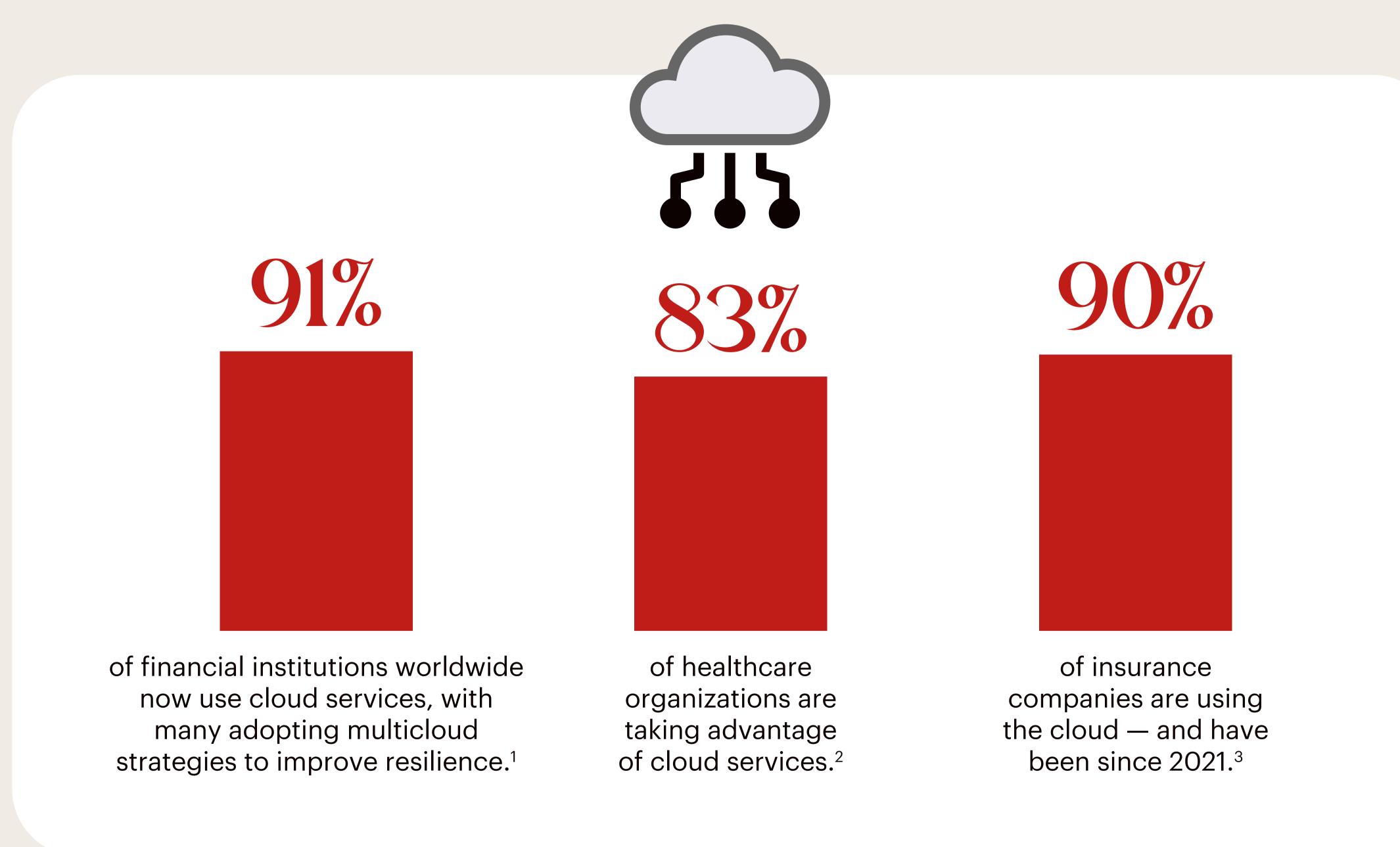
**CLOUDERA** Sponsored by **PR&TEGRITY** Do it all: Adopt cloud and AI while maintaining data security and privacy Competition is driving companies in highly regulated industries to take advantage of artificial intelligence (AI), machine learning (ML), and analytics tools from cloud providers. However, to attain maximum value from all of their data, enterprises need

## Cloud use is nearly universal in highly regulated industries

new approaches to security and compliance.



