

# THE CYBER PARADOX

## The Benefits and Risk of Cyberspace

The cyber age is introducing rapid change and business disruption including:

- Untapped global customer markets
- Faster supply chain integration
- New online tools to enhance
- Productivity and collaboration
- Reduced digital storage costs
- Mobility and much more.

The Cyber age has furthermore disrupted business models of traditional organisations at a rate never experienced before.

## And it Doesn't Appear to be Slowing Down

We all now operate in an interconnected cyber ecosystem. As a result, securing critical business and personal information, transactions and operations, means looking beyond the walls of the organisation.

## The New Reality Facing all Connected Organisations

- A massive reliance on technology
- Transactions and operations span multiple entities
- Increased demand for technology means that skills are scarce and expensive
- Organisations are expected to provide trust and privacy: ignorance is no longer accepted as an excuse
- A large increase in threat actors abusing technology to further their own agendas



BUSINESS OBJECTIVES	DISRUPTIVE TECHNOLOGIES	INCIDENTS (CIA)
<b>Financial Performance</b> Increased Revenue Growth and Productivity Improvement	Cloud Services Big Data Data Analytics	<b>Financial Impact</b> Fines / Penalties / Incident Response Costs
<b>Market &amp; Customer Growth</b> Improved Customer Acquisition and Retention	Social Media Marketing /Sales / CRM Platforms	<b>Reputational Impact</b> Customer Losses / Stakeholder and Investor Concerns
<b>Process Excellence</b> Increase Operational Throughput and Quality	Robotics / Automation Internet of Things (IoT) Mobile Apps	<b>Operational Impact</b> Downtime Lost Productivity SLAs Not Achieved
<b>People &amp; Learning</b> Optimised Human Capital Management Culture of Performance and Accountability	AI / Machine Learning Digitalisation / Medical Equipment Monitoring	<b>People Impact</b> Demoralised or Lost Staff/Personal Loss or Liability

Organisations are facing increased exposure to cyber risk. Cyber threats should be prioritised as a key enterprise risk and boards should be briefed on the potential impact to the organisation and obtain assurance that risks are appropriately monitored and managed. Boards and executives that maintain their focus on information risk management do more than protect the business; they enable growth in the digital age.

**GOOD CYBER SECURITY = A HEALTHY BUSINESS**

**WEAK CYBER SECURITY = A HIGH RISK BUSINESS**