

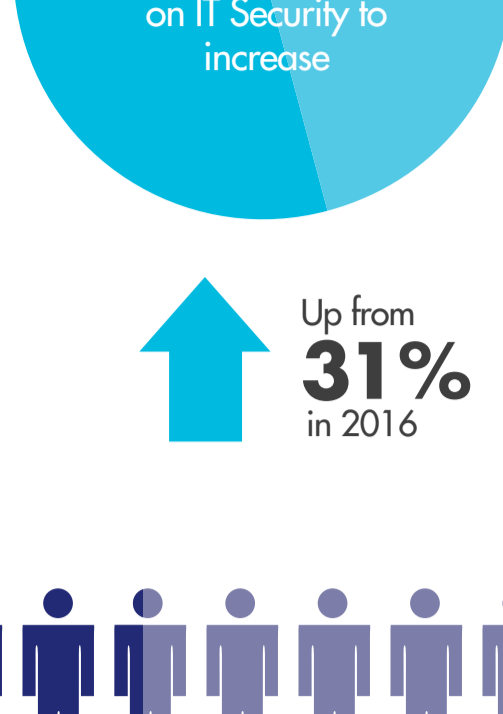
# APPI DRIVES 2017 IT SECURITY

AS APPI DEADLINES APPROACH – ENTERPRISES INCREASE IT SECURITY SPENDING AND PRIORITIZE COMPLIANCE

“PRIVACY REGULATIONS SUCH AS APPI CAN BE DEMANDING, BUT FIRMS SHOULD CONSIDER MOVING BEYOND COMPLIANCE TO GREATER USE OF ENCRYPTION AND BYOK, ESPECIALLY WHEN DEPLOYING SENSITIVE DATA TO CLOUD AND OTHER ADVANCED TECHNOLOGY ENVIRONMENTS.”

