

It's the Age of Data.

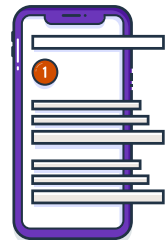
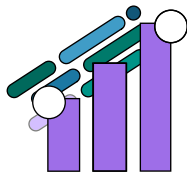
The amount of data created and collected has exploded over the last ten years, accelerated by digital transformation, the rise in mobile devices, the growth of big data and AI, and the Internet of Things. This has led to opportunities for companies to pull ahead of the competition but has also driven consumer privacy concerns, rising threats to data security, and more privacy regulations.

Rise in data creation & collection:

48x

Amount companies expect the data they manage to increase by 2025.

SOURCE



64.2 ZB

Amount of data created in 2020 (46% more than expected).

SOURCE

463 EB Daily

Amount of data that will be created globally by 2025.

SOURCE

Data-driven competitive advantage:



87%

of companies say that data is the **most important competitive differentiator** in the business landscape today.

SOURCE

ORGANIZATIONS THAT UTILIZE CUSTOMER ANALYTICS ARE...

23x

more likely to out perform competitors in customer acquisition.

SOURCE

19x

more likely to achieve above-average profitability.

SOURCE



53%

increase in the percentage of organizations appointing a Chief Data Officer.

SOURCE

Privacy concerns, threats and regulations:



79%

of US adults are troubled by the way their data is being used by companies.

SOURCE

61%

of breaches in 2020 involved credential data.

SOURCE

\$4.24M

cost per breach incident in 2020.

SOURCE



\$2500 - \$7500

potential fines per record from California's CCPA privacy regulations.

~80%

of Apple iOS 14.5 users have opted out of App Tracking.

SOURCE

[Read our whitepaper](#) to see why companies need a complete data control and protection solution to unlock the full value of the Age of Data.