

# Security Practitioners, it's Time to Rewrite Your “Elevator Pitch”!

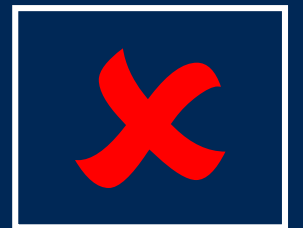
**Eduardo Mastranza**  
*Executive Partner, Iberia*

Lisbon  
September 27<sup>th</sup> 2018

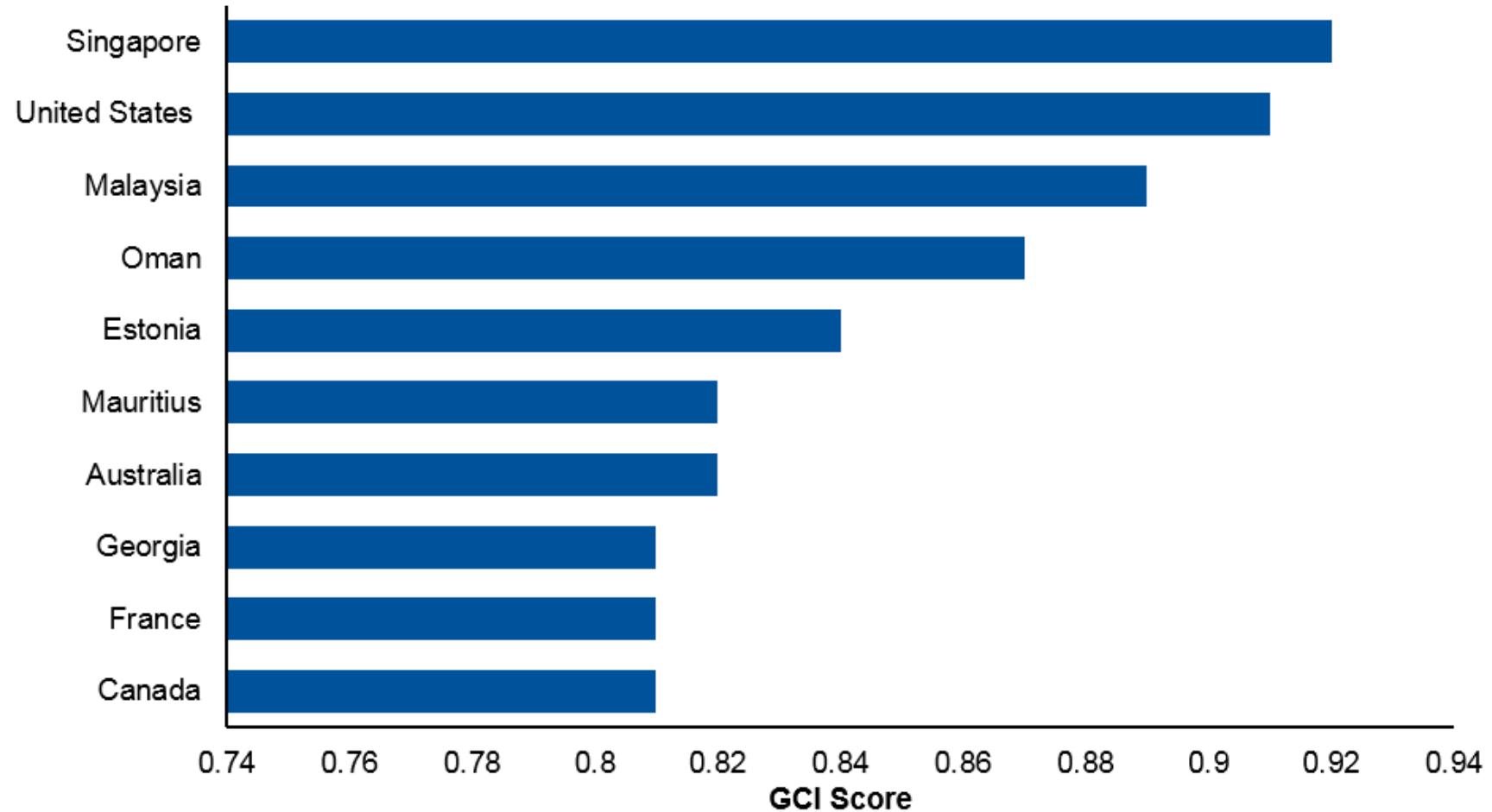
**Emerging digital nations, economies and societies that produce talent — the same nations that we believe are best able to adopt digital transformation and its impacts on emerging technologies — are positioned to become future leaders in cybersecurity.**



