

# REINFORCING THE REVOLUTION:

## THE PROMISE AND PERILS OF DIGITAL TRANSFORMATION

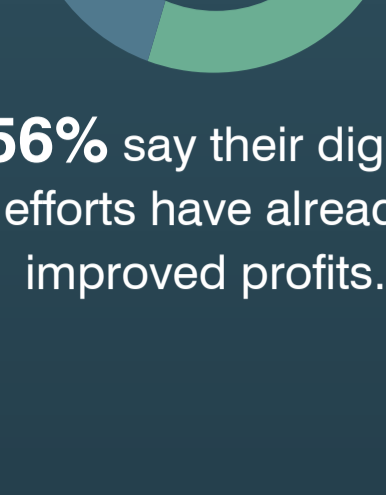
Digital transformation is changing the way we do business. More than ever, your success hinges on the strength and reliability of your connections— between your workers, with your business partners, and to your customers.



**2/3** of Global 2000 CEOs will put digital transformation at the center of their corporate strategy.<sup>1</sup>



**47%** of CEOs are being pushed by their board of directors to make progress in their digital business.<sup>2</sup>



**56%** say their digital efforts have already improved profits.<sup>2</sup>

**As organizations rely on IT infrastructure they don't own or control, they face new risks**

1. IDC. "IDC FutureScape: Worldwide Digital Transformation 2016 Predictions — Impact on Western Europe." February 2016.

2. Gartner. "Gartner Survey Shows 42 Percent of CEOs Have Begun Digital Business Transformation." April 2017.

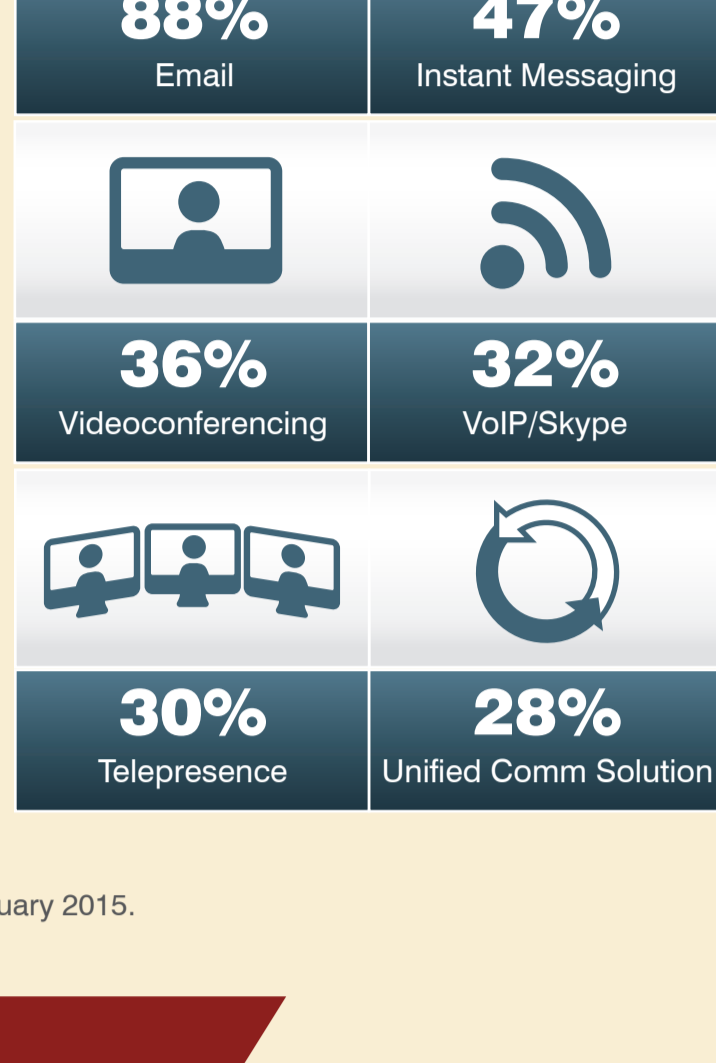
## HOW THE TRANSFORMATION IS CHANGING BUSINESS

