

# What Is Modern Data Provisioning

Today's leading businesses operate in a data-driven and privacy-conscious world. Businesses outperform their competitors by taking advantage of insights that come from data. Those that can show they use data appropriately gain customer trust and enhance their reputation. Success comes by using data responsibly—innovating relentlessly while mitigating privacy risks and demonstrating trustworthiness.

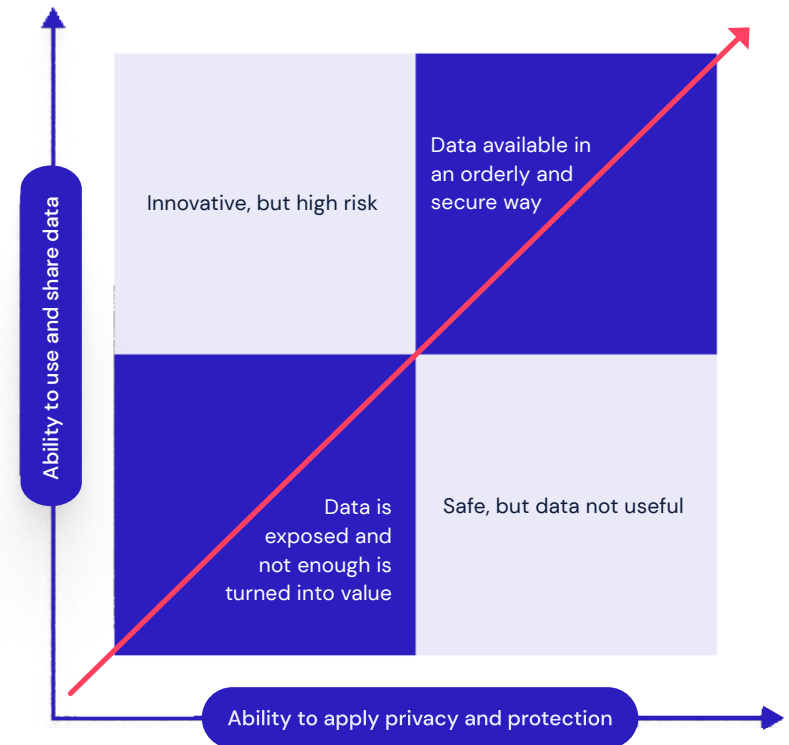
Modern data provisioning combines people, process, and technology to enable responsible data use efficiently and effectively. The latest advances in technology come together with robust best-practice processes to ensure high-utility data reaches those who need it, at the right time, while managing risks effectively and demonstrating compliance with relevant laws.

## Why Does It Matter?

A host of new tools and technologies to leverage data have become available in a short period of time, alongside rapid advances in machine learning and analytics and a dramatic fall in the cost of computation. In the same period, laws and regulations have changed rapidly, driving new requirements and business practices to combat the privacy risks created by the mass gathering of personal information.

Provisioning processes have become complex and inefficient as they balance regulatory compliance with the data access demands of stakeholders who need safe data for analytic applications, AI and ML initiatives, cloud computing, and more.

In modern data provisioning, privacy and accountability are built into the provisioning process directly to optimize efficiency and accelerate access to data. This new paradigm provides a hyper-efficient, end-to-end data provisioning process that brings to bear the latest privacy enhancing technologies.



The maturity of an organization's data provisioning capability always corresponds with increased business value. Modern data provisioning enables organizations to grow in maturity by balancing data privacy and protection with the ability to use and share data.

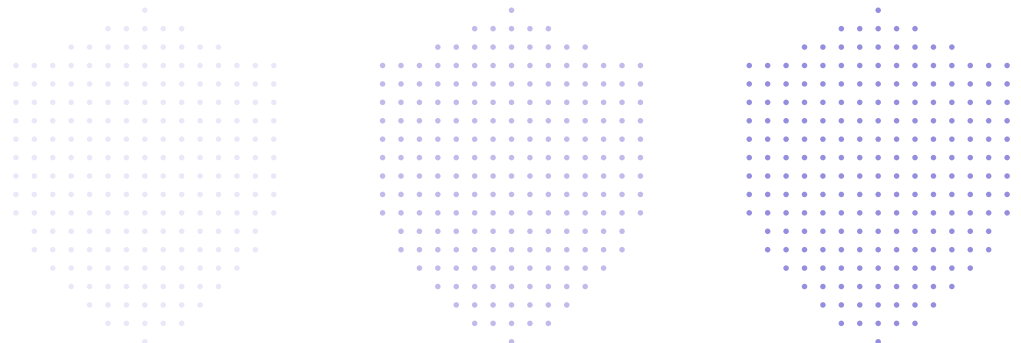
## Who Does It Help?

A modern data provisioning ecosystem balances the needs of data owners who are responsible for the safety of datasets under their care, data consumers who access data for their day jobs, data guardians who are responsible for the organization's ethical and legal use of data, and business leaders who want to see value derived from the data their organization has collected.