**The Western World (e.g. US, UK, Germany, etc.) leads this digital engagement.**



# The 2017 Global Security Index Score - Top 10

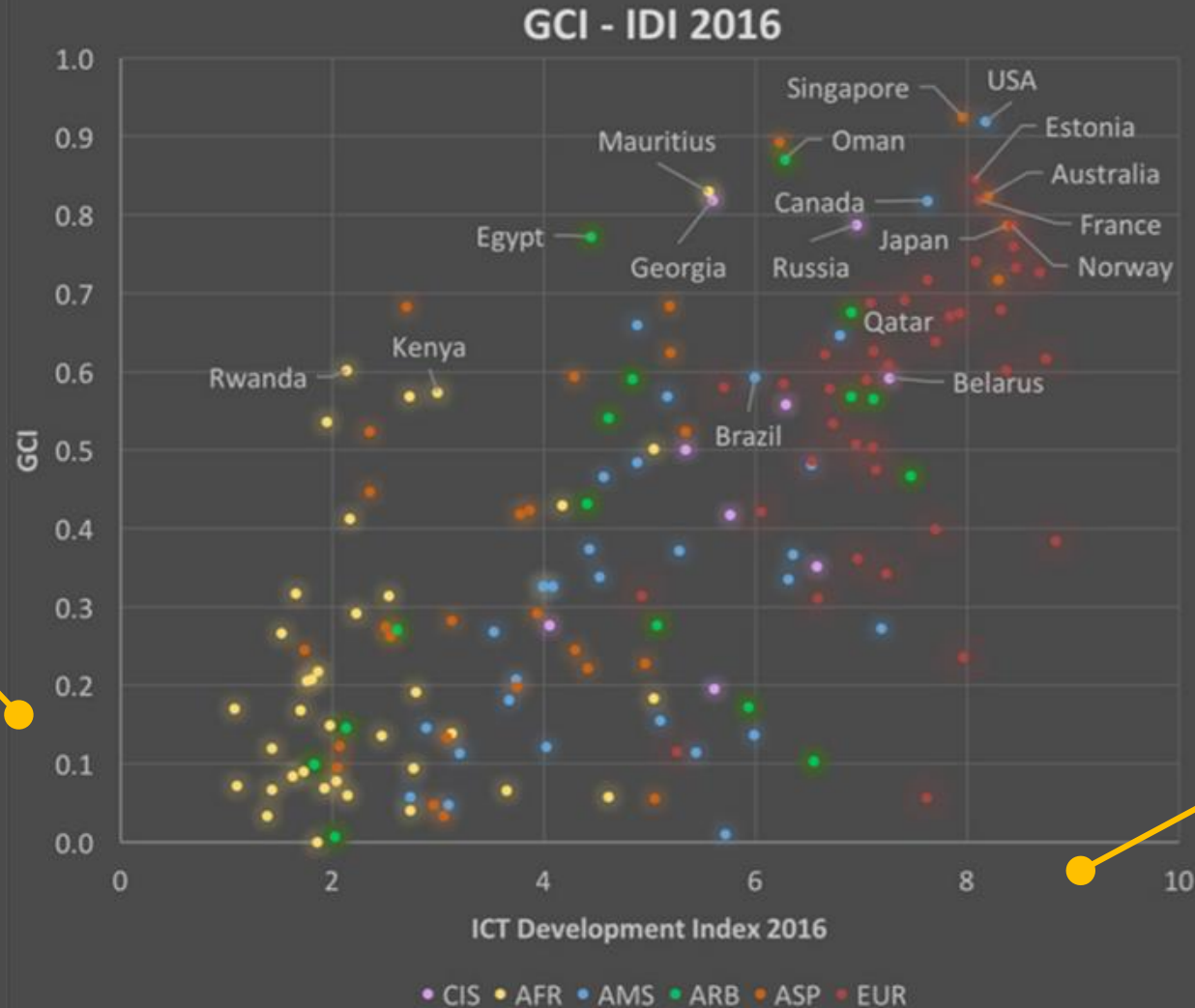


[Global Cybersecurity Index](#)

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# Commitment and Spend Are Not the Same Thing

*Commitment of Member States to cybersecurity*



*Developments in information and communication technology*

Global Cybersecurity Index

# Emerging Nations: Models of Creativity

"Traditionally, governments are known all over the world to be **resistant to change** and **bureaucratic organizations** that are last to adopt disruptive innovation.

