**WHAT TO DO ABOUT IT**

**CONTINUING THE PROBLEM**

- **ADVANCED TECHNOLOGY USAGE ESCALATES**
  - Continues to ratchet up
  - To decrease, IT security spending

**FINALLY STARTS TO DECREASE**

- Retail data breach rates finally start making a difference:
  - Retail increases in IT security spending may finally be making a difference:
  - Of the verticals that we measured:
    - Manufacturing, Retail, and Healthcare, the lowest rates of breaches in the last year:
      - Experiencing a data breach in the last year:
      - Experienced a data breach at some time:

**GOOD NEWS – RECOGNITION THAT ENCRYPTION FINALLY TURNS THE CORNER ON DATA BREACHES**

- The top technologies needed:
  - Encryption:
    - Encryption offsets top security concerns
    - Encryption enables greater adoption
    - Encrypt and access controls
    - Containers and IoT

**DATA AS PROTECTION NEEDS BECOME A HIGHER PRIORITY**

- Data encryption in the cloud with pre-defined keys
- Containers and IoT
- Use secure device ID
- Containers and IoT
- Group policy

**ADVANCED TECHNOLOGY UGARIC INFLATES – COMPLEMENTING THE PROBLEM**

- Cloud, Big Data, the Internet of Things (IoT) and increasingly powerful advanced technology environments are collectively packing a potentially disruptive punch to the basic ground rules of venerable businesses.

**DATA AT REST PROTECTION NEEDS TO BE A HIGHER PRIORITY**

- With the rapid and continuing growth of data outside the four walls of the enterprise, spending on securing internal networks from external threats is less and less effective – and less relevant.

**THE COMPLIANCE BOX**

- Don't just check off the list:
  - Compliance checks
  - Encryption needs to move beyond laptops and desktops
  - Other advanced technology environments
  - Especially for cloud and encryption and BYOK, move beyond compliance to greater use of service-based solutions

**DON'T JUST CHECK OFF**

- Toolset
- Your IT security
- Re-prioritize

**NOT-TO-DO-LIST**

- **ENCRYPTION AND ACCESS CONTROL**
  - Don't just check off the list:
    - Encryption
    - Access controls
    - Compliance checks

**DATA SECURITY WITH ENCRYPTION**

- Legacy IT security models – cloud and SaaS break
- Cloud and SaaS break
- Data security with encryption
- Encryption and access controls
- Encryption and access controls
- Encryption and access controls
- Encryption and access controls

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**TABLE: 2017 IT Security Spending Increases in Retail**

<table>
<thead>
<tr>
<th>Technology</th>
<th>U.S. Retail</th>
<th>Global</th>
<th>Increase</th>
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<tbody>
<tr>
<td>Data Encryption</td>
<td>67%</td>
<td>64%</td>
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<tr>
<td>Secure Digital Identity</td>
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<td>45%</td>
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<tr>
<td>Big Data</td>
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<tr>
<td>Iaas</td>
<td>11%</td>
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**KEY FACTS:**

- Encryption offsets top security concerns
- Encryption enables greater adoption