Keeps your information safe: By adopting a data security-focused mindset and implementing the right set of tools, you ensure that sensitive data doesn't fall into the wrong hands. Saves on support and development costs: If you incorporate data security measures early in the development process, you may not have to spend valuable resources designing and deploying patches or fixing coding issues down the road. Sensitive data can include customer payment information, hospital records, and identifying information Helps keep your reputation clean: When people do business with your organization, they're entrusting you with their sensitive information, and a data security strategy enables you to provide the protection they need. And a great reputation among customers, partners, and the business world at large.