Most companies are confident in their ability to protect against targeted cyber attacks. Yet, 1 in 3 focused investment efforts are ineffective. Many companies invest approximately 44-54% of their 2016 cybersecurity budget in compliance. Only 28% of companies are confident in their ability to comply with regulations. Only 17% of companies are confident in their ability to protect the enterprise from breaches.

Reboot your approach to deal effectively with threats.

1. Define cybersecurity success.
2. Keep pressure testing.
3. Protect from the inside out.
4. Invest in innovation and outmaneuver.
5. Build confidence in the security organization.

Define cybersecurity success.
- Focus on business imperatives.
- Align business and technology to improve the way the world works and lives.
- Prioritize protection of the company value.
- Understand scenarios that could materially affect the business.
- Underwrite the business case for cybersecurity investments.

Keep pressure testing.
- Continuously improve security capabilities.
- Prioritize protection of the company from advanced attacks.
- Understand the threat landscape and focus on the internal business-relevant threat monitoring.
- Prioritize protection of the business through cyber-incident escalation paths.
- Understand the chain of command and the impact of targeted attacks.

Protect from the inside out.
- Be ready to cooperate during crisis communications and tested plans.
- Engage “white-hat” hackers and cybersecurity professionals to detect and prevent advanced attacks.
- Prioritize protection of the company from advanced attacks.
- Prioritize protection of the company from advanced attacks.
- Prioritize protection of the company from advanced attacks.

Invest in innovation and outmaneuver.
- Make business-aligned security capabilities an operational imperative.
- Engage “white-hat” hackers and cybersecurity professionals to detect and prevent advanced attacks.
- Prioritize protection of the company from advanced attacks.
- Prioritize protection of the company from advanced attacks.
- Prioritize protection of the company from advanced attacks.

Build confidence in the security organization.
- Enhance business alignment with strategy alignment with cybersecurity.
- Create a clear-cut cybersecurity chain of command.
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