“The New Digital Journey”
Balancing Risks & Rewards

Kirk Herath, Chief Privacy Officer Nationwide Insurance
Julie Talbot-Hubbard, AVP IT Engineering Nationwide Insurance
Discussion Framework

• Data Growth Trends
• Business Opportunities
• Legal Considerations
• Data Governance
• What would you do?
There will be as many as 40 to 80 Billion connected objects by 2020.

There will be 10 connected objects for every man, women and child on the PLANET.

A 10 TB data center in 2001 growing at 60% YoY will be a 120 petabyte data center by 2021—but IT budgets remain flat.
Big data as a Business

- Targeted Marketing based on Consumer behavior
  - Loyalty Programs
  - Just in Time Coupons

- Improved Predictive Analytics Modeling
  - P&C Insurance Policy and Policy holder benefits (Smart Ride, Smart Home)
  - FIT BIT health

- Reduced Health Insurance Costs
  - Insurance Policy and Policy holder benefits

- Increased User Choice and Customer Delight
  - Connected Cars/Wearable's

- Improved Medical Outcomes Globally

- Monetization on transactional data

Do you know how your organization is using Big Data to increase business revenue?
Complex Regulatory & Security

• Notice & Consent- Is it possible to be completely transparent

• Federal Law- How to reconcile big data with the alphabet soup (GLBA, FCRA, FACTA, HIPAA, GINA, Etc.)

• State Law- Progeny Laws and Regulatory Expectations

• Merging Customer, Patient and Financial Information- Will this kill the Golden Goose?

• Security Considerations- Value, Open System Access & Architecture, Vendors, Scale and Scope

• Litigation & Liability
  • Disparate Impact
  • Unfair and Deceptive
  • Private Rights of Action
  • Legal Compliance Issues
  • Regulatory Investigations
Data Governance Principles

- Accountability
- Understanding Value of your data
- Transparency & Choice
- Availability
- Protection/Security
- Compliance
- Retention
- Integrity
- Collaboration and Coordination with Business
What would you do........?

- Whom is accountable to lead your organization through this?
- What is being leveraged to ensure this is a priority?
- Do you have a clear inventory of the data being generated, bought and stored within your organization?
- Has your organization had failed starts at "Records Management/Data Governance" Have you re-engaged given data growth?
- Do you have policies implemented to guide user's
  - Is this impacted by shadow IT
- Who is responsible for data clean up?
- Do you have tools deployed to manage/automate this?
- How is your organization maximizing the use of their data for both Business Revenue and Security?