### IT'S EMPOWERING WORKERS

**77%** of workers are more productive when working remotely.



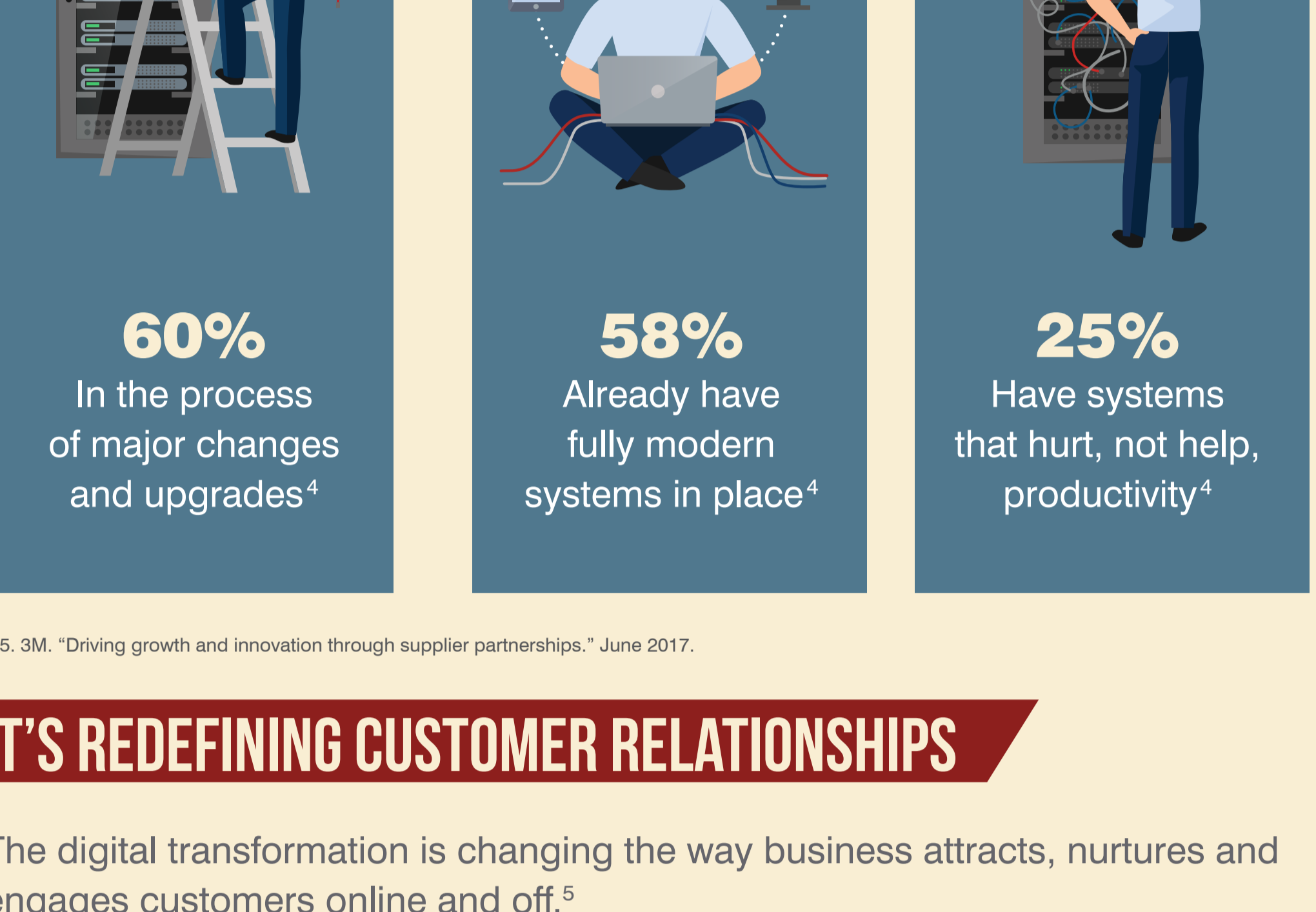
### WHAT TOOLS WORKERS ARE USING:<sup>3</sup>



3. CoSo. "CoSo Cloud Survey Shows Working Remotely Benefits Employers and Employees." February 2015.

### IT'S IMPROVING OPERATIONS

Suppliers are upgrading the supply chain to drive efficiency and move faster.



5. 3M. "Driving growth and innovation through supplier partnerships." June 2017.

### IT'S REDEFINING CUSTOMER RELATIONSHIPS

The digital transformation is changing the way business attracts, nurtures and engages customers online and off.<sup>5</sup>

### WHAT DEVICE DO SHOPPERS USE? (BY DEVICE)



(Source SapientRazorfish and Salesforce.com)

The cloud- and SaaS-based platforms that power all of these changes also means **new security, compliance and fraud risks.**

5. SapientRazorfish and Salesforce. "Shopper-First Retailing: What Consumers are Telling Us About the Future of Shopping." June 2017.

