

Europe, Middle East and Africa: Cybersecurity's role in driving trust

In today's uncertain, constantly shifting environment, customers, employees and investors want organizations they can depend on. As brands across Europe, the Middle East and Africa are witnessing firsthand, cybersecurity plays a key role in helping to ensure businesses are respected as trustworthy entities.



Better customer retention



Improved profitability

Increased trust drives business growth

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

Cybersecurity is playing a crucial role in growing trust levels



77%

say increasing trust across the stakeholder spectrum is driving their cyber-risk programs

83%

believe that protecting IT assets from attack is the most important strategy for creating trust inside and outside the business

But cyber-attacks are harming trust levels. Both statistics are higher than the global average



33%

A third say trust is being damaged by recent data breaches or other cyber incidents



60%

Nearly two-thirds are unsure if their defenses are strong enough to withstand attackers exploiting procurement and supply chain vulnerabilities

Work is needed to further develop the board's perception of cybersecurity...

...and organizations must do more to collaborate on security with external partners

60%

say senior leaders do not fully understand the competitive benefits of enhancing trust through better information security

53%

admit their CISO's role is not as strategic as it should be

72%

maintain that external collaboration is an essential cybersecurity tool that reaches beyond intelligence sharing on current and emerging issues

56%

admit their organization is not proactive enough in cybersecurity collaborations

In future, the C-suite and the board must work more effectively with security teams to drive the trust agenda. This will mean positioning the CISO as a strategic enabler within the organization — rather than as a technical expert.

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.

