the new and how we're working with our partners like Informatica.