

Digital Transformation and Its Impact on Cybersecurity



Today digital technologies have become the foundation of operations of almost all businesses – enabling them to scale market products, build teams and take customer services to a next level. As a result, investment in digital transformation is growing rapidly.

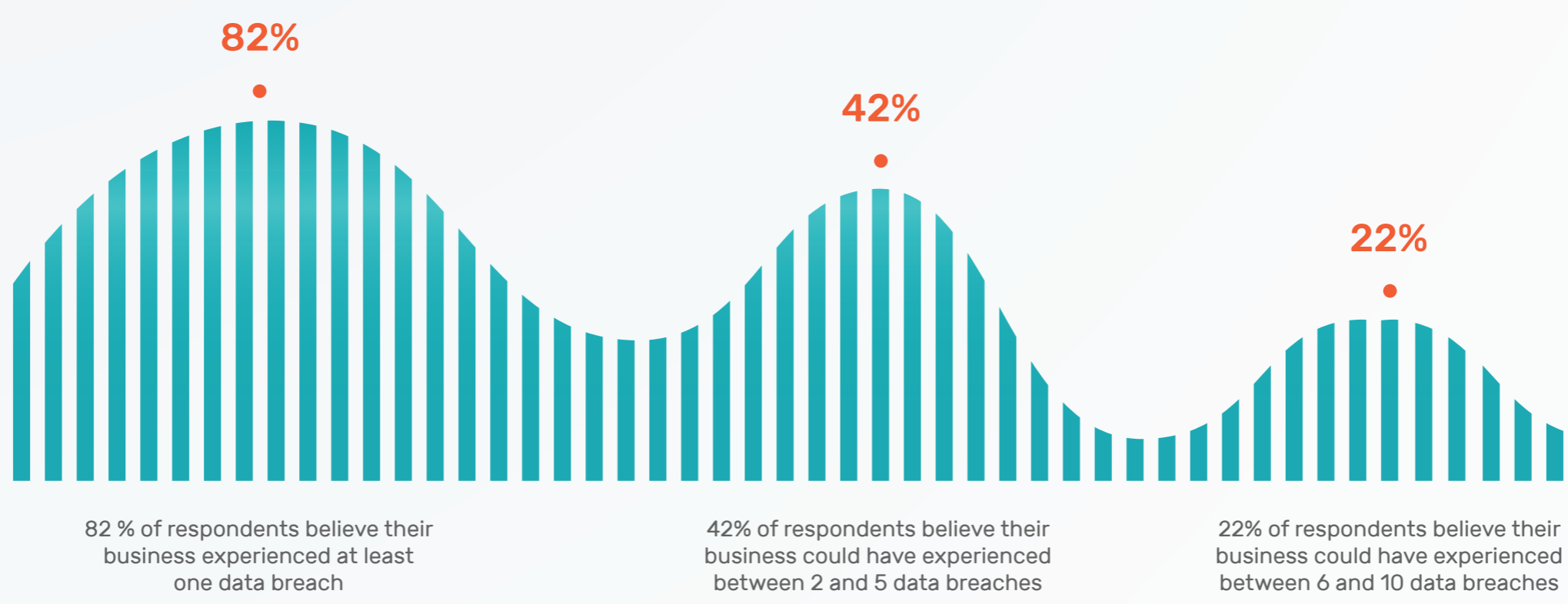


Data source – Deloitte

Not only in operation and customer services, but digital transformation is also happening across various business areas including



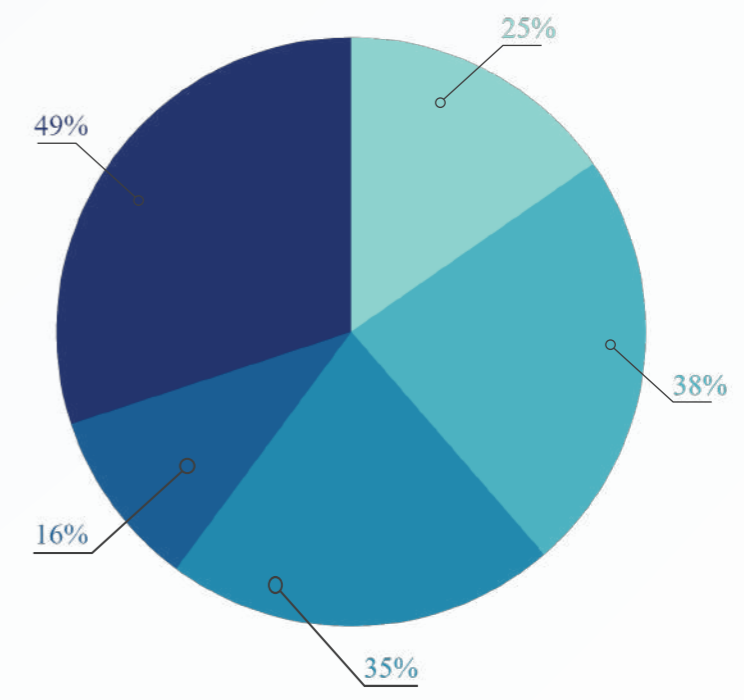
Cyber Risks Rise as Businesses Rush to Digital Transformation



While there is increasing in benefits of digital technologies to businesses, it also changes as well as increases security requirements for the business. If cybersecurity measures don't meet the digital pace, companies face security risks, which can affect the success of the digital initiatives.

