Scaling the Digital Mountain

A Path to a Secure, Agile, and Efficient Organization

The transformation train is coming, and the question is will your organization be on it? This seismic shift in how business is conducted requires the best tools and targeted expenditures. The crucial components that are needed in an organization's infrastructure are even more pivotal, with the whole commercial world in an uproar.

Addressing the three critical components of digital business: security, agility, and cost, is making the difference between accelerating revenue and closing the doors. There is no halfway position in the emerging form of digital business. You are either on the train, or dead on the tracks.

Kat Lind, Chief Systems Engineer, Solitaire Interglobal Ltd.

SUMMARY

Do you want to be in business in 3 years? That is the basic question that faces every organization that exists today. The transformation of business in the digital market is going on right now, and it is a race. Organizations that accept the foundation of this new world are embracing the opportunity while others are lagging. Understanding the importance of security, agility and cost is critical.

SECURITY – KEEPING CUSTOMER TRUST

Customers need to be able to trust an organization to protect the information that it collects from them and uses to conduct its business. Failure in this area erodes an organization's reputation faster than any other factor. It is perceived as a betrayal in an unspoken contract between buyer and seller.

The impact of breaches on customer confidence and follow-on sales has been tracked, and an analysis of that data shows that after a significant incursion, the average customer fall-off exceeds 41%. This results in an immediate and long-running drop in revenues. Those customers may never return. Recovery involves a significant outlay of service, equipment, and personnel expenses to reestablish a trusted position. This cost can be as much as 18.6 times what it cost to get the customer initially. In other words, being successfully hacked is extremely bad for business.

AGILITY – MARKET SENSITIVITY

One of the primary metrics for success in the digital marketplace is the ability to respond to the aggressively changing audience that the worldwide market exposes. When an alteration in that landscape emerges, it is frequently the first responders that can reap the benefit of the opportunity for market share increase and higher revenues.

The speed at which an organization can respond to its customers has become the most powerful leveraging force in the establishment and control of markets. It is no longer the big that overruns the small company, but the most responsive that leaves their competitors in the dust.

COST – EFFICIENT EXPENDITURE

Changing cost foundations demand that organizations reevaluate their critical thinking around both capital and operational expenses. With more cloud-based IT deployments, old metrics of intelligent cash prioritization are no longer valid.

Where keeping costs down was the business mantra for decades, now the bar has been raised to smarter and more informed cost control. It is not the amount of the money expended, but instead what is obtained for that disbursement.

SOLUTIONS FOR A DIGITAL BUSINESS

The strategy and challenges of crafting an organizational path that successfully navigates the chaos of cyberspace to potential customers require an understanding of the different components that need to be incorporated along that journey. That translates into a need to have information on both business and security and how they interact.

Digital business and security go hand in hand, so any analysis has to include extensive correlation between the two. Solitaire Interglobal Ltd. (SIL) has been gathering data on market evolution and production behavior for over 40 years. Supporting more than 6,000 clients and performing over 100M predictive models each year, SIL has also run the Global Security Watch (GSW) for the last 22 years. That member service has allowed SIL to build a repository that exceeds 550 PB of data at a very granular level. That data is mined every hour for trends, comparisons, and thresholds that help organizations succeed.

Using data from customer experience responses, IT operational details, business performance, and security, SIL examined the positioning of IBM LinuxONE in the digital business market. The results of that examination have been grouped into three areas: security, agility, and cost. These areas incorporate the primary objectives that organizations operating in cyberspace regard as the most relevant.

PLATFORM MATTERS

A federal appeals court in Washington, D.C. has ruled that consumers may sue companies that fail to safeguard their personal data. EPIC filed an amicus brief in the case, in support of the consumers, arguing that if "companies fail to invest in reasonable security measures, then consumers will continue to face harm from data breaches." The appeals court agreed with EPIC that the lower court was wrong to dismiss the case.

Electronic Privacy Information Center, DC Circuit Upholds Right of Data Breach Victims to Seek Legal Relief, August 1, 2017

The shifting nature of cyberbusiness is getting more fluid. More rapid changes, active attacks, and a challenging risk management role, all combine to present dangers in addition to opportunities.

In the analysis that SIL has just completed, the original purpose was to examine the real-world impact on cyberbusiness based on platform architecture. For that purpose, significant architectures such as x86, IBM's enterprise Linux platform (LinuxONE), and others, were compared. Some highlights of the findings from the study can be seen below.

Quick Summary

Category	Commentary	Quick Byte
Risk	SIL risk profiling sets the LinuxONE platform risk rating at **less than *1/20*** of any of the alternative solutions.	Significantly reduce security risks.
Security Effectiveness	Based on initial installations, the foundation LinuxONE security solution provides as much as **15.74 *times* more** the interception level of alternative platform solutions.	Experience the most secure application environments with an integrated approach.
Security Effectiveness	LinuxONE customers report harmful incursion rates that are **less than 0.01% per 1000** deployed applications compared to other architecture choices.	Deploy a base security platform that's more effective than the competition.
Staff	LinuxONE implementations are **3.1 *times* more likely** to have followed full gold standard best practices than other architectural deployments.	Free up time and resources to drive innovation.
Time to Market	Getting a system up and running with LinuxONE averages as **little as 35.3% *of the time*** required by other platforms.	Get your systems up-and-running faster.
Flexibility	The reported, average resilience of the LinuxONE implementations is as much as **7.41 *times* more** than the other options.	More easily handle unexpected activity spikes.
Flexibility	Customers running LinuxONE realize up to **2 *times* more** consistency in the delivery of end-user requests than recorded on other platforms.	Help improve customer experience through consistent delivery.

Category	Commentary	Quick Byte
Total Cost of Ownership	The TCO for LinuxONE implementations is lower by as much as *82.12% less* than for those of other platforms.	Greatly reduce TCO compared with competitors.
Total Cost of Information	LinuxONE implementations show as much as *92.04% lower* TCI over a wide range of organization sizes.	Decrease costs of working with information.
Staff	Fewer FTE are required to run LinuxONE systems than other architectures by *61.07-88.05%*.	Do more with fewer staff resources.
Risk and Costs	Financial set-asides required by cyber insurance firms are as little as *3.2%* for LinuxONE implementations compared to other architectural choices.	Reduce required set-aside funds.

The overall finding of the analysis was that the industry is experiencing a resounding change in the considerations that businesses incorporate into their choice of computer architecture. Based on real-world customer experience, IBM's LinuxONE offers security, agility and cost benefits and is a strong player in meeting those considerations.

View the complete research findings by <u>downloading</u> the full paper.

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