

5 Actions to Balance Data Security With Business Enablement

Data security efforts often get in the way of business objectives. Take 5 actions to help protect data assets while enabling the business.

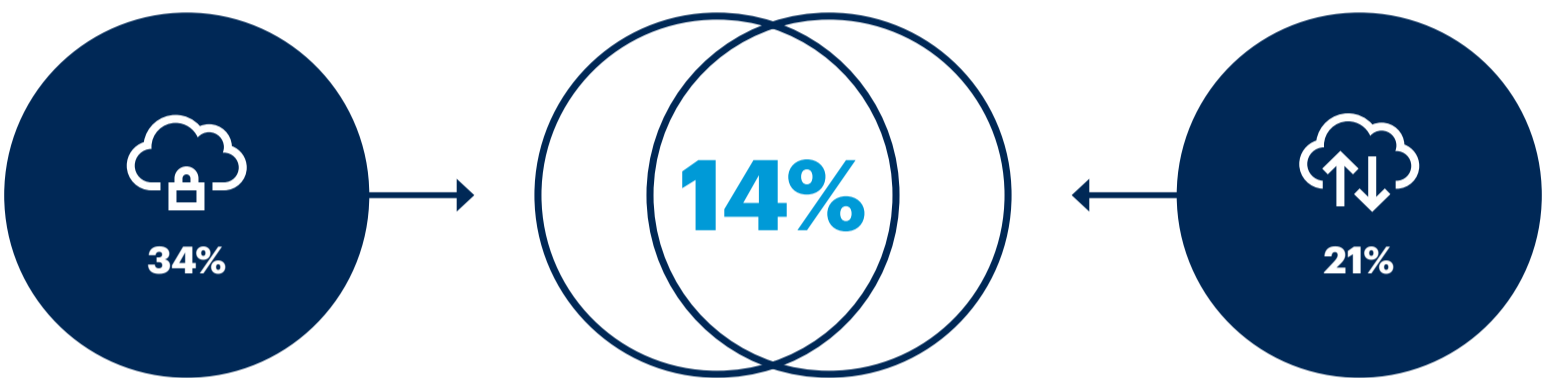


Most SRM leaders struggle to balance data security and business enablement goals

Percentage of SRM leaders who effectively:^a

Secure organizational data assets

Enable the use of data to achieve business objectives

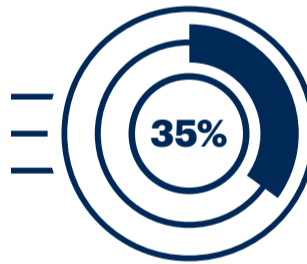


Only one in seven effectively achieve both

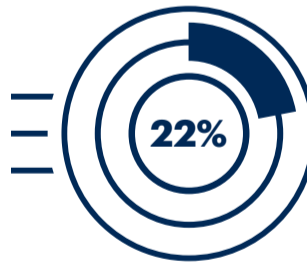
SRM leaders who are effective in achieving both goals take these 5 actions

Increases ability to achieve goals by up to:

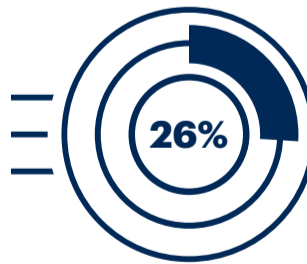
1 Use a well-established process to co-create data security policies and standards with end users and invite feedback.



2 Reconcile different data-security-related governance initiatives by partnering with other internal functions to identify overlaps and synergies.



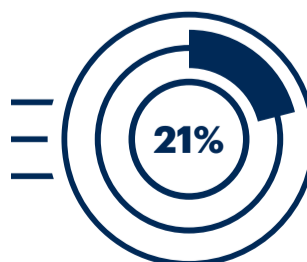
3 Delineate non-negotiable security requirements that need to be met when handling previously unknown data security risks.



4 Influence decision making on GenAI-related decisions like when to pause or stop a GenAI tool or feature.



5 Work jointly with data and analytics (D&A) teams to communicate the business value of data security initiatives to the C-suite and board.



Helps SRM leaders to:

Reduce friction created by data security policy to support business outcomes.

Align data-security-related governance efforts across business silos to eliminate inefficiencies.

Define high-level security guardrails that allow the business freedom to experiment with new technologies.

Secure top-down buy-in from business stakeholders on data security initiatives.

n = 318

Source: 2024 Gartner Data Security in the Age of AI Advancements Survey

^a Security and risk management leaders scoring six or more on a seven-point effectiveness scale

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