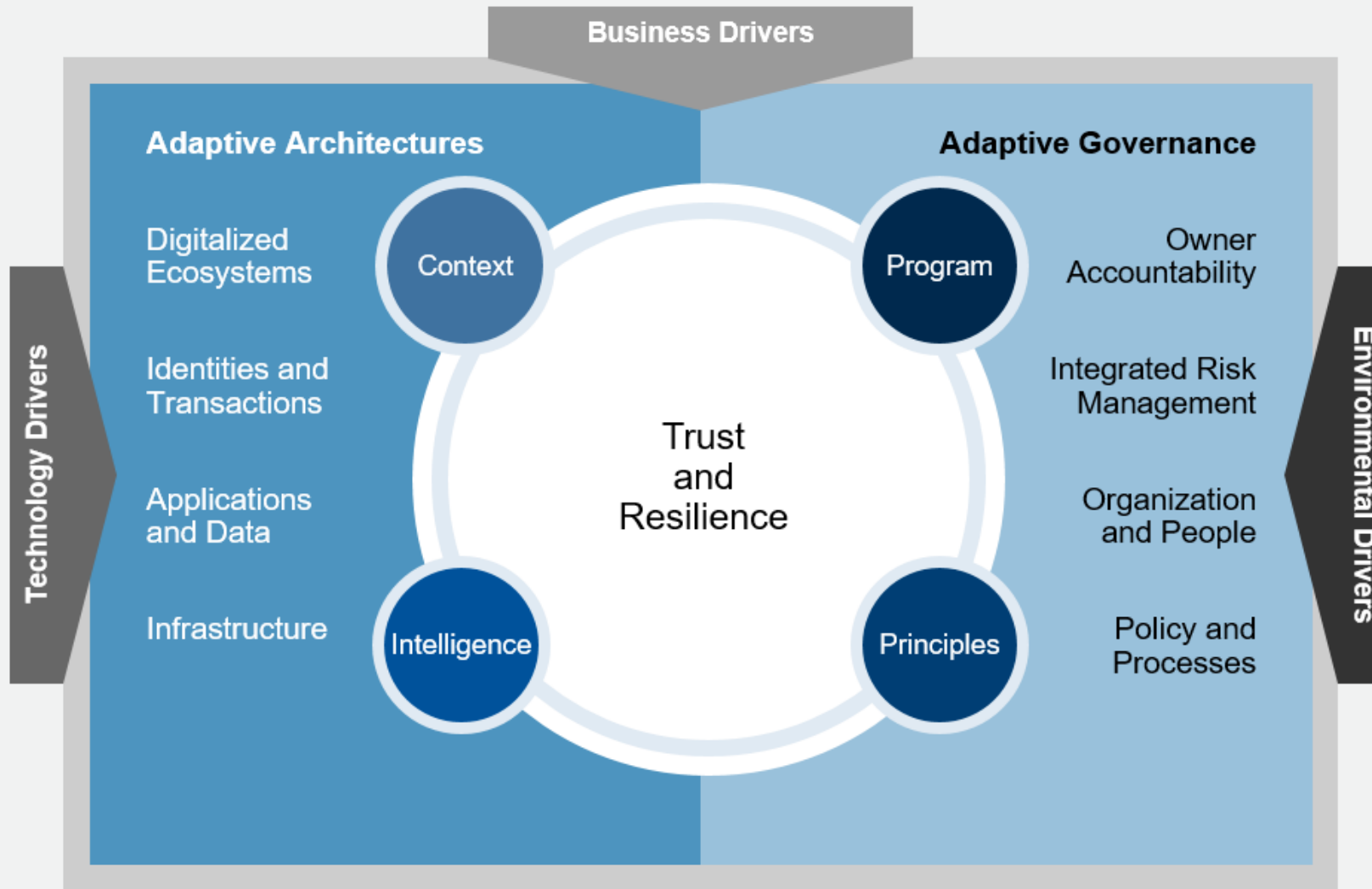
The future is a collection of ideas and ambitions that are made and tested in experimental laboratories, and 10X transforms Dubai into the **world's largest laboratory for governments of the future.**"

