

# Insecure about security?

## Security isn't just an IT issue, it's a business concern.

The key to safety—and growth—is an integrated strategy that focuses on the future of cybersecurity. It's a requirement for the whole business, and a demand of customers:



And in every organization, your people could be your greatest liability or be trained to become your most valuable line of defense.


## Bringing security to the boardroom

Executives understand the risk of security lapses, which is why security decision-making now takes place in the C-suite and boardroom. Devising tactics to address your key challenges is a crucial part of security success—from defining your strategy, to implementing and managing security throughout the business.

## Are you preparing for a secure future?

Security planning is about mitigating risk. When done successfully, it will underpin your broader enterprise strategy. Begin by implementing security that:

### Enhances your brand

 Security can increase digital trust in the marketplace, leading to greater brand value, revenues and market share.

### Helps meet regulatory requirements

 General Data Protection Regulation (GDPR) and other new data privacy initiatives ensure companies meet privacy and security requirements, fueling customer and revenue growth.


### Is tailored to your specific needs

 Security is not one-size-fits-all. Adopt technologies specifically intended to address your organization's particular assets and vulnerabilities.


## Cracking the code: A powerful security combination

Despite an increase in the numbers and types of security threats, a long-term strategy can help address and combat them. Here are some places to start:


### Perfect your processes

 A governance, risk and compliance (GRC) framework makes security an integrated part of your company.


### Keep your eye on data security

 Protecting your data in transit and at rest is an integral step towards maintaining constant data security.

### Don't just raise awareness, change behavior

 People can be a weak link, unless ongoing, business-wide education prepares them for potential threats and identifying new risks.

### Detect and respond at speed

 An integrated IT security suite will enable your team to focus on the big picture and respond more efficiently.

A business case for security is your best defense.

# Ready to unlock greater confidence in cybersecurity?

Discover what to do next at [avanade.com/security](https://www.avanade.com/security)

1. "Avanade Hot Topics Survey," Quick Read Report, Wakefield Research, December 2017

2. "Avanade Hot Topics Survey," Quick Read Report, Wakefield Research, December 2017

3. "How does a data breach affect your business' reputation?" National Cybersecurity Institute, Feb. 16, 2016

