

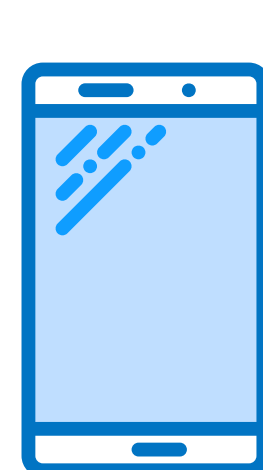
Cybersecurity Compliance Can Make or Break Your Business

From companies to consumers, the world has gone digital



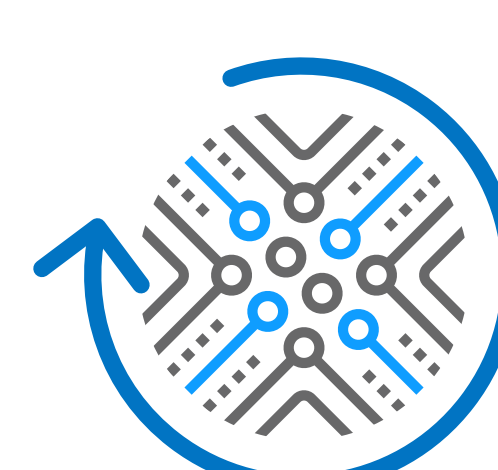
51.7%

of the population is connected to the internet.¹



8.4 BILLION

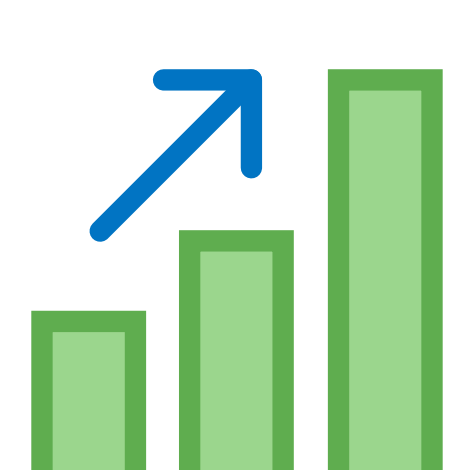
Devices connected in 2017—Up 31% from 2016.²



OVER 70%

of companies plan on advanced digitisation by 2020.³

Moving online is good for business...



\$493 BILLION

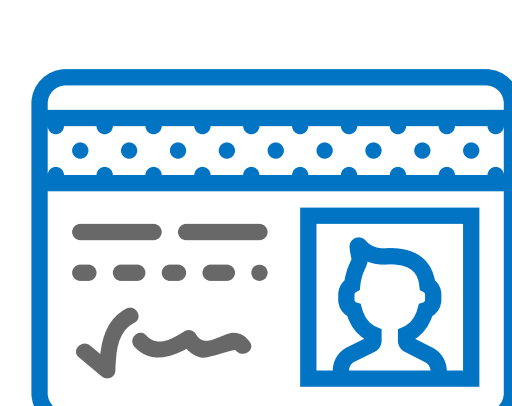
Expected annual revenue increase until 2020 due to digitisation.³



OVER \$4.5 TRILLION

Estimated ecommerce sales in 2021.⁴

...but it comes at a price



7.1 BILLION

Identities exposed via data breach since 2009.⁵



36%

of 2016 data breaches were caused by theft.⁵



44%

of 2016 data breaches affected services (more than any other industry).⁵



\$158

Average cost per lost or stolen record.⁶

How do you keep up with ever-evolving security regulations?

GDPR (General Data Protection Regulation, EU)



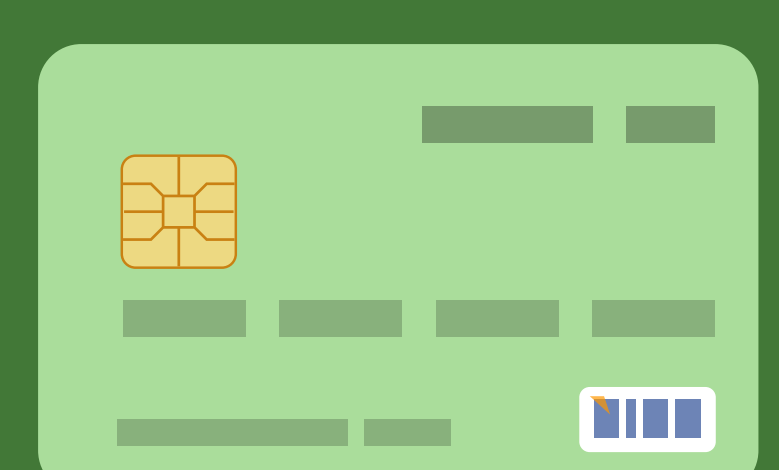
96%

of organizations don't understand it.⁵

20 MILLION

Penalty (in Euros) for non-compliance.^{*5}

Companies must **PREPARE, PROTECT, DETECT** & respond to threats.



PCI (Payment Card Industry)

50%

of card fraud occurs via ecommerce & remote payment.⁵

74%

of IT pros feel their companies lack full compliance.⁷

Merchants bear the brunt of **FINANCIAL RESPONSIBILITY & REPUTATION RISK**.⁵



HIPAA (Health Insurance Portability & Accountability Act)

6,838,017

Identities exposed in 2016.⁵

\$1,650,300

Maximum penalty for violation.⁵

22%

Increase in U.S. healthcare breaches from 2015 to 2016.⁵

Go beyond basic encryption to combat compliance complexity



\$400,000

Decrease in the cost of a breach with extensive encryption.⁷



90%

of SMBs say anti-malware is critical to their security.⁸



53%

of SMBs say ability to assess vulnerabilities is important for their security.⁸

Maintain compliance with DigiCert SSL/PKI Solutions.

With DigiCert SSL/PKI Solutions, you get certification management, malware and vulnerability scanning in a single, easy-to-use console.

VISIT

<https://www.websecurity.symantec.com>
for more information.

^{*}20 million Euros or 4% of group worldwide turnover (whichever is greater)

¹<http://www.internetworldstats.com/stats.htm>

²<https://www.gartner.com/newsroom/id/3598917>

³<https://www.pwc.com/gx/en/industries/industry-4.0.html>

⁴<https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

⁵Symantec, ISTR 2017

⁶2016 Cost of Data Breach Study: Global Analysis, Ponemon Institute, June 2016

⁷Ponemon, 2017, Cost of Data Breach Study

⁸Ponemon, 2016, State of Cyber Security in SMB