

Global Cyber trust insights 2022

Organizations worldwide recognize the competitive advantages of increased trust, but many are struggling to achieve it. Now's the time to help the CISO step up.



Better customer retention



Improved profitability

Increased trust drives business growth

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

Building enhanced customer experiences is a top driver for investment



51%

say the collection of structured data on customer transactions has been a priority over the last 12 months



41%

have focused on analyzing third-party customer behavior data over the last 12 months

Businesses are focusing cybersecurity on three evolving areas to build trust and ensure the success of digital investments

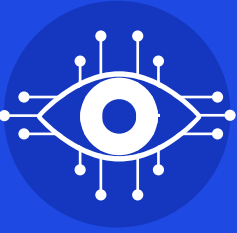
Data privacy and transparency

65% are involving the information security team in the design phase of new business initiatives



Artificial intelligence

76% say technology adoption raises fundamental ethics questions that require careful oversight

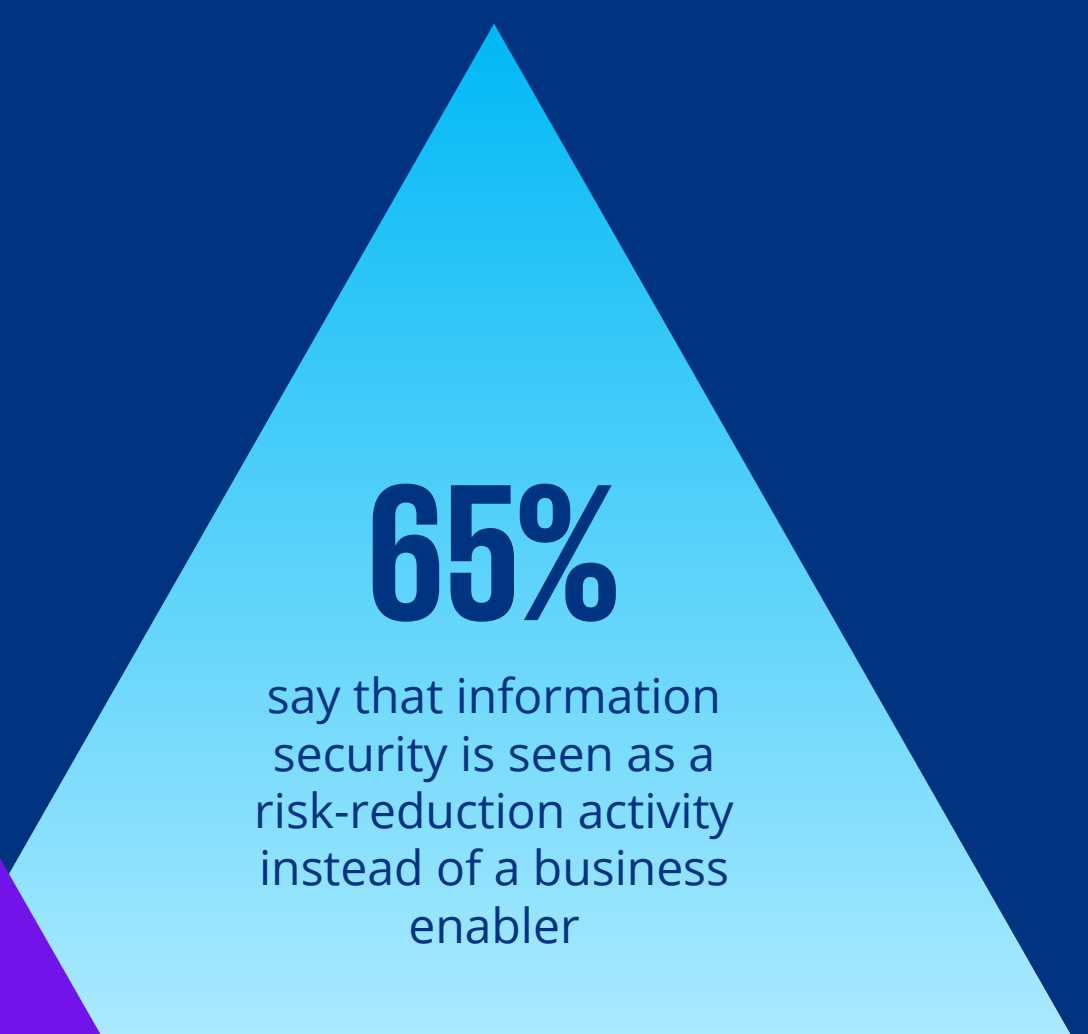


ESG

Nearly half say the CISO plays an active or integral role in setting the governance agenda



But despite this desire to boost trust, many are failing to give the CISO a strong mandate to drive change



Organizations must develop a clear vision of what trust means in the context of the CISO role. Only then will they ensure the success of digital investments in today's complex landscape and realize the business benefits of increased 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.