*Crown Prince of Dubai, UAE*

"The basic principle of a digital society system is **trust**. If the data were to be breached, then the whole concept would collapse ... We as citizens know what the Estonian government collects about us. Everything is auditable. And **institutions and government** cannot manipulate the data once it's in the **blockchain.**"

*Anna Píperal, Managing Director for the e-Estonia Initiative*

# Strategic Vision for Cybersecurity



C = Confidentiality; I = Integrity; A = Availability; P = Privacy; S = Safety; R = Reliability

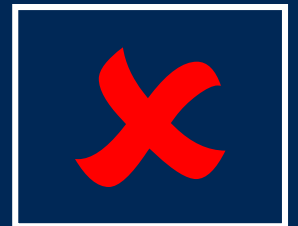
**Security budgets and spend continue to Increase.**



**The biggest driver is the exponential increase of cyber attacks registered lately.**



**However lack of awareness from business leaders is still the most important blocker for securing the right amount of budget.**

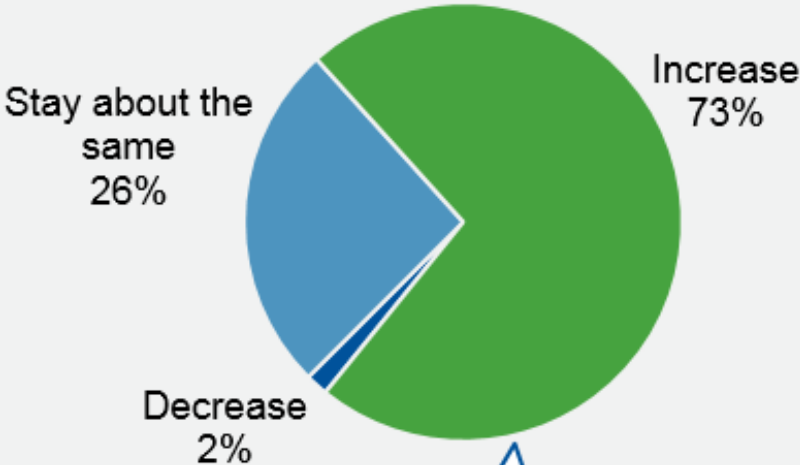


**Security budgets are being optimized mainly through skills and managed services sourcing.**



# Expected Changes to Security Budgets

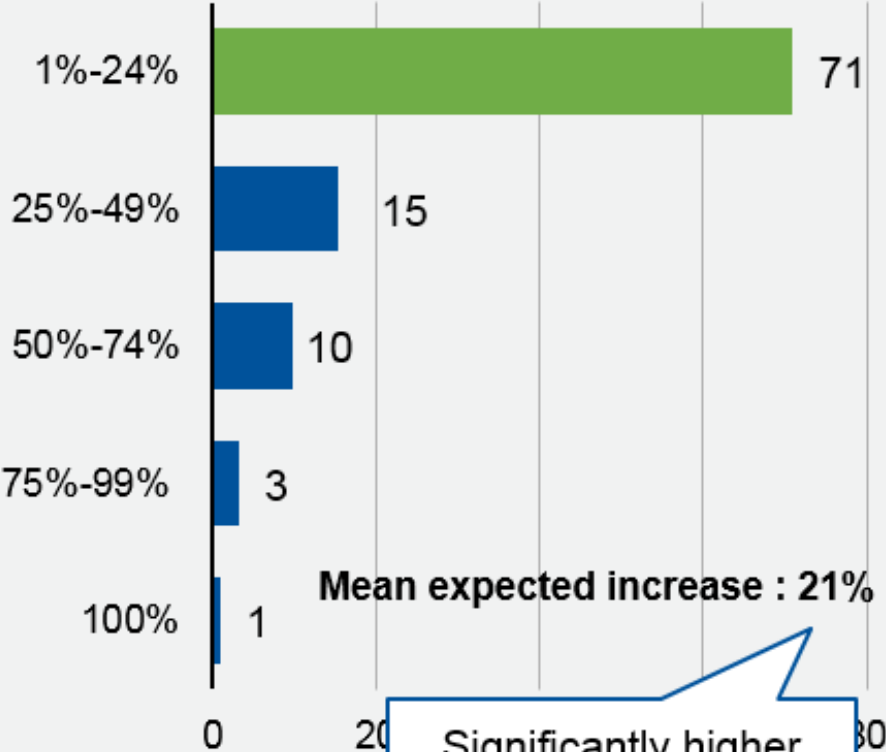
Expected change in security budget from 2017 to 2018



