

# Are Businesses ready for their Transformation?

## The State of Data Security in Asia-Pacific

To find this out, Gemalto engaged Ecosystem<sup>#</sup> to conduct market research on the state of data security for the Asia-Pacific region.

\*N = 1,136 surveyed in APAC by Ecosystem 2019



### Cybersecurity maturity

70%

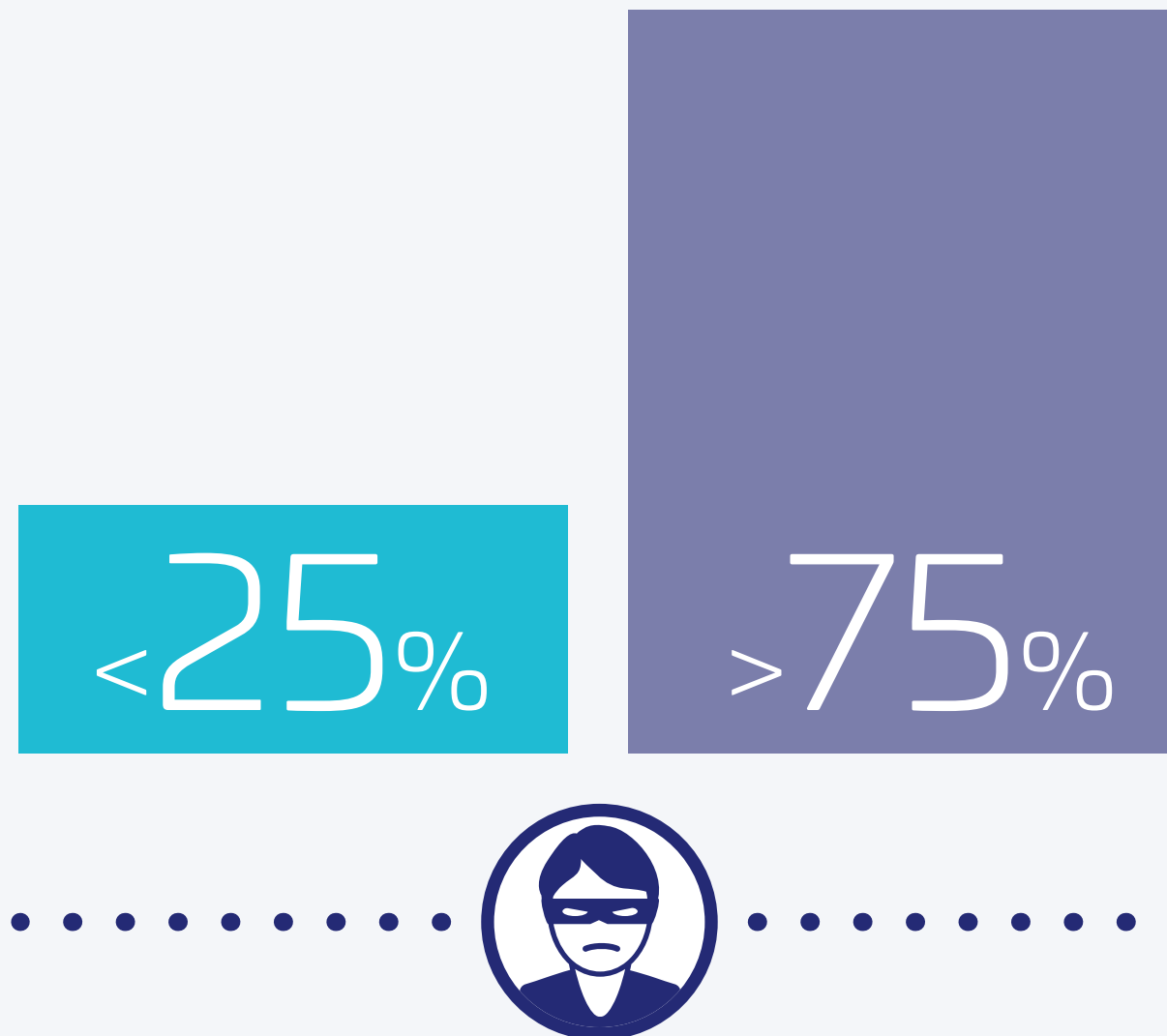
surveyed have little, evolving or no cyber security program



Only 30%

survey respondents consider their organisation as having a mature cyber security program

### Are you driven by the right motives?



>75%

don't know where to start or where to focus resources to protect their business from cyber attack

### Challenges

1/3

struggle to get management buy-in to get adequate budget to manage security needs



