Managing Personal Data Beyond The GDPR
How will European organisations remain compliant and manage their data in the next five years?

The General Data Protection Regulation (GDPR) is now a reality for all businesses that control or process data about or relating to EU citizens. We wanted to find out how ready businesses are and what challenges they face from these business operations.

1. Which of the following best describes the current maturity of your GDPR programme?
   - We are still in the planning and evaluation phase for GDPR: 17%
   - We are GDPR ready: 19%
   - We are in mid-phase, still implementing changes: 30%

2. What obstacles to meeting the deadline have you experienced?
   - Data protection and privacy professionals shortage: 57%
   - Quality and quantity of change management and reporting: 45%
   - Data governance technology, benchmarking & learning: 47%

3. What data management technologies are you planning to invest in following your GDPR assessment?
   - Data integration: 67%
   - Data quality & master data management and reporting: 49%
   - Data governance technology, benchmarking & learning: 47%

4. What extra resources is your organisation putting in place to maintain GDPR compliance?
   - Extra compliance professionals: 90%
   - Extra cyber security professionals: 63%
   - Extra data protection and privacy professionals: 75%

5. What improvements do you expect in your organisation following GDPR compliance?
   - Data integration: 57%
   - Data quality & master data management and reporting: 49%
   - Data governance technology, benchmarking & learning: 47%

6. Do you expect GDPR compliance to help your organisation with improvements in the following areas?
   - Will definitely accelerate the cleaning of our data and lead to higher data quality: 36%
   - Will lead to better decisions in business units because of more reliable data: 33%
   - Makes our organisation’s data rapidly actionable and valuable: 30%
   - Will provide better customer knowledge and marketing: 28%
   - Will accelerate the development of new products and services: 28%
   - Will have no impact: 1%

7. GDPR compliance is an important milestone in the data management journey of organisations, and it goes beyond the scope of this survey. It is important to remember that GDPR compliance is not the end goal, but a means to an end. It is critical to look at the big picture in terms of how they will use data in the future.