—Garrett Bekker, 451 Research Principal Analyst, Information Security

## COMPLIANCE THE TOP FACTOR FOR IT SECURITY SPENDING IN JAPAN AT 66%, MORE THAN DOUBLE LAST YEAR’S 30% FIGURE

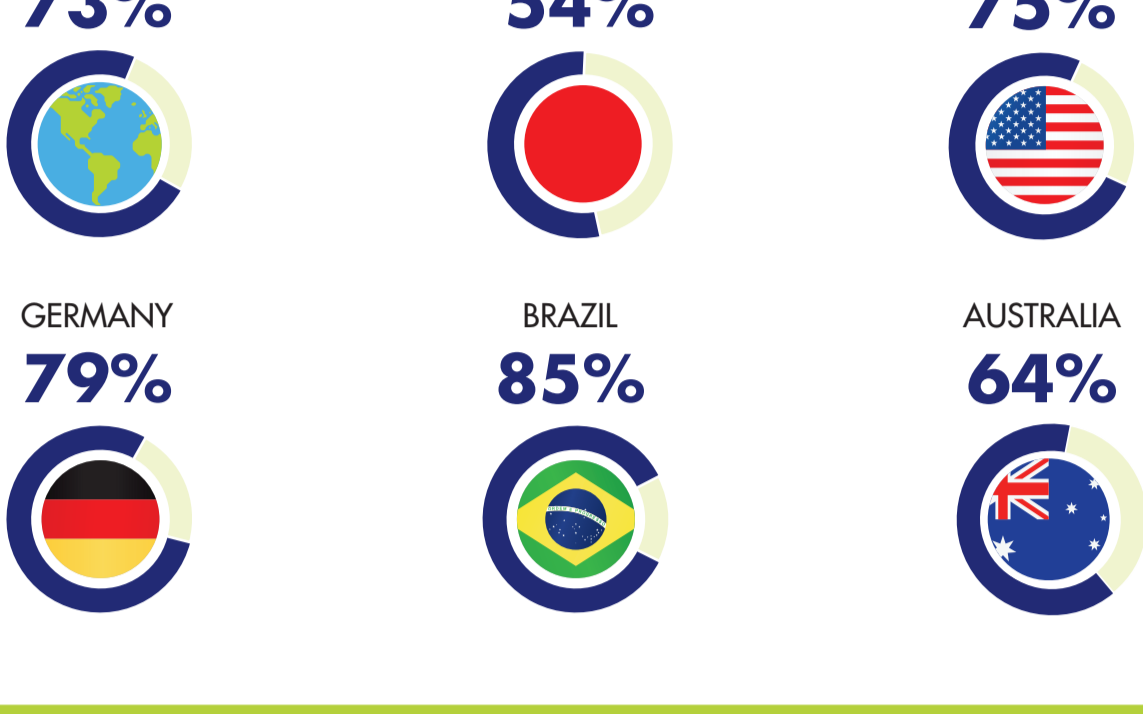


Up from 30% in 2016

Up from 31% in 2016

Only 44% believe that compliance is “very” or “extremely” effective at preventing data breaches

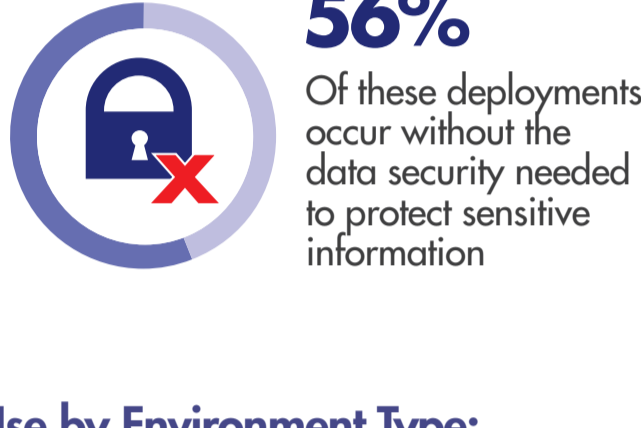
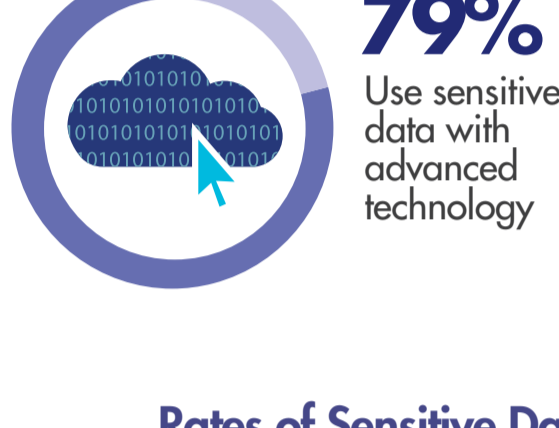
## ENTERPRISES IT SECURITY SPENDING INCREASES LESS THAN GLOBAL RIVALS



