

Flux Insights



THE EMPEROR'S NEW CLOTHES

DATA
INFORMATION
INTELLIGENCE
INSIGHT

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02

Unwanted
exposure?

UNWANTED EXPOSURE & DATA BREACHES, THE EVER PRESENT DANGER IN A DIGITAL WORLD.

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Data is the new currency in the digital economy. Hence a robust data security strategy is essential. Data breaches negatively impact firm performance and reputation.

As organisations migrate to the cloud. It is essential to engage in measures that mitigate the potential material downside of a data breach on an organisation's financial prospects.

Data transparency and control over data management practices is key.

Transparency regarding the collection, storage, use and protection of consumer data.

Including the provision of customer control, over how their personal information is used and which partner organisations may access their data.





Data Privacy

SECURE DATA IS
TRUSTED DATA

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To economically capture, store and analyse large volumes of structured, semi-structured and unstructured data at scale.

A new generation of technologies and architectures centred around machine learning, artificial intelligence and cloud computing were designed to capitalise on.

The migration of businesses, consumers and devices, onto the internet. And the corresponding explosion in the amount and variety of data.

However, there is a direct relationship between, increasing data production, and the probability of privacy breaches for organisations and individuals.

At Flux Insights data privacy is of paramount importance.

As organisations, collect and process an array of data formats from different data sources.

On their consumers, companies are mandated to safeguard the information they hold on their customers from unsolicited disclosure.

Failure, to meet the privacy expectations of customers may materially impact the reputation and performance of a firm negatively.

There are several anonymisation techniques, organisations may deploy when processing and publishing large volumes of customer data.



Such as the removal of identifier, quasi-identifiers, sensitive and non-sensitive attributes. This may go some way to mitigating the ability of nefarious actors from gaining access to sensitive and highly confidential information.

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SOMETHINGS TO CONSIDER

ANALYTICS & DATA STORAGE IN THE CLOUD

As organisations conduct large scale analytics and store data in the cloud. On thousands or even millions of customers.

The maintenance of the integrity, confidentiality and availability of the data traversing their ecosystems is paramount.

To address this dilemma, firms may deploy encryption techniques such as attribute-based, identity-based or homomorphic encryption techniques.

To preserve consumer privacy.

Also, once insights are obtained from the analysis of the data, is disseminated internally.

Employees can trust the quality of the intelligence derived from analytic activities.





ELEVATE YOURSELF

At FluxInsights we work with organisations to leverage open source technologies, and statistical models to analyse proprietary and non-proprietary data.

This information may potentially be combined with external data sources To enhance business decisions, operations and create new services that are monetisable.

SO, HOW DO
YOU PLAN TO
EXPLOIT THE
DATA
DIVIDEND?

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Contact Us!

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Flux Insights

In God we trust. All others
bring data

W. EDWARDS
DEMING, STATISTICIAN,
PROFESSOR, AUTHOR, LECTURER,
AND CONSULTANT.

If I had to pick one word to
describe what a chief data
officer does. It would be
neither data nor analytics. It
would be strategy.

CDO - INDERPAL
BHANDARI CAMBIA HEALTH

DATA IS A PRECIOUS
THING AND WILL LAST
LONGER THAN THE
SYSTEMS THEMSELVES.

TIM BERNERS-LEE

The goal is to turn
data into
information, and
information into
insight

Carly Fiorina.

It is a capital mistake to
theorise before one has
data.

SHERLOCK HOLMES

ISSAC ASIMOV

*I don't fear computers. I
fear the lack of them.*

Simplicity is about
subtracting the obvious and
adding the meaningful.

JOHN MAEDA

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