

Value-Added Compliance: Top 5 Ways AWS Customers Can Leverage GDPR for Business Advantage

May 25, 2018, has come and gone. If you do business in the European Union or collect data on EU citizens, the expectation is that your organization has already gone through all of the steps necessary to demonstrate compliance with the General Data Protection Regulation (GDPR).

You've identified all of your data, where it is stored, who works on it and who can manipulate it. You've set up governance procedures to maintain compliance and ensure you can protect data and privacy in relation to cybersecurity risk. You've put in place your data controller, data processor and data protection officer.

Hopefully, you've also educated your IT and security teams on best practices and provided training and guidance across the entire organization on the need to follow proper processes and procedures.



What's next?

The reality is that ensuring compliance with GDPR is just the beginning of your journey. By taking the necessary steps to meet compliance requirements, you've also unlocked a potential treasure trove of information, processes and best practices you can leverage for competitive business advantage.

The savviest companies are using GDPR compliance along with Amazon Web Services (AWS) as stepping-stones toward greater business agility, improved customer service and changes in corporate culture that will have significant long-term benefits for the business.

Are you already one of the organizations that are realizing benefits from GDPR compliance work, or are you simply relieved that the initial GDPR work is over? This white paper looks at the top five ways AWS customers can take the next step in their GDPR journey and leverage value-added compliance to drive important business objectives and opportunities.

No. 1: Leverage all of your data

If yours is like most organizations, in the process of meeting GDPR compliance requirements, you discovered sources of data you didn't even know you had. Perhaps these were in silos within your organization or they resided with third-party partners. Whatever the source, some of this data can be extremely valuable.

For example, a company in the hospitality industry may have discovered it had multiple sources of information isolated in the databases of different hotels. Because of GDPR, the company is now not only aware of all these various information silos, but is able to pull them together in a single view. For the first time, it has a completely consolidated and integrated view of its customers and can leverage analytics to improve customer service and drive sales opportunities—all thanks to the efforts undertaken to meet GDPR compliance requirements.



No. 2: Establish priorities and controls

GDPR has forced organizations to take a step back and look at their overall infrastructure and controls, whether they are using AWS now or planning to in the future. One of the benefits of AWS is that it offers a number of valuable services to help organizations meet and maintain GDPR compliance requirements.

An example would be processes for regularly testing, assessing and evaluating the effectiveness of technical and organizational measures for ensuring the security of processing. Another opportunity for enterprises would be to use a solution like Amazon Inspector, an automated security assessment service, to make sure applications conform with leading security practices.

Having taken the steps necessary to meet GDPR compliance, decision-makers and implementers within the organization—in IT, security, compliance or other departments—now know what they must do in terms of governance, so they are in a better position to take advantage of everything AWS has to offer.

It is also important to know that you don't have to fly solo on this adventure. Many companies choose to work with an Audited AWS Managed Service Provider (MSP). AWS services can be easily leveraged in coordination with the expertise of an MSP to apply new processes and controls to maintain GDPR compliance. In most cases, the MSP will recommend AWS solutions that serve your needs and will be able to augment AWS with its own services to achieve value-added compliance.

No 3: Transform your corporate culture

By understanding and communicating the value and business benefits of GDPR compliance, organizations can adopt a corporate culture that will become more security conscious. In meeting the requirements of GDPR, management has had to communicate clearly and consistently with workers across the organization, stressing the importance of cybersecurity, data protection and the safeguarding of personal data.

Why not continue the process? Keep the training and education going on a regular basis. In fact, communicate the value-added business advantages that the organization can achieve through GDPR compliance, including the opportunity to leverage data through analytics as well as the reduction of litigation and regulatory risk.

With a more compliance-conscious corporate culture, you can effect major change through data protection by design, whereby security and data protection considerations are included at every stage in the development process for new or improved products or services. Working with an AWS MSP can be extremely helpful in empowering your organization to adopt a data-protection-by-design approach to development.



No. 4: Strengthen third-party relationships

One of the biggest gaps many organizations aren't even aware of is in how they manage their third-party suppliers. As we've seen with examples such as Cambridge Analytica, it is important to have awareness and control over how your partners and customers use your data and services.

GDPR compliance is a first step in making that happen, but there's more you can do. This is another area where you can achieve competitive advantage by working with AWS and members of its Partner Network: enabling a strong baseline of a secure and compliant platform where you can centrally manage all third-party relationships alongside AWS partners.

Taking an approach like this will ensure that your enterprise is using consistent controls and solutions across all third-party relationships to avoid the possibility that valuable information will be siloed. Once those systems are in place, it is much simpler for your MSP to assess opportunities to further leverage your third-party relationships. With that foundation, an MSP can partner with your company to layer in new customized services without having to build in any new infrastructure from the ground up.



No. 5: Leverage the value of AWS

The AWS platform brings a lot of capabilities your organization can use to not only maintain GDPR compliance, but also derive benefits from value-added compliance. This includes a centralized platform that is secure and compliant to help you manage your third-party relationships, along with a suite of services that can give you a jump-start in developing your own value-added services.

With AWS as a centralized platform, you can eliminate silos and leverage a wide variety of services to enhance security and product development. In addition to the previously mentioned Amazon Inspector, other valuable tools include:

- Amazon GuardDuty, a security service featuring intelligent threat detection and continuous monitoring.
- Amazon Macie, a machine-learning-powered solution for automatically discovering and securing personal data stored in Amazon S3.
- AWS Config Rules, a monitoring service that dynamically checks cloud resources for compliance with security rules.
- The AWS GDPR-Compliant Data Processing Addendum (DPA), enabling you to comply with GDPR contractual obligations.

With these tools, and many others, AWS makes it easier to implement your own security measures to maintain GDPR compliance. Working with a leading MSP, you can drive improvements in areas such as encryption of personal data to ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services.



Taking the next step

Compliance is becoming a necessary part of today's enterprise corporate culture. Business leaders are coming to view compliance as an ongoing journey, not just the next shiny object to work on and put in a drawer. Meeting compliance requirements for GDPR is only the first step. Now that you've done the hard work of achieving compliance, how can you maximize those efforts to continue driving and deriving business value internally and externally?

The answer is through a value-added compliance model, whereby you leverage all of your data, establish new priorities and controls, transform your corporate culture and strengthen your third-party relationships. With AWS, you can leverage a secure and compliant platform as the foundation for this model. A leading Managed AWS Service Provider can help you take GDPR compliance to the next level, where you build on the foundation to continue driving business innovation and opportunity.

As an Advanced and Audited Managed Services and Consulting Partner of AWS, Ensono can empower your organization, with modules in consulting, migration, operations, automation and reporting to enable value-added compliance and a wide range of other capabilities at every stage of your cloud journey. For more information on how your organization can leverage value-added GDPR compliance to maximize business advantage, please visit Ensono at www.ensono.com/hybrid-cloud/managed-aws.

