People First: The Primacy of People in the Digital Age

Trend 5: Digital Trust

Video Transcript
If there's one thing the digital economy hinges on, it's trust.

Organizations have been busy focusing on countless new tools and techniques to collect data.

But as these products and services are rolled-out on a wider scale, the risk of errors and security breaches only increases, along with the risk of permanent damage to customer trust.

And what good is all of that data, without the permission to use it?

To unlock its potential, enterprises must inspire confidence, by shaping themselves around two strong principles:

Digital Ethics and Cybersecurity.

Digital Ethics goes further than just privacy.

It represents a company's collective stance, towards the actions they will take based on data insights.

Whereas Cybersecurity is about creating a stronghold, through advanced techniques such as cryptography and authentication.

If properly embraced, these two pillars will help support customers’ decisions, allowing you to lead them forward, into the digital future.