



THE  
SECURITY  
STANDARD™

September 13-14, 2010 > Marriott Brooklyn Bridge > New York, NY

Produced by  
**CSO**

**Defending the Fortress:  
New Threats Meet New Defenses**

Key findings from the 2011 Global State of Information Security Survey®

# Respected – but still restrained\*

In the aftermath of the worst global economic jolt in 30 years, information security confronts a new economic order.

September 2010

\*connectedthinking



## A worldwide study

The 2011 Global State of Information Security Survey®<sup>®</sup>, a worldwide study by PricewaterhouseCoopers, CIO Magazine and CSO Magazine, was conducted online from February 19 through March 4, 2010.

- PwC's 13<sup>th</sup> year conducting the online survey, 8<sup>th</sup> with CIO and CSO Magazines
- Readers of CIO and CSO Magazines and clients of PwC from 135 countries
- More than 12,840 responses from CEOs, CFOs, CIOs, CSOs, VPs, and directors of IT and security
- More than 40 questions on topics related to privacy and information security safeguards and their alignment with the business
- Thirty percent (30%) from companies with revenue of \$500 million+

## What's the new "flavor of the year"? Client requirement.

Is this just a "new flavor"? Or is it a more enduring driver?

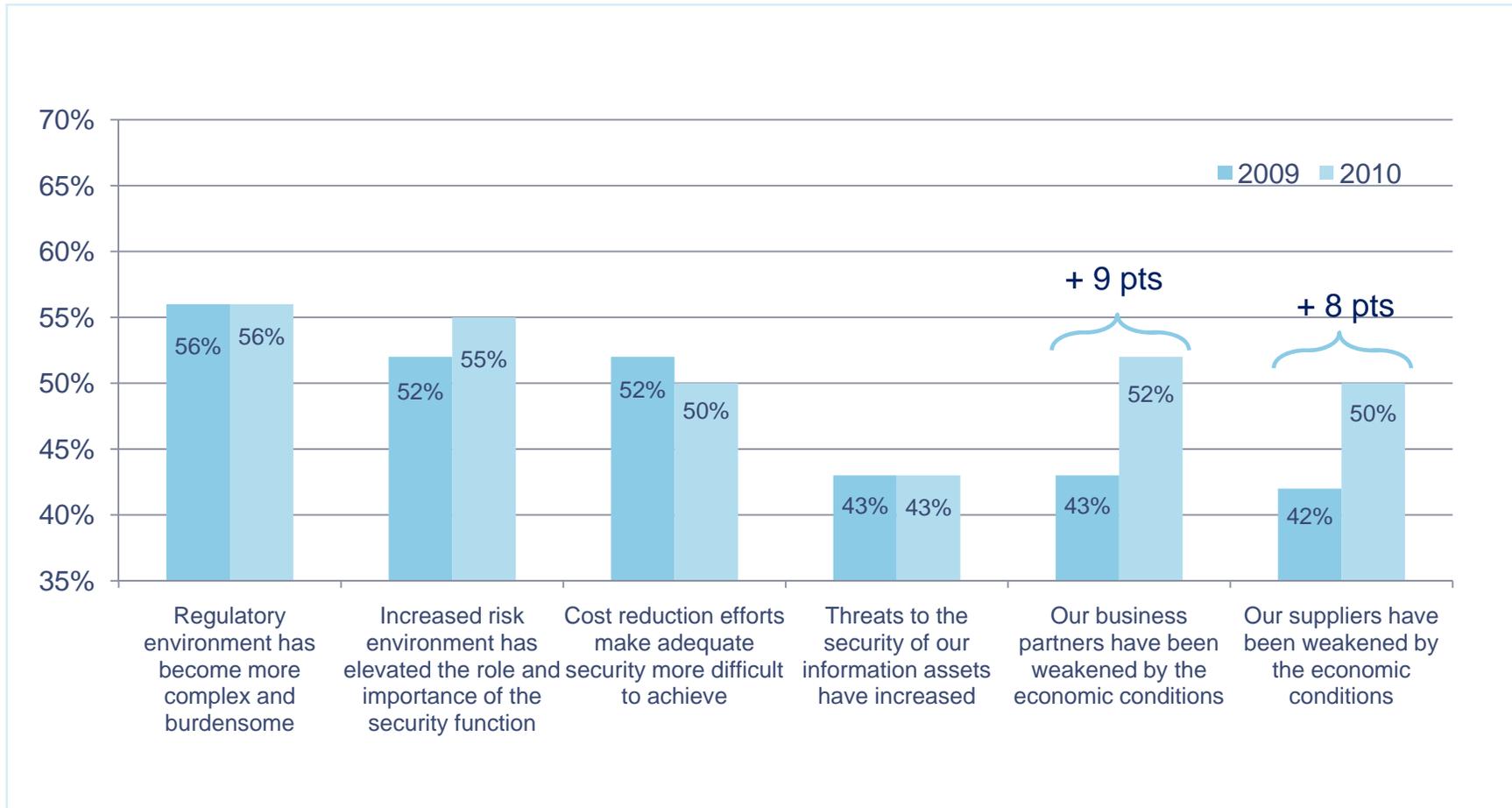
- Could "client requirement" become the globally acknowledged leading driver of security spending in the next two or three years?
- Is this one sign that – after 15 years – the information security function is taking on a far more customer-facing, business-supporting, strategic value-building role?