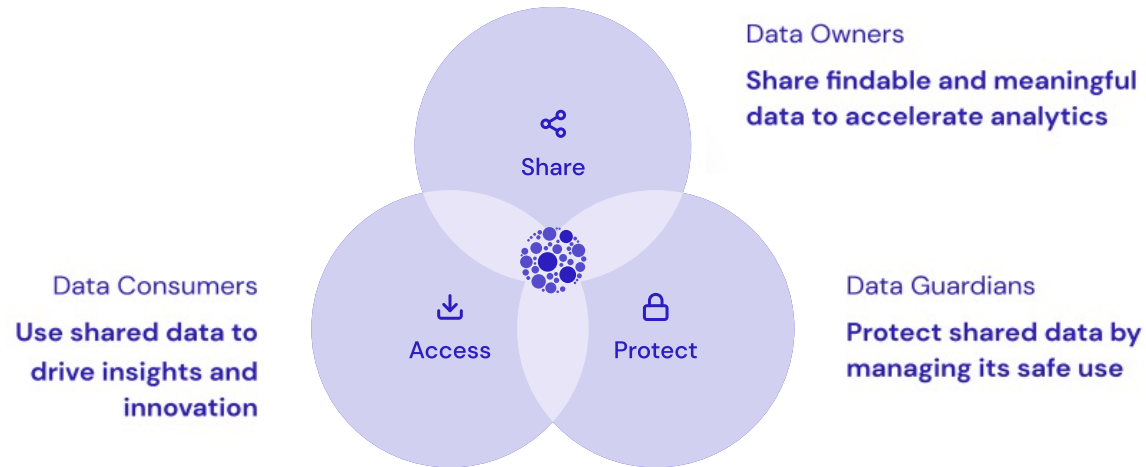
**Data Consumers** often struggle to locate approved data, or approval processes mean it takes too long to access data. Modern data provisioning provides these users with a frictionless mean to explore, request, preview, and access data as quickly as possible.

**Data Owners** want to publish datasets that give maximum utility with minimal risk but face a challenge to manage this at scale even as the technology landscape shifts. Modern data provisioning gives these users a streamlined process to share data products that make data findable, meaningful, safe, and accessible for data consumers. They can track datasets under their care and enforce automated data protections that ensure data is used appropriately.

**Data Guardians** face the challenge of enforcing standards across multiple systems while keeping pace with ever-changing regulations. Modern data provisioning empowers these users with cross-functional workflows that promote and enhance safe data sharing across many stakeholders, transforming their role into a business enablement function.



## Key Stakeholders



## What Are the Benefits?

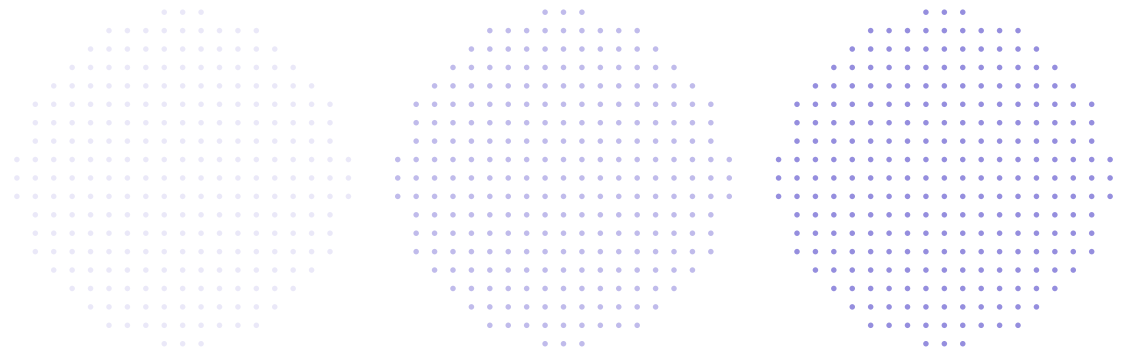
In a modern data provisioning ecosystem, stakeholders collaborate to maximize the economic value of data, generating growth while making safe what would otherwise be convoluted and risky processes. Organizations gain the agility to innovate and adapt to evolving regulations. The business benefits of modern data provisioning extend across revenue generation, operations, and risk management:

- Promote instant data availability that accelerates speed to market
- Democratize safe, usable data for broad consumption and actionable insights
- Accelerate compliance with contextual policies and operationalized best practices
- Protect customers and their data with a comprehensive privacy framework
- Enable collaboration and alignment toward common organizational goals



## How Do You Start?

Privitar facilitates modern data provisioning through its comprehensive technology platform and expert advisory services. The Privitar Data Provisioning Platform streamlines and scales the management of data access, policies, utility, risk and compliance across an organization and beyond. The platform integrates data registration, privacy policy definition, controlled workflows, streamlined approvals and visibility into how data is provisioned and used across an organization, in line with global standards and regulations.



## About Privitar

Privitar empowers organizations to use their data safely and ethically. Our modern data provisioning solution builds collaborative workflows and policy-based data protection into data operations. Only Privitar has the right combination of technology, domain expertise, and best practices to support data-driven innovation while navigating regulations and protecting customer trust.

For more information, visit [www.privitar.com](http://www.privitar.com).

