WHAT TO DO ABOUT IT

**COMPOUNDING THE PROBLEM**

- **ADVANCED TECHNOLOGY USAGE ESCALATES** – double last year’s 30% figure
- **SPENDING IN JAPAN AT 66%**, more than **MISPLACED IT SECURITY SPENDING** investments increases less than global rivals
- **ENTERPRISES IT SECURITY SPENDING** with advanced technologies
- **ENCRYPTION ENABLES DIGITAL TRANSFORMATION**
- **35% IN JAPAN AND 47% GLOBALLY USING** encryption, rated most effective
- **BIG DATA IS A GLOBAL JUGGERNAUT.** Just as enterprises globally
- **SPEND MORE THAN $64 BILLION**, globally
- **BIG DATA: EFFECTIVE AT STOPPING MODERN BREACHES.**

**PRIVACY REGULATIONS SUCH AS GDPR 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**.

**Move beyond compliance to greater use of encryption and BYOK,** particularly for cloud, big data, and other technologies with sensitive data.

**Encryption offsets top security concerns**, especially for cloud, big data, containers, IoT, and other sensitive data types.

**Securing big data in the cloud involves many factors**, including encryption and key management.

**Security of reports, privileged user access, and sensitive data everywhere** are key areas where encryption can provide significant benefits.

**Data encryption in the cloud with BYOK** generates automatic key management and significantly enhances security, thereby securing sensitive data from bad actors.

**Ratings of Effectiveness for Protecting Data:**
- **Effective**: 45% (Japan), 44% (global)
- **Rated Most Effective**: 45% (Japan), 43% (global)

**Top Security Concerns by Region:**
- **Japan**: Security of reports, data encryption, privileged user access
- **Global**: Security of reports, data encryption, privileged user access

**Data Privacy Violations**
- **Japan**: 28% increase, Japan: 29%
- **Global**: 62% increase, Japan: 31%

**Top Data Security Concerns for Big Data**
- **Privileged User Access**
- **Security of Reports**
- **Sensitive Data Everywhere**

**Encryption and access control**
- **Increased use of encryption**
- **Automation and platforms**
- **Service-based solutions**

**Data Security with Encryption**
- **effective** at stopping modern breaches.

**IoT**
- **Containers and IoT**
- **Big Data**: A global juggernaut

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**ANALYZING THE MISMATCH**

**20% IN JAPAN AND 18% IN GLOBAL SENSITIVE DATA USE IN BIG DATA.**

- **JAPAN**: 33% 45% 36%
- **GLOBAL**: 36% 44% 45%

**THE CHALLENGE**: NOW IS THE TIME TO ACT ON IT SECURITY TO RE-PRIORITIZE COMPLIANCE AND INCREASE DATA SECURITY WITH ENCRYPTION. **SENSITIVE DATA MAY RESIDE ANYWHERE**, and therefore, how it needs to be secured.

- **Encryption a top control needed to prevent data breaches**
- **Spending** on the same solutions that have not worked in the past.

**INCREASE IN IT SECURITY SPENDING IN JAPAN AT 66%**, more than global rivals with spending increases less than global rivals.

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**DISCOVER**