

Cyber Security: The Innovation Accelerator

The link between cyber security and business growth, innovation and customer trust.

In the second quarter of 2017, Vodafone commissioned a leading B2B technology research company to carry out a global study. It explored the influence of cyber security on business decision-making

Successful businesses believe that strong cyber security will drive future success



86%

of high-growth companies believe that having strong cyber security enables new business opportunities

Compared to
57%

of companies whose revenue shrank

83%

of businesses said that being confident in their security helps their organisation be ready for the future

This figure is even higher for high-growth businesses:

88%

(those growing at over 10% in the last year)

Increasing threats are driving cyber security as customer expectations rise



89%

of businesses said that improving their cyber security would enhance customer loyalty and trust

Cyber security is supporting growth and innovation projects

Businesses are embarking on a wide range of transformation and innovation initiatives, including digitalisation and flexible working. Security is often considered when making decisions

99%

of businesses that are planning expansion activities consider security in the decision-making process



Businesses that adopt innovative technologies, such as cloud computing and the Internet of Things, approach security in a more positive way – compared to organisations that do not leverage these technologies

73% of all businesses see cyber security as an enabler of new business opportunities

Compared to:

82%

of those that use IoT

76%

of those that use Cloud



However, businesses are struggling to find the right solutions to the security threats they face

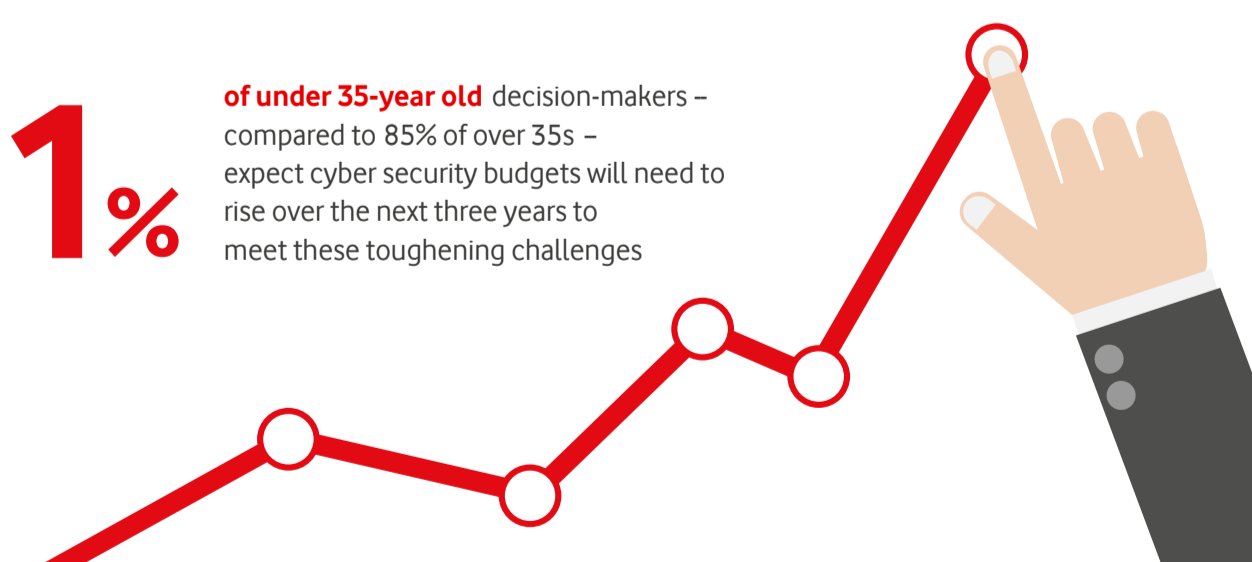
41%

said they were unsure who could help with information security challenges

The next generation of security decision-makers are digitally-savvy, customer-focused and understand the importance of cyber security

91%

of under 35-year old decision-makers – compared to 85% of over 35s – expect cyber security budgets will need to rise over the next three years to meet these toughening challenges



In conclusion

By understanding cyber security, investing in the right solutions and proactively considering its impact on business operations and projects, leading businesses are transforming security from a constant challenge to a powerful accelerator of growth, innovation and customer satisfaction

What's next?

To download the full research report or talk to us about your own cyber security, visit -

www.vodafone.com/business/security

or contact your Account Manager, phone **+44-1635-813615**

or email cybersecurity@vodafone.com