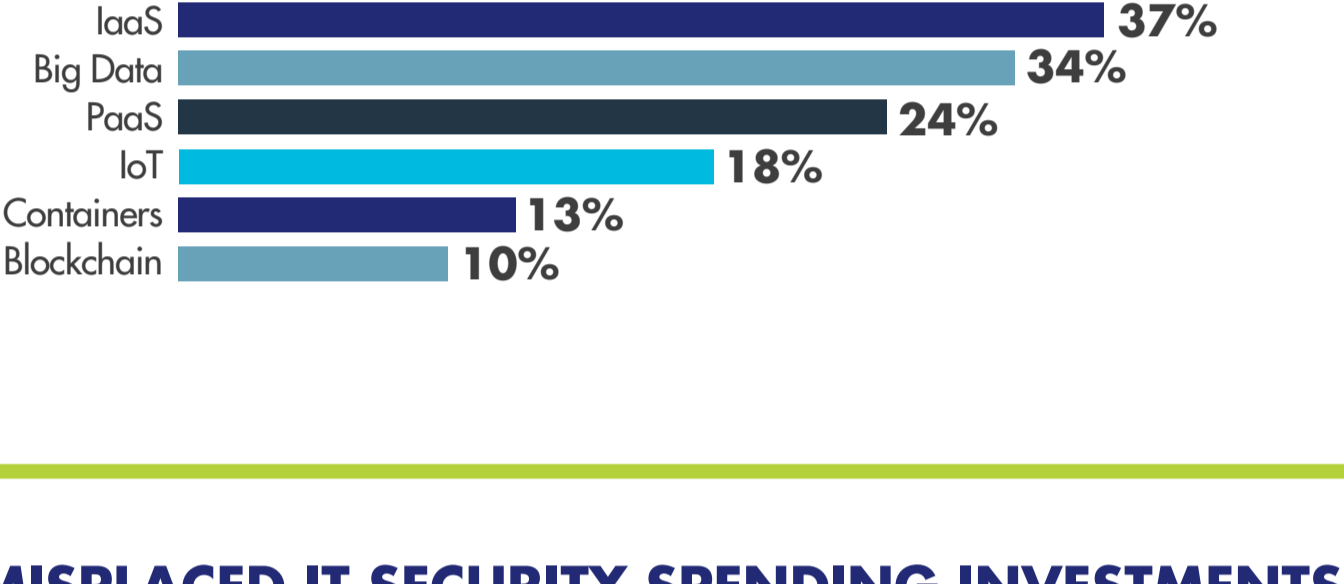
## ADVANCED TECHNOLOGY USAGE ESCALATES – COMPOUNDING THE PROBLEM

“Cloud, Big Data, the Internet of Things (IoT) and increasingly container technology are all being actively embraced and collectively pack a potentially disruptive punch to the basic ground rules of venerable businesses.”

—Garrett Bekker, 451 Research Principal Analyst, Information Security



Rates of Sensitive Data Use by Environment Type:

