

Mitigating Risk Through Digital Transformation

Global study reveals a majority of global enterprises have a digital transformation strategy, with better management of risk viewed as a key outcome

IN FACT, BETTER SECURITY MANAGEMENT AND IMPROVED RISK MITIGATION DURING DIGITAL TRANSFORMATION GO HAND IN GLOVE



Better management of risk is a key driver in digital transformation projects, cited by 40% of survey respondents

Of those who see risk management as a core goal, 72% view protecting customer data a priority



Digital Transformation Initiatives are Underpinned by Specific Risk Management Objectives to Improve:

THREAT PREVENTION

SECURITY OF CUSTOMER DATA

SYSTEM RELIABILITY

SECURITY OF INTERNAL DATA

REPUTATIONAL DAMAGE



34%



49%



41%



44%



33%

Priorities for Better Risk Management Vary by Industry

Securing customer data is #1 across all sectors, with other imperatives playing out differently:



Federal Government



45% – highest of any industry in adherence to regulatory compliance



Healthcare



46% – favor more proactive risk mitigation



Retail



47% – high level of interest in securing all forms of data



Financial Services



37% – the most concerned about reputational damage and corporate liability

Strategies Vary by Region, but Risk Management Remains a Driver Globally

	APAC	NA	EU
Identify better risk management as a digital transformation driver	43%	39%	36%
Identify potential failure to secure sensitive data as a barrier to digital transformation	35%	29%	25%



Be Proactive, Be Pragmatic: Third-party Service Provider Experts Help Mitigate Risk in Digital Transformation

45% would work with an outside partner for business continuity and disaster recovery

46% for threat prevention and managed cybersecurity services

And this figure rises with experience:

45% of those in the early stages of planning digital transformation are interested in working with outside partners, increasing to 52% among those further along in planning

View the full report, Managing Risk Through Digital Transformation, and learn how CenturyLink can help protect your organization against cybersecurity threats

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