

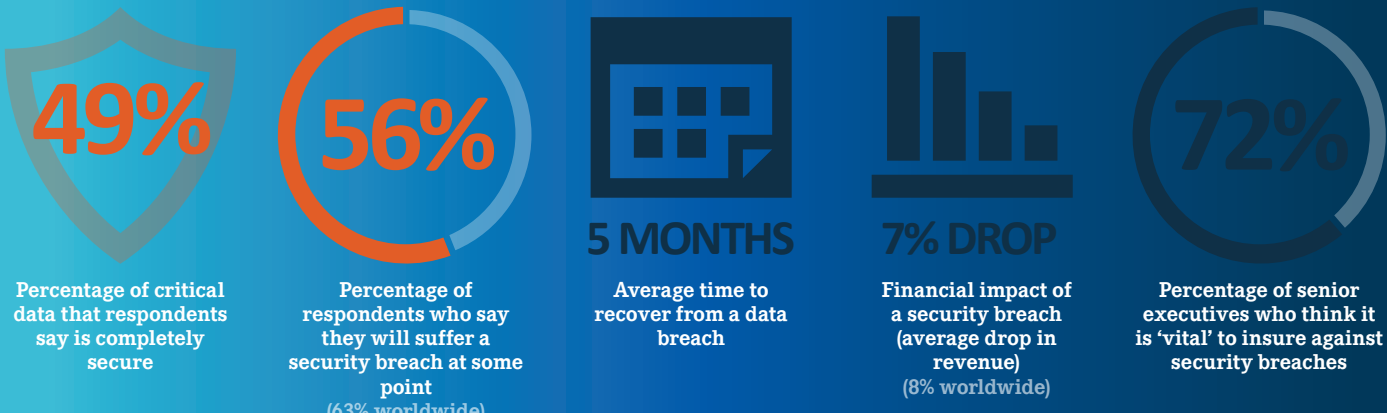
Security Risk:Value Report

The Risk:Value report surveyed 800 senior business decision-makers (not in an IT role) in organisations across eight countries, including the UK, about their attitudes to risk and the value they place on data and information security.

4 The report highlights four main areas: Data Policies, Data Security, Impact of a Data Security Breach and Personal Knowledge/Behaviour.



UK Headlines in Numbers (and how they compare)



Data Policies



Five 'greatest challenges' to running a successful business:

1. Competition (56%)
2. Finding talented people (54%)
3. Maintaining profits (53%)
4. Growing the business (52%)
5. Reputation (44%)



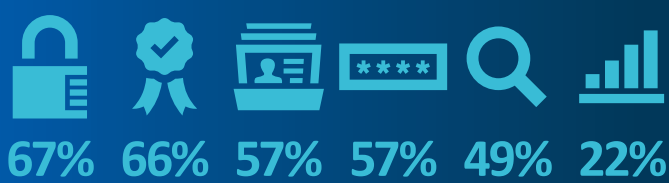
UK respondents are most likely to see risks to their business from:

- 1. Lack of employee skills in key areas (25%)
- 2. Competitors taking market share (21%)
- 3. High costs of upgrading systems (14%)
- 4. Not using data as effectively as we could (12%)
- 5. An increase in global competition and decreasing profits (both 9%)

Just 6% of UK respondents see poor data security as the single greatest risk (9% worldwide)

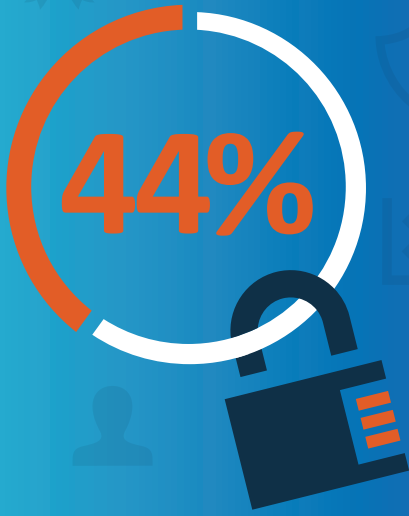
What UK respondents associate with 'data security':