Significantly higher than **61%** in 2016

Percentage of respondents

Expected increase over 2017 security budgets

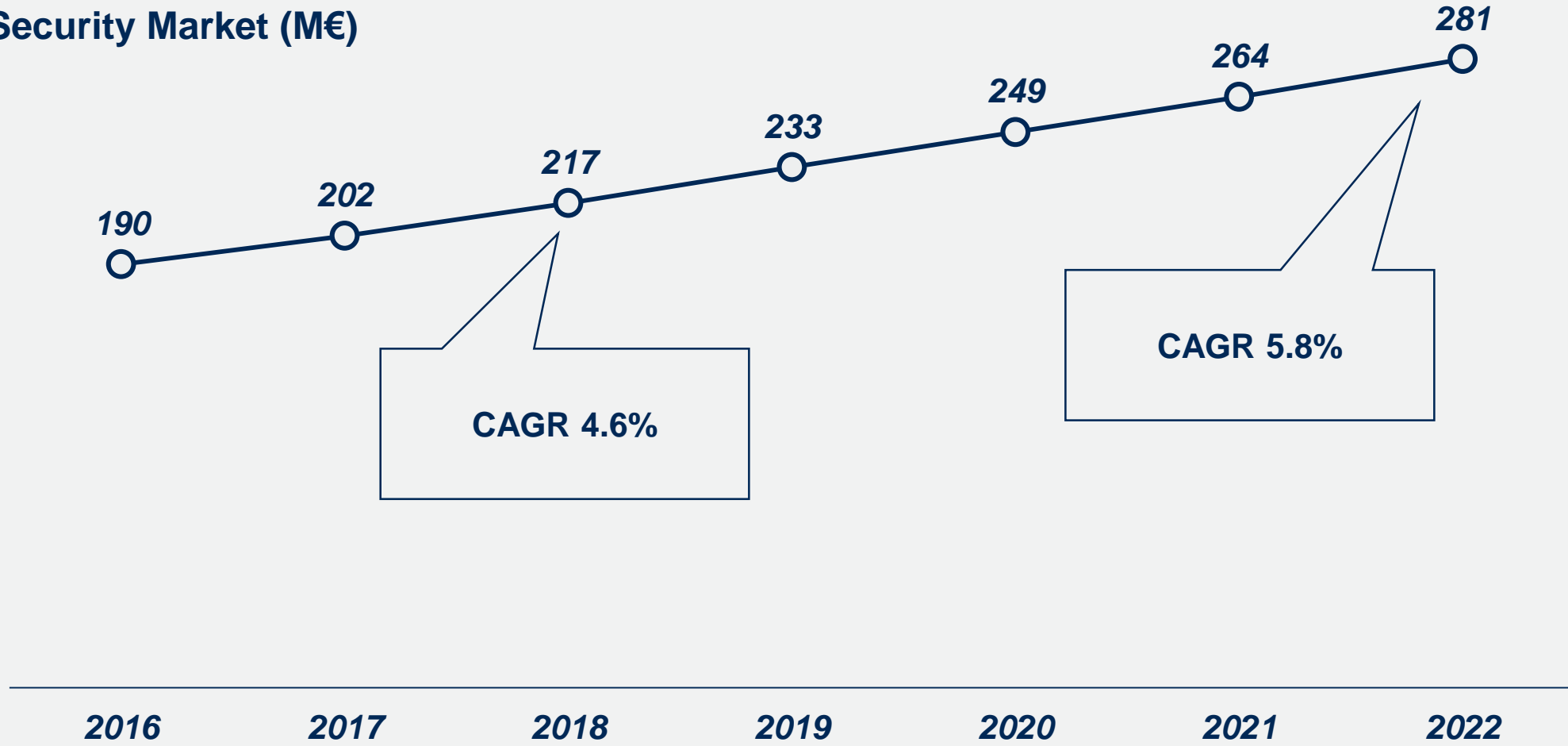


Significantly higher than **18%** in 2016