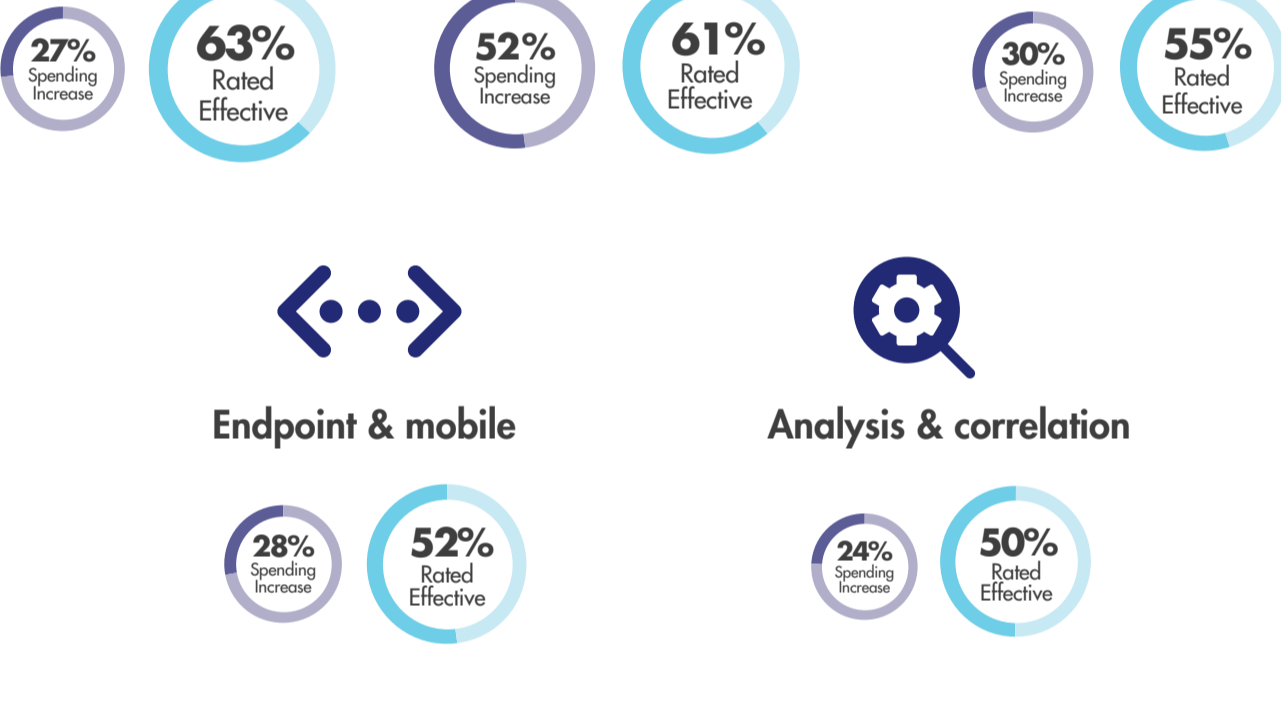


## MISPLACED IT SECURITY SPENDING INVESTMENTS INVESTING LESS IN DATA-AT-REST SECURITY, EVEN THOUGH RATED MOST EFFECTIVE

“...organizations keep spending on the same solutions that worked for them in the past but aren’t necessarily the most effective at stopping modern breaches.”

—Garrett Bekker, 451 Research Principal Analyst, Information Security

IT Security Defense Spending Increases and their Ratings of Effectiveness for Protecting Data:

