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Top 10 GDPR Solution Providers - 2019

The European Union (EU) General Data Protection Regulation (GDPR) is being touted as “the most important change in data privacy regulation in 20 years.” The global GDPR Solutions market is predicted to grow significantly at the compound annual growth rate (CAGR) of 24 percent in the forecast period (2018–2024). This is due to the increasing grip of GDPR compliances on organizations, combined with the enormous volumes of data generated by them that is driving the growth of the GDPR Solutions market. The GDPR compliance will facilitate the demand for solutions in privacy and data security protection spaces with an excessive need for data handling and transparency.

Organizations are seeking to partner with GDPR Solutions providers to meet the requirements of GDPR and evade the risk of penalties. At present, many GDPR solutions comply with the regulations to address

the various aspects of security, privacy regulation, and risk mitigation. GDPR Solution providers are assisting companies in investing and integrating emerging technologies and best practices such as privacy by design (PbD), cloud computing and big data in compliance with GDPR. Solution providers are ensuring encrypted and secured data management. However, choosing the industry-leading solutions from several GDPR vendors out in the market is a tough task.

This edition of CIO Applications brings you the “Top 10 GDPR Solution Providers - 2019.” This list gives you some of the most prominent organizations in the industry that have excelled with their services portfolio in the enterprise risk management space. This list is aimed at bridging the gap between businesses and solution providers that are transforming business processes through their insights and technological prowess.



Company:

Keepabl

Key Person:

Robert J Baugh
Founder & CEO

Website:

keepabl.com

Description:

Provides a SaaS solution and Privacy Policy Pack, taking you through the GDPR process and helping you demonstrate compliance to prospects, investors and auditors

Keepabl Simplifying GDPR Compliance



ROBERT J. BAUGH,
 FOUNDER & CEO

Mention GDPR and the first thought that comes to mind—lengthy and complex. The 88-pages long intricate product of a four-year process in the European legal system, GDPR, for obvious reasons, is perceived as an abstruse set of regulations. Survey after survey show that companies are still struggling. “It’s a large, complex and in some places an ambiguous law. For the average businesses, it’s extremely hard just to understand it and sort out their obligations, let alone build a compliance program for it,” begins Robert J Baugh, an expert with over 13 years’ experience as General Counsel, EVP and director of VC-backed, international growth companies.

When Baugh exited a startup, he was looking to enter the managed service provider (MSP) market with a differentiated compliance-led strategy. He realized, after multiple discussions with MSPs and extensive research, that existing GDPR solutions and services in the market were either too technical or regulatory for average businesses and their MSPs to handle. MSPs and their customers were finding the regulation’s complexity threatening. Baugh decided to make use of this market opportunity to bring his unique crossover experience to solve a real, globally-felt headache with a smart SaaS solution for GDPR compliance.

Following the lean startup strategy, Baugh laid the foundation of Keepabl. He created prototypes to take his first consulting customers forward to compliance while testing his hypotheses that then-available solutions were just too complex. “I iterated those prototypes through strong customer feedback into MVP and beta to a launched product,” says Baugh, Founder and CEO, Keepabl. Within a year of spotting the opportunity, he was back at the same MSP trade shows as a vendor with a privacy-as-a-service solution and policy pack that make it easy for non-specialist advisers and their clients to cover GDPR.

“We at Keepabl used our decades of real-world experience as customers, our legal expertise, and knowledge of SaaS to create a cloud-based architecture that allows us to carry out lots of heavy lifting in the background,” states Baugh. Keepabl’s cloud-based platform replaces ‘flat’ Word and Excel files with an alive, interactive, self-populating and updating service that can deliver instant analysis and results. As companies record their activities, Keepabl instantly creates Article 30 Records, activity analysis, risk map, processor and transfer registers and more. While a good gap analysis is critical to remediation actions, the platform provides BenchMark, automatic scores, and instant activity analysis to simplify GDPR compliance and help users to track their progress. Besides complete visualization of high-risk activities, Keepabl also covers the security aspect by sending email alerts when a breach report is filed, and instantly creates a Breach Log, linked to processors for easy investigation. By following Keepabl’s system, clients have policies and procedures, as well as impact



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assessments, and other ‘tactical proof’ to show stakeholders their compliance status.

Keepabl’s success is underpinned by a powerful, age-old principle: keeping it simple. Baugh firmly believes that the simpler the product, the more likely it is that the outcomes will be positive. “Keepabl focuses on keeping compliance as simple as possible so that customers can get the job done and move on to their other tasks with confidence,” says Baugh. Unlike the existing GDPR compliance solutions that are too technical, Keepabl realized that putting the customers’ voice clear and at the centre is the key to developing the most comprehensive and usable solution. Baugh’s experience in the industry and familiarity with the compliance processes were added elements that made Keepabl’s SaaS solution a renowned player in delivering flawless GDPR compliance services. “The product is crafted to support any company within any industry to achieve GDPR compliance with a clean, intuitive and super-simple service. Businesses from industries such as finance, healthcare, professional services, and technology companies harness the potential of Keepabl’s solutions,” he adds.

While explaining the value proposition of the company, Baugh recalls an instance when Keepabl assisted a client to meet the GDPR compliance requirements. The client had done a fair amount of work on GDPR already with specialist external advisers but was given a concise period by their investors to complete the ‘get compliant’ project and demonstrate their compliance status. With Keepabl’s support, the client understood how to complete that fundamental stage of the project within the deadlines. They could demonstrate the status to stakeholders and manage ongoing compliance activities with minimum overhead.

Recently, Keepabl launched another thought-leadership piece called the BPM Index that creates innovative ways to look at breach notifications across the European Economic Area to drive harmonization and simplify GDPR. “Our breach module attracts lots of positive comment, and we have an exciting data subject rights module in the works. We’re happy to have released our admin portal which simplifies giving prospects, auditors, investors, and advisers tailored access to your Keepabl account to support your revenue acquisition and investments,” says Baugh. “Looking further forward, we’re excited about the Privacy Stack®, which is a thought-leadership piece from Keepabl that clarifies what resources (people, technology, and services) customers need to be covered for GDPR.”

Baugh is excited about the company’s journey in the coming days. Keepabl has an LLC in California and has been accepted by SVB on both sides of the Atlantic, and a leading US CISO is a Non-Executive Director, turning the US into a strategic location for the company. For organizations—public or private, large or small—looking to comply with GDPR regulations, Keepabl is indisputably their best bet. **CA**