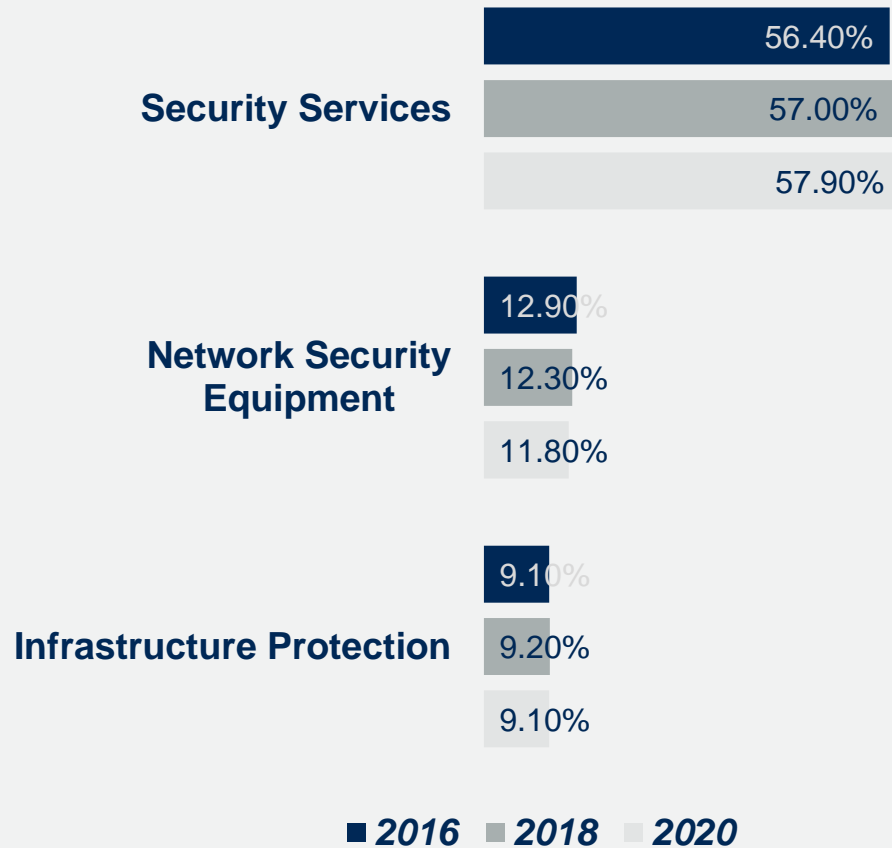
# Security Market in Portugal

Overall Security Market (M€)

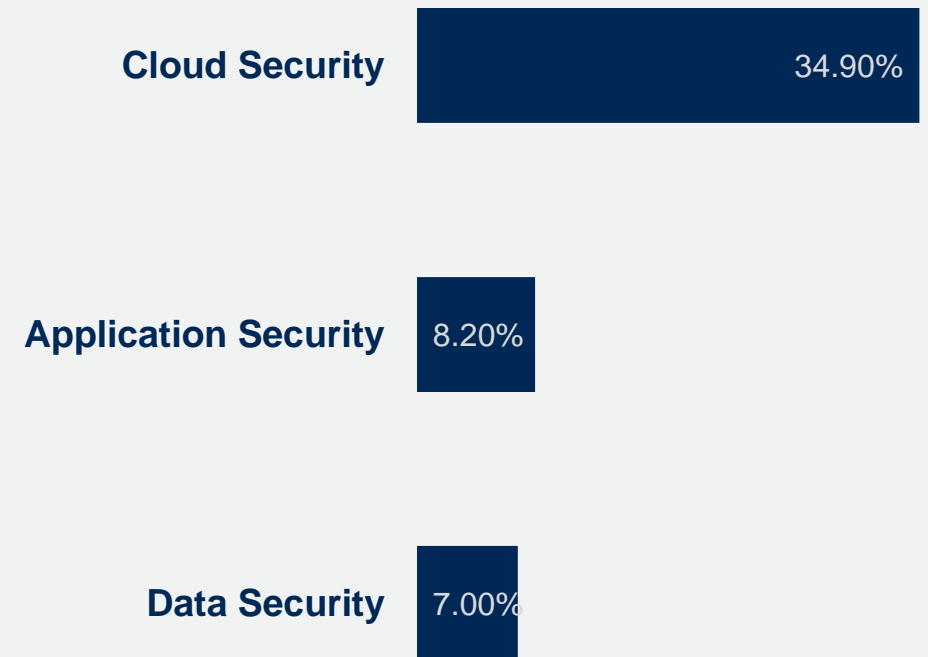


# Security Market in Portugal