Top spending "justifications" in 2010	2007	2008	2009	2010	Four-year change
1. Legal and regulatory requirement	58%	47%	43%	43%	- 26%
2. Client requirement	34%	31%	34%	41%	+ 21%
3. Professional judgment	45%	46%	40%	40%	- 11%
4. Potential liability / exposure	49%	40%	37%	38%	- 22%
5. Common industry practice	42%	37%	34%	38%	- 10%
6. Risk reduction score	36%	31%	31%	30%	- 17%
7. Potential revenue impact	30%	27%	26%	27%	- 10%

Question 33: "How is information security spending justified in your company?"

(Not all factors shown. Total does not add up to 100%.)

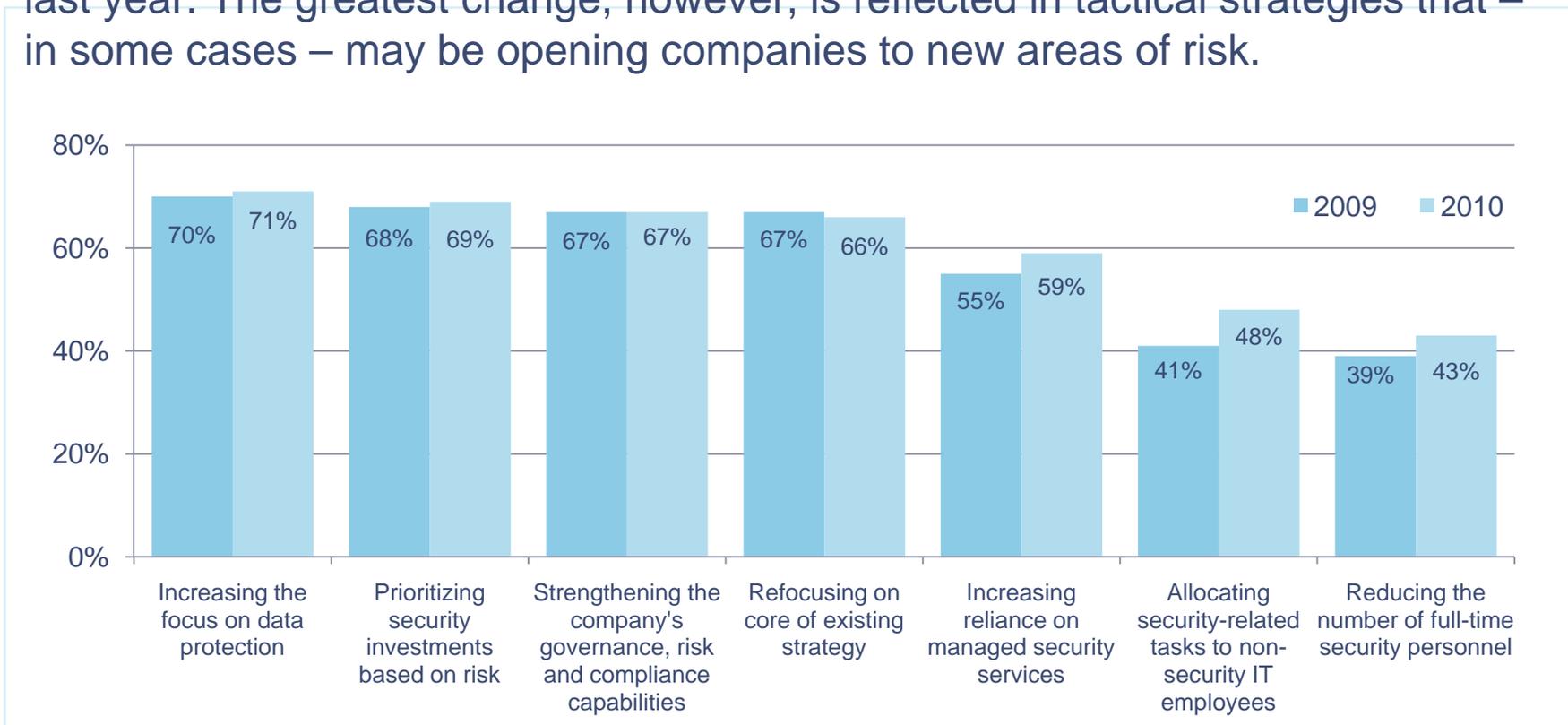
# While the impacts of the downturn linger, the risks associated with weaker partners and suppliers have increased.