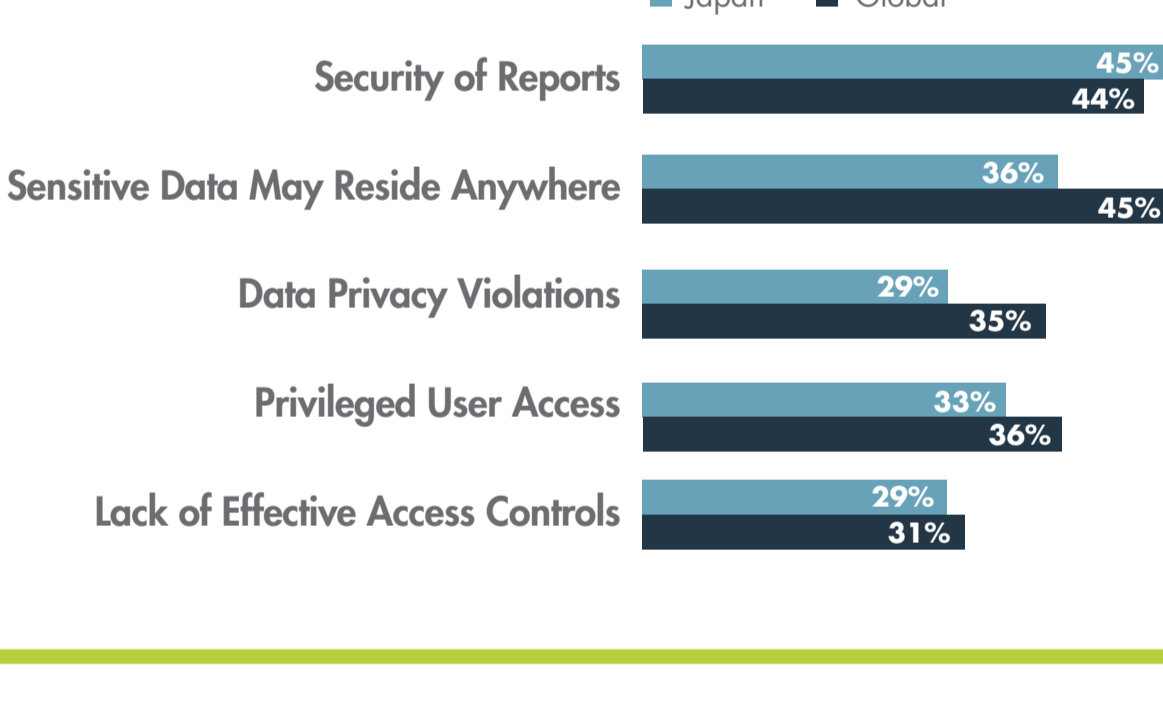


## 35% IN JAPAN AND 47% GLOBALLY USING SENSITIVE DATA IN BIG DATA ENVIRONMENTS

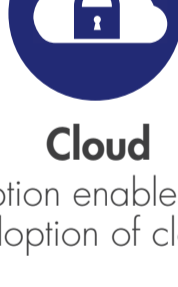
“Big Data is a global juggernaut. Just as enterprises globally wrestle with determining which Big Data is potentially valuable to the organization, they wrestle as well with determining the relative sensitivity of that data, and therefore how it needs to be secured.”

—Garrett Bekker, 451 Research Principal Analyst, Information Security

Top Data Security Concerns for Big Data



## ENCRYPTION ENABLES DIGITAL TRANSFORMATION WITH ADVANCED TECHNOLOGIES



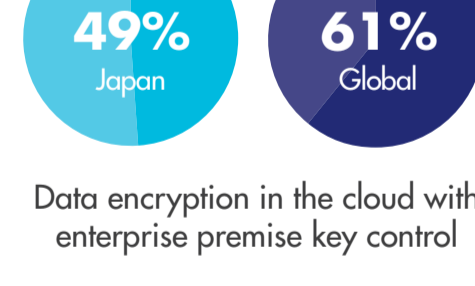
### Cloud

Encryption enables further adoption of cloud

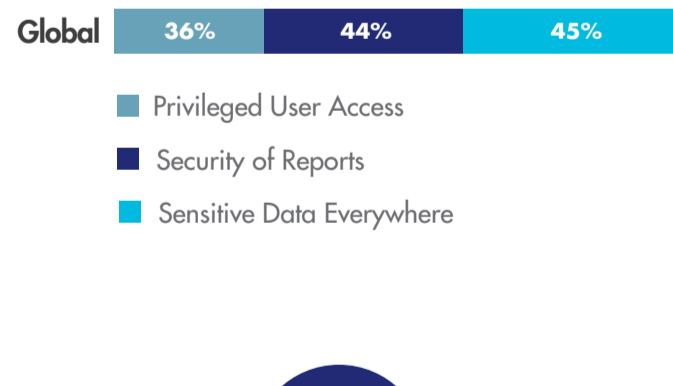


### Big Data

Encryption offsets top security concerns

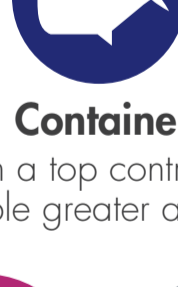


Data encryption in the cloud with enterprise premise key control



### IoT

A top technology needed to expand usage



### Containers

Encryption a top control needed to enable greater adoption



Data Encryption, Secure Digital Identity



# WHAT TO DO ABOUT IT

- RE-PRIORITIZE YOUR IT SECURITY TOOL SET**
  - Cloud and SaaS break legacy IT security models – Data security with encryption and access controls across environments is required
  - Service-based solutions and platforms that include automation are preferred for reduced costs and simplicity
- DISCOVER AND CLASSIFY**
  - Get a better handle on the location of sensitive data, particularly for Cloud, Big Data, Containers and IoT
- DON'T JUST CHECK OFF THE COMPLIANCE BOX**
  - Move beyond compliance to greater use of encryption and BYOK, especially for cloud and other advanced technology environments
- ENCRYPTION AND ACCESS CONTROL**
  - Encryption needs to move beyond laptops and desktops
  - Data center:** File and application level encryption and access controls
  - Cloud:** Encrypt and manage keys locally, BYOK enables safe SaaS, PaaS and IaaS
  - Big Data:** Encryption and access control within the environment
  - Containers:** Encrypt and control access to data – within containers and underlying storage
  - IoT:** Use secure device ID and authentication, as well as encryption of data at rest on devices, back end systems and in transit to limit data threats

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