

Asia Pacific: Protecting business reputation through advanced data governance

Businesses in Asia Pacific recognize the value of increasing trust to help boost business reputation, and robust information security is at the core of their strategy.



Better customer retention



Improved profitability

Increased trust drives business growth

Improved profitability and better customer retention are the top two advantages of increasing trust

ASPAC businesses are most likely to view trust as a tool to enhance brand reputation...



36%

Just over a third of ASPAC businesses consider enhanced business reputation as a top advantage of increasing trust

...but data protection concerns threaten trustworthy reputations



40%

40% of ASPAC businesses say data protection worries are undermining trust in their brand

As a result, many businesses now view the CISO as integral to the setting of data governance policies

But there is more to do: CISOs still lack a clear mandate to protect organizations and their data



55% | have CISOs or information security teams that play an active role in setting ESG policy

73% | say their CISO doesn't have the influence they need to protect their organization fully

In future, CISOs must continue to foster relationships with the board and C-suite to achieve the level of influence needed to protect the business from data security threats and boost trust.

About the research:

KPMG's Cyber trust insights 2022 is based on a survey of 1881 executives across a range of industries operating from ASPAC, EMA and the Americas.