Question 10: "What impacts have the current economic conditions had on your company's security function?" (Respondents who answered "Agree" or "Strongly Agree")

## What strategies are organizations undertaking to reduce the enduring economy-related risks?

On a strategic level, the top three priorities have barely budged compared with last year. The greatest change, however, is reflected in tactical strategies that – in some cases – may be opening companies to new areas of risk.



Question 11: "To continue meeting your security objectives in the context of these harsher economic realities, how important are the following strategies?" (Respondents who answered "Important", "Very Important" or "Top Priority") (Not all factors shown. Total does not add up to 100%.)

Want more?

## 2011 Global State of Information Security Survey® Results Roundtable



The session will feature **Keynote Speaker Joseph Menn**, *Financial Times* and *Los Angeles Times* journalist and author of "Fatal System Error, " as well as a panel of the following information security executives who will discuss what companies can do to help further improve their ability to safeguard information security and privacy:

- Bob Bragdon, Publisher — CSO Magazine
- Dennis W. Brixius, VP, CSO — The McGraw-Hill Companies
- Mark Connelly, CISO — ITT Corporation
- Renee Guttmann, VP Information Security & Privacy — Time Warner

**Date: Wednesday, September 15, 2010, Time: 8:00 AM - 10:30 AM**  
**Location: PricewaterhouseCoopers, 300 Madison Ave., New York, NY**

**To register: [www.meetpwc.com/2011giss\\_nyc](http://www.meetpwc.com/2011giss_nyc)**

Benchmarking

## Now is the time to take a closer look.

Global Best Practices®, a PricewaterhouseCoopers knowledge resource, is comprised of benchmarking tools, risk and controls content and comprehensive best practices. These tools enable you to evaluate the current state of your business and identify ways to move your organization to a higher level of performance.

The Global State of Information Security benchmarking tool can help you understand the latest trends you and your peers are facing around information security.

By submitting the online questionnaire, you will receive a customized benchmark report comparing your company's information security posture to the responses of over 12,840 survey respondents from the 2011 Global State of Information Security Survey.

**Visit [www.globalbestpractices.com/gsiss2011](http://www.globalbestpractices.com/gsiss2011) to participate.**

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# Thank You