# Al-related use cases are top of mind

The top use cases financial firms are using cloud services to support all involve AI:4



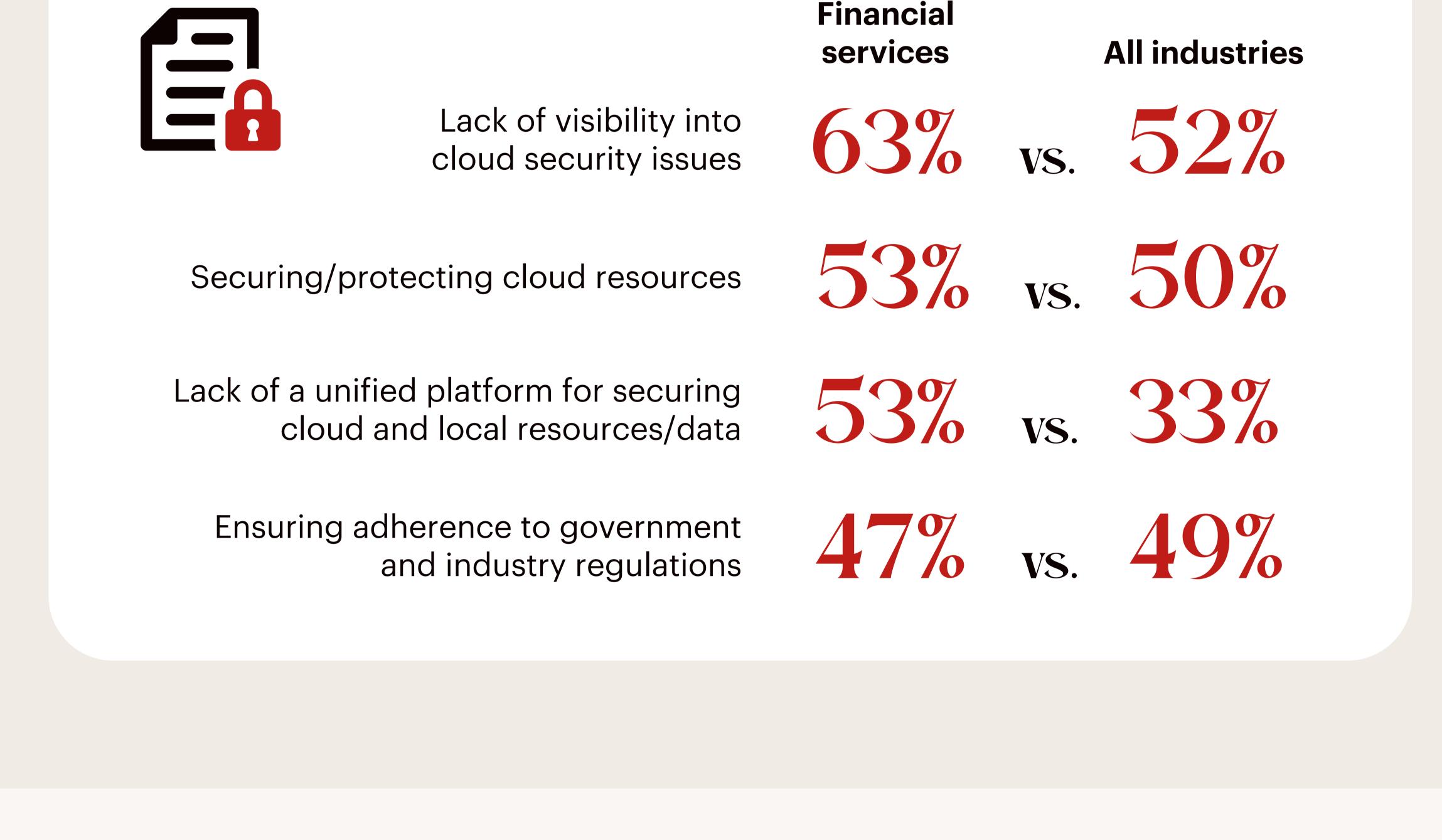
### mandates present challenges Regulations such as GDRP, PCI-DSS, HIPAA, CCPA, and Quebec's Law 25 have strict rules

governing data security, privacy, and/or sovereignty — and strict penalties for noncompliance

that are giving companies pause.