## NEW INFRASTRUCTURE, NEW RISKS

### TODAY'S ATTACKS TARGET PEOPLE, NOT JUST TECHNOLOGY

Most data breaches start with an email.<sup>6</sup> And most email attacks rely on a person to activate it, either by opening a boobytrapped attachment or clicking a link to malicious code.<sup>7</sup>



**Email fraud**—also known as imposter email or business email compromise (BEC)—is another kind of attack that gets through otherwise well-protected email systems.

**MOST POPULAR SUBJECT LINES**

Subject: **20% = Request**  
**17% = Urgent**  
**7% = Bank**  
**2% = FYI**

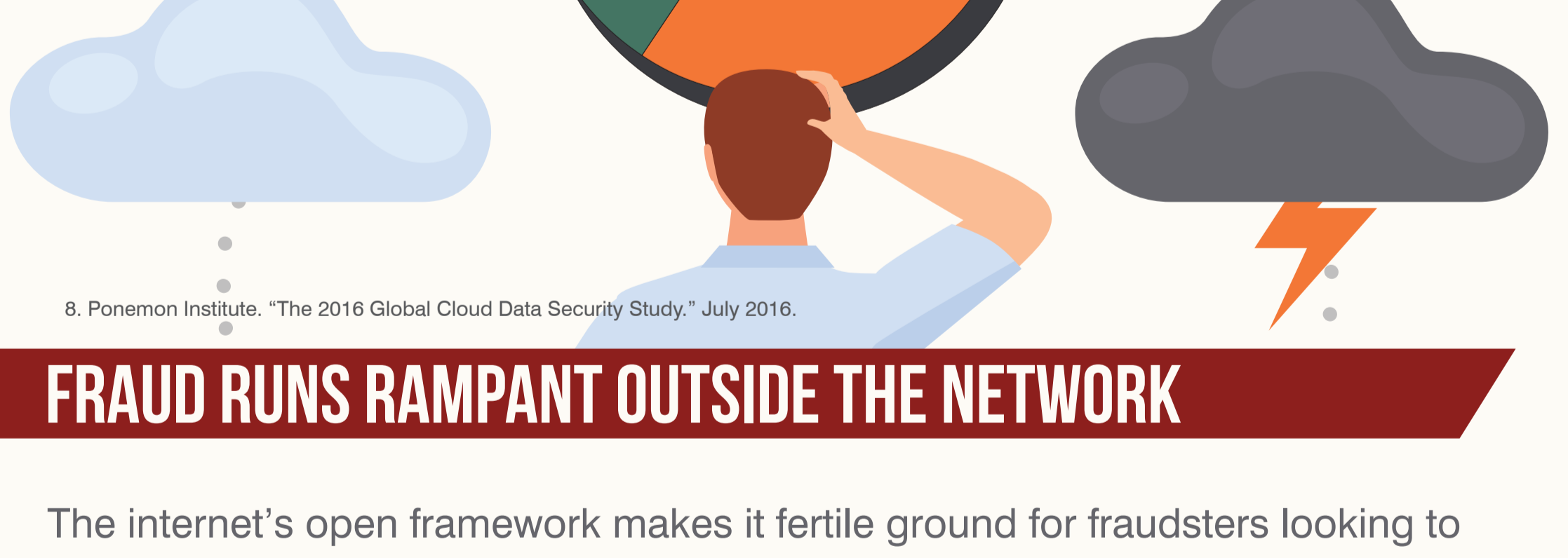
6. Verizon. "Data Breach Digest (2017)." April 2017.

7. Proofpoint. "The Human Factor 2017." May 2017.

### COMPLIANCE IS A CHALLENGE WHEN YOU DON'T OWN THE INFRASTRUCTURE

Nearly half of IT professionals aren't confident that they know about all the cloud services used within their companies.<sup>8</sup> If you can't see it, you can't be sure it's compliant.