- 1. Data protection 67% (62% worldwide)
- 2. Good practice 66% (49% worldwide)
- 3. Vital to the organisation 57% (50% worldwide)
- 4. Compliance 57% (34% worldwide)
- 5. Personal privacy 49% (55% worldwide)
- 6. Business enabler 22% (24% worldwide)



Data Security

Less than half report that all of their critical data is 'completely secure'



Top five most important types of data to secure (in order of priority):

1. Customer data (consumer)
2. Customer data (business)
3. Employee data

Impact of a Data Security Breach

In the event of a security breach, respondents expect to suffer:

- 1. Reputational damage 78% (60% worldwide)
- 2. Loss of customer confidence 69% (56% worldwide)
- 3. Disciplinary actions against employees 45% (37% worldwide)
- 4. Financial penalty from sector body/government 46% (33% worldwide)
- 5. Direct financial loss 34% (37% worldwide)



When asked if their company insurance covers for data loss or a data security breach:

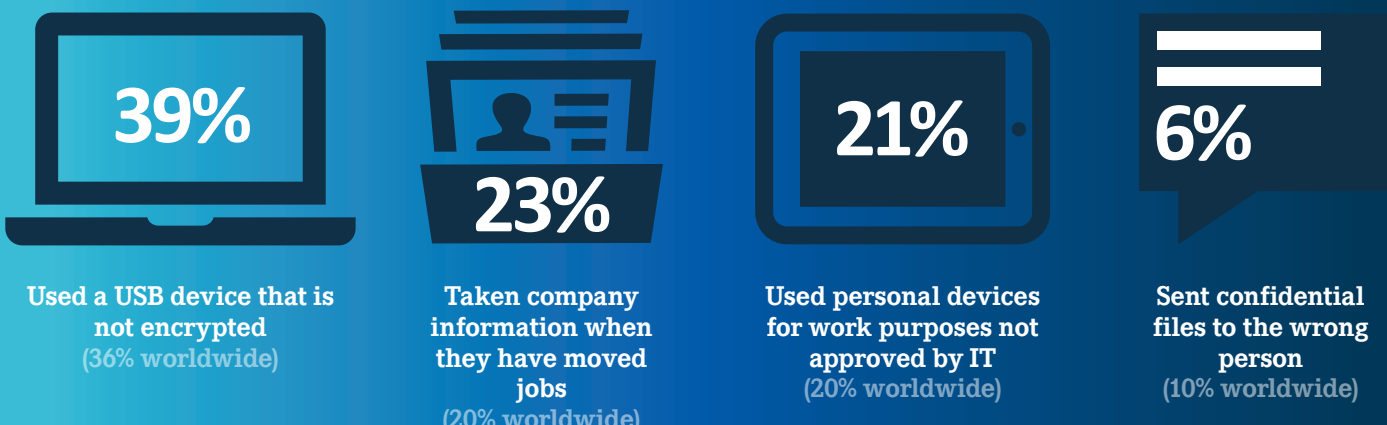
- 1. 54% covered for both (48% worldwide)
- 2. 20% not covered for either (18% worldwide)
- 3. 17% covered for data loss only (24% worldwide)
- 4. 9% covered for data security breach only (10% worldwide)

Personal Knowledge and Behaviour



When asked what 'safe behaviour' is when using and accessing work-related data:

- 1. 18% rely upon their own judgment (28% worldwide)
- 2. 34% say it is the joint responsibility of themselves and the data security team (21% worldwide)
- 3. Under half (48%) depend upon their IT security team (51% worldwide)



Methodology

NTT Com Security commissioned market research company Vanson Bourne to undertake an independent survey of 800 senior business decision makers (not in an IT role) in large organisations in Australia, France, Germany, Hong Kong, Norway, Sweden, UK and US (100 respondents in each country) in September 2014.

About NTT Com Security

NTT Com Security is a global information security and risk management organisation, which delivers a portfolio of managed security, business infrastructure, consulting and technology integration services through its WideAngle brand. NTT Com Security helps organisations lower their IT costs and increase the depth of IT security protection, risk management, compliance and service availability.