



Create a Secure Climate for Customers

Corporations' networks are the lynchpin of interactions with customers who expect responsive applications, fast performance and, above all, protection of their data.

The foundation of the customer experience is a mix of trust and availability. Organizations' brands take a hit if either factor falters.

C-suite executives are keenly aware of the effect of security threats on business. According to Radware's 2018 Executive Application & Network Security Survey, respondents ranked the top three security threats as having the most impact on their business:

- 1 CUSTOMER LOSS (41%)
- 2 BRAND REPUTATION LOSS (34%)
- 3 PRODUCTIVITY/OPERATIONAL LOSS (34%)

CUSTOMERS FIGHT BACK



41%

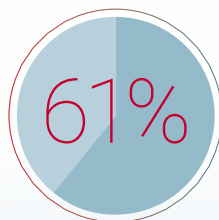
of executives reported that customers have taken legal action against their companies after a data breach.



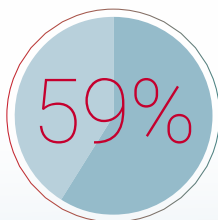
TROUBLE IN THE NEIGHBORHOOD

When companies see that organizations in their market have been attacked, they are more likely to make changes to internal security policies.

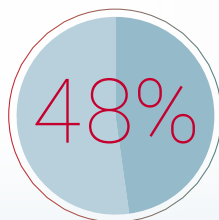
SPECIFIC EVENTS THAT MOST INFLUENCE CHANGES IN ORGANIZATIONS' SECURITY



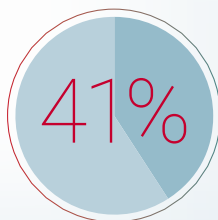
High-profile data breaches on peer companies



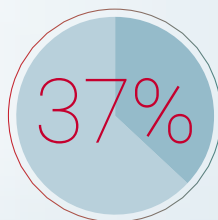
Data breach or cyberattack with own organization



Governmental regulations like GDPR, PCI, HIPAA, etc.



Nation-state attacks



Change in C-suite leadership

High profile data breaches on peer companies are the main influence reported by executives (61%) to evaluate their own security protocols, followed closely by cyberattacks on their own organizations (59%). Executives likely also see that C-suite executives are terminated when data breaches take place at companies like Equifax and Target.

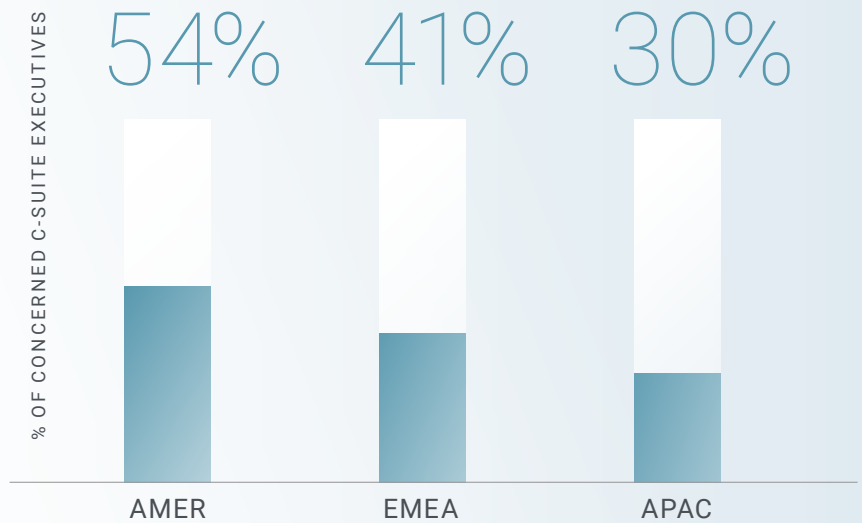


KEY FINDING:

Customers aren't the only victims of cyberattacks. More than four in 10 executives reported that their personal information was exposed as the result of a data breach.

When Nations Attack Corporate espionage used to be about competing companies trying to steal trade secrets. Now bad actors with a variety of political and military agendas target corporate networks to lift data, make ransom demands or wreak havoc.

C-SUITE EXECUTIVES ARE CONCERNED ABOUT THE POSSIBILITY OF NATION-STATE ATTACKS



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