### HOW CONFIDENT ARE YOU THAT IT KNOWS ALL THE CLOUD COMPUTING SERVICES IN USE TODAY?



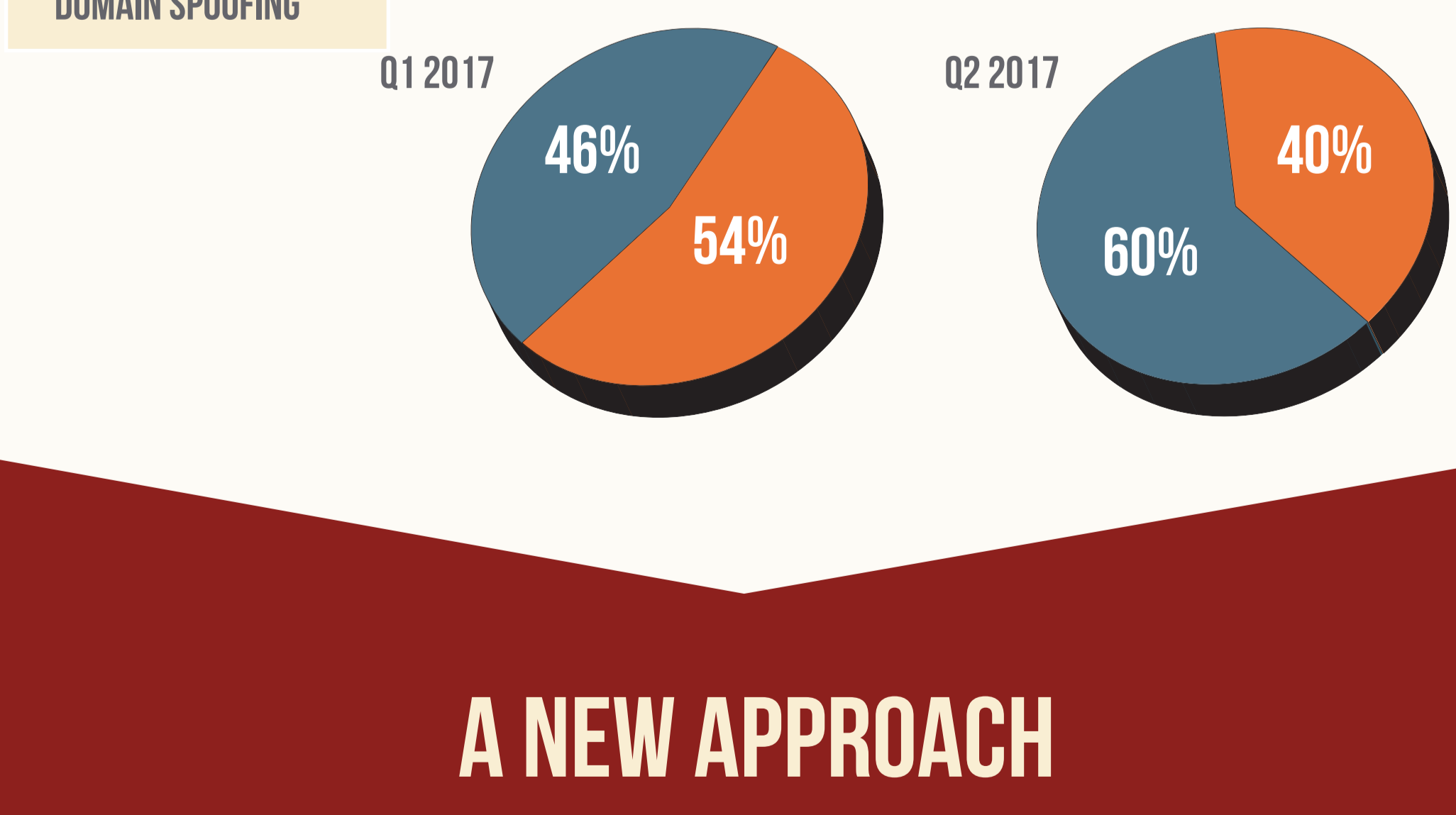
8. Ponemon Institute. "The 2016 Global Cloud Data Security Study." July 2016.

### FRAUD RUNS RAMPANT OUTSIDE THE NETWORK

The internet's open framework makes it fertile ground for fraudsters looking to cash in, on your brand and the people who trust it. Anyone can create a domain, website, mobile app or social-media account that impersonates your company or brand.

Spoofed emails, where messages are crafted to look like they come from someone the recipient trusts, are on the rise. Fake websites, social media accounts, and mobile apps are also growing problems.

### DOMAIN SPOOFING % VS. REPLY-TO AND OTHERS



## A NEW APPROACH

The digital transformation has created new security, compliance and fraud risks far beyond the scope of network-focused defenses.

That's why digital transformation calls for a new approach.

Learn more about how the digital transformation is changing the way we do business, the new risks that come with it, and how you can connect with confidence to the modern infrastructure you rely on.

**DOWNLOAD OUR WHITEPAPER**  
"CONNECT WITH CONFIDENCE: MANAGING SECURITY, COMPLIANCE AND FRAUD IN AN ERA OF DIGITAL TRANSFORMATION."