Key Findings

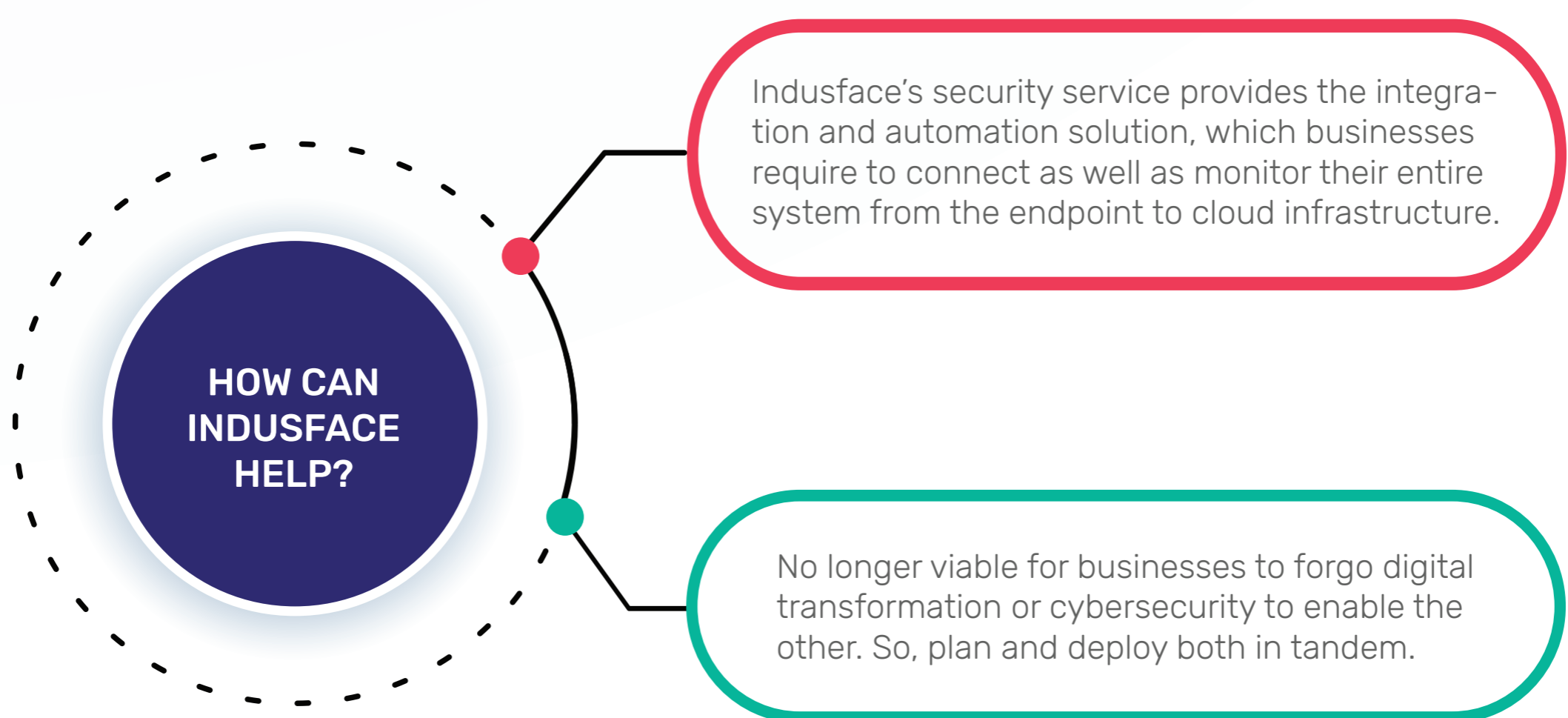
- Corporate leaders are not aware of how security risks to digital assets could hurt their reputation and brand.
 - Only 49% say management recognizes the significant harm to reputation and brand
- Conflicting priorities between the C-suite and Security teams make risk and vulnerabilities
 - Only 16% say IT security is fully aligned with lines of business – results in gaps in understanding gaps in digital transformation
- Companies are not safeguarding what matter most
 - Only 35% say analytics is secured
 - Only 38% say private communications are secured
 - Only 25% say customers data are secured



Data source: ponemonsullivanreport

5 Tips to Adopt Digital Strategies While Staying Secure

- 1**: Provide cybersecurity training to your employee to boost productivity and avoid exposing data to threats
- 2**: Perform regular security testing to uncover potential vulnerabilities
- 3**: Protect your physical security just as much as cybersecurity
- 4**: Incorporate automation into the cybersecurity process to continuously monitor for threats and expand protections
- 5**: Onboard managed security service who has the expertise to help you navigate digital transformation securely



DATA REFERENCE

<https://www2.deloitte.com/us/en/insights/topics/digital/digital-transformation/digital-what-you-need-to-know-to-stay-safe.html>
<https://ponemonsullivanreport.com/2020/07/digital-transformation-cyber-what-you-need-to-know-to-stay-safe/>