

Protect Your Company's Data To Win And Retain Your Customers' Trust

IBM commissioned Forrester Consulting to conduct custom research to explore how operationalizing security benefits your customers and your business

BENEFITS INCLUDE:

57%
Increased customer trust



33%
Improved customer acquisition and retention



44%
Achieved regulatory compliance



CHALLENGES INCLUDE:

45% encrypt little to none of their data



40% say explosion of data has complicated the concept of a secure perimeter

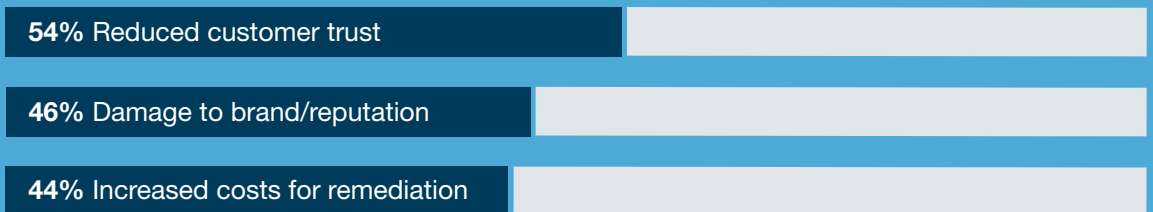


40% struggle getting IT and security professionals to work together in goal setting and decision making



OPERATIONALIZE OR RISK NEGATIVE IMPACTS

IT and security professionals experience:



BUT FIRMS ARE ON THE RIGHT PATH FORWARD

Leaders are making progress by:



Continuously making security decisions jointly among IT and security leaders



Clearly defining security goals jointly among IT and security leaders



Working toward encrypting all data



Learn more about how companies are operationalizing security.
Download the full study now.

Methodology

Source: A study conducted by Forrester Consulting on behalf of IBM, August 2019
Base: 121 IT or security decision makers in North America, Germany, and China