Regulatory and compliance

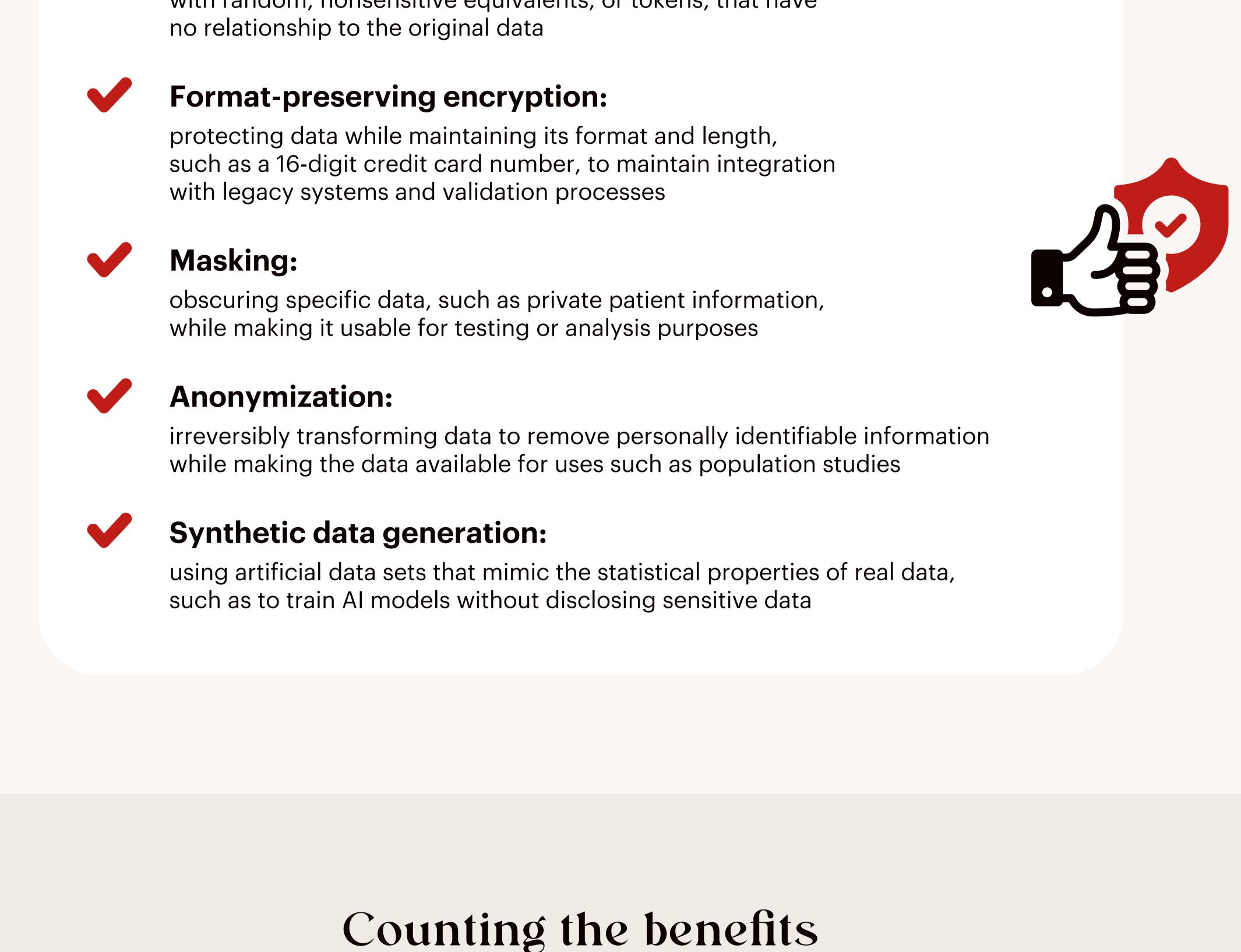
Financial services organizations in particular are facing security and compliance obstacles:5



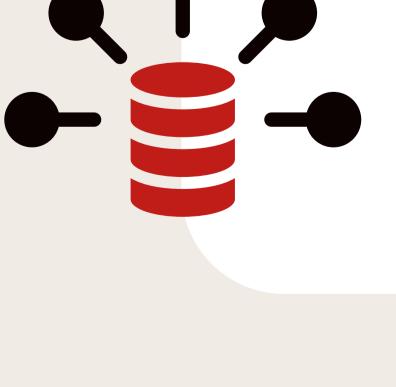
Solutions are at hand

Companies must go beyond traditional encryption to protect data and use technologies such as:

**Tokenization:** replacing sensitive data elements such as credit card numbers with random, nonsensitive equivalents, or tokens, that have



Incorporating security capabilities and technologies helps organizations:



by making all data available for analytics, AI, and operations without sacrificing security or compliance

Accelerate business

innovation, including

analytics technology

Deliver strategic decision-making

adoption of AI and

Take full advantage of third-party data without sacrificing security and privacy

Simplify compliance

reducing audit scope

requirements by

and complexity



The results After deploying the **Protegrity** platform, a large bank ranked in the top five globally has achieved:

**ROI** within

eight months

<sup>5</sup> Foundry 2025 Cloud Computing Study.

billion transactions protected

daily across 100 countries

Discover how to get maximum value from your data

by working with Cloudera, Protegrity, and AWS.

with AI-based analytics capabilities and cloud offerings

<sup>1</sup> "Cloud Computing in Financial Services Statistics 2025: Analysis and Emerging Trends," June 16, 2025, CoinLaw.io.

<sup>&</sup>lt;sup>2</sup> "Healthcare Cloud Computing Market Set for Strong Growth Amid Digital Healthcare Boom," July 28, 2025, Precedence Research. <sup>3</sup> "Cloud Computing in Insurance: Current Adoption and Plans," July 19, 2021, Datos Insights. <sup>4</sup> "LSEG Global Cloud Survey: Financial Services Firms Embrace Cloud to Drive Competitiveness," July 14, 2025, LSEG.