Only 36%

of mature organisations are increasing security spending

### Dedicated focus on security

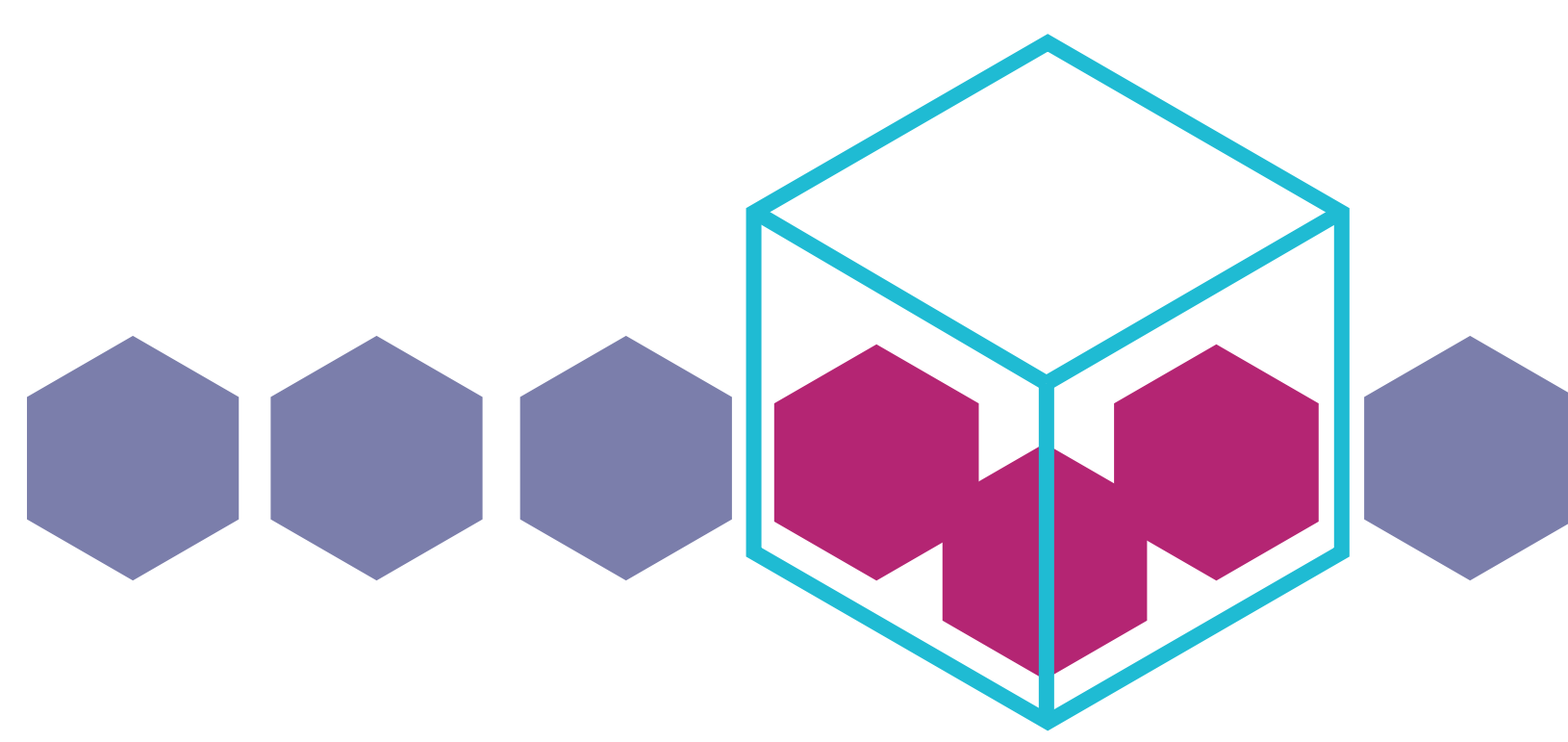
68%

of evolving organisations do not have eg CISO/CSO with direct responsibility for security

69%

of mature organisations engage and value advice from 3rd party advisory firms

### How are you classifying your data?



50% or less

not identifying key sensitive data beyond Intellectual Property & Legal.

### Awareness of risks with public cloud

27%

of mature organisations

feel that the security features of public cloud are sufficient

56%

of evolving organisations

feel that the security features of public cloud are sufficient

<50%

organisations use Multi-Factor Authentication

<20%

use encryption, tokenisation or other cryptographic tools

### Use of encryption with public cloud



Just over 6%

of organisations breached indicated partial encryption of data



>30%

let their cloud provider manage their encryption keys, increasing the risk of losing data ownership

### Readiness to handle a breach

95%

say that they have not had a breach or are unsure that they have had a breach



73%

who claim not having had a breach say that a breach is inevitable

70-80%

organisations understand they have to report a breach to regulatory authorities but few consider notifying their customers