SECURING THE DIGITAL ECONOMY

Reinventing the Internet for Trust
Companies Are Increasingly Dependent on the Internet for Business Growth

90% rank business growth through Internet-enabled initiatives in their top three strategic priorities.

76% have become largely dependent on the Internet over the last 10 years.

18% to 35% targeted growth for business that is dependent on the Internet is expected to double in the next five years.
... But Confidence in the Security of the Internet is Decreasing

- **68%** say dependence on the Internet is growing and cybersecurity risks are also increasing.

- **50%** predict future growth will be stifled because we cannot grow securely in the digital economy.

- **59%** believe the Internet is getting increasingly unstable from a cybersecurity standpoint and organizations are not sure how to react.

- **Only 30%** are very confident in the security of the Internet for their organization, dropping to **25%** over the next five years.
The Risks for Business, the Economy and Society Are High

90%

of C-levels believe a trustworthy digital economy is critical to their organization’s future growth.

84%

of companies think the economic potential of the Internet, and IoT, would be unleashed if we could build a more trustworthy digital economy.

Accenture estimates the revenue opportunity at risk is 2.8% annually for large organizations over the next five years.

Put another way, organizations are risking up to US$5.2Tr of future revenues over the next five years.
Governance

Solving the cybersecurity challenges of the digital economy will require an organized group effort.

Business Architecture

Protecting companies from weaknesses in third parties is increasingly difficult given the complexity of today’s sprawling Internet ecosystems.

Technology

The rate of technology adoption and innovation has outpaced the ability to secure them and ensure a resilient digital economy.
Stepping Up to Make a Stand
How CEOs Can Help Create Digitally Secure Business Models

1

Governance:
Join Forces with Other Companies and Govern Globally

- Create an Internet security code of ethical conduct for each industry.
- Be proactive with principle-based standards.
- Promote consumer control of digital identities.
- Commit to sharing information about cyber attacks; help reduce the stigma.

2

Business Architecture:
Connect and Protect with a Business Model That Runs on Digital Trust

- Prioritize security by design.
- Make line of business leaders accountable for security.
- Bring a CISO to the board.
- Protect the entire value chain.

3

Technology:
Advance Businesses and Enhance Safety Through Technology

- Campaign to resolve vulnerabilities in basic Internet protocols.
- Heighten security at the “edge”.
- Embrace the advantages of Software-Defined Networking.
- Tackle the question of quantum.
Accenture Research surveyed 1,700 C-level executives from companies with annual revenues of US$1 billion or more. The survey was conducted in October and November 2018 across 13 countries; Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Spain, Switzerland, United Kingdom and the United States. In-depth interviews were done with CEOs (61 percent), COOs (20 percent), Chief Innovation Officers (9 percent) and Chief Strategy Officers (9 percent). Value at risk calculation considers expected costs faced by companies of different sizes operating in a range of industries. It also factors in exposed risk and cost of small (less than 90,000 records impacted) and significant cyberattacks (more than 90,000 records impacted).

Find out more
www.accenture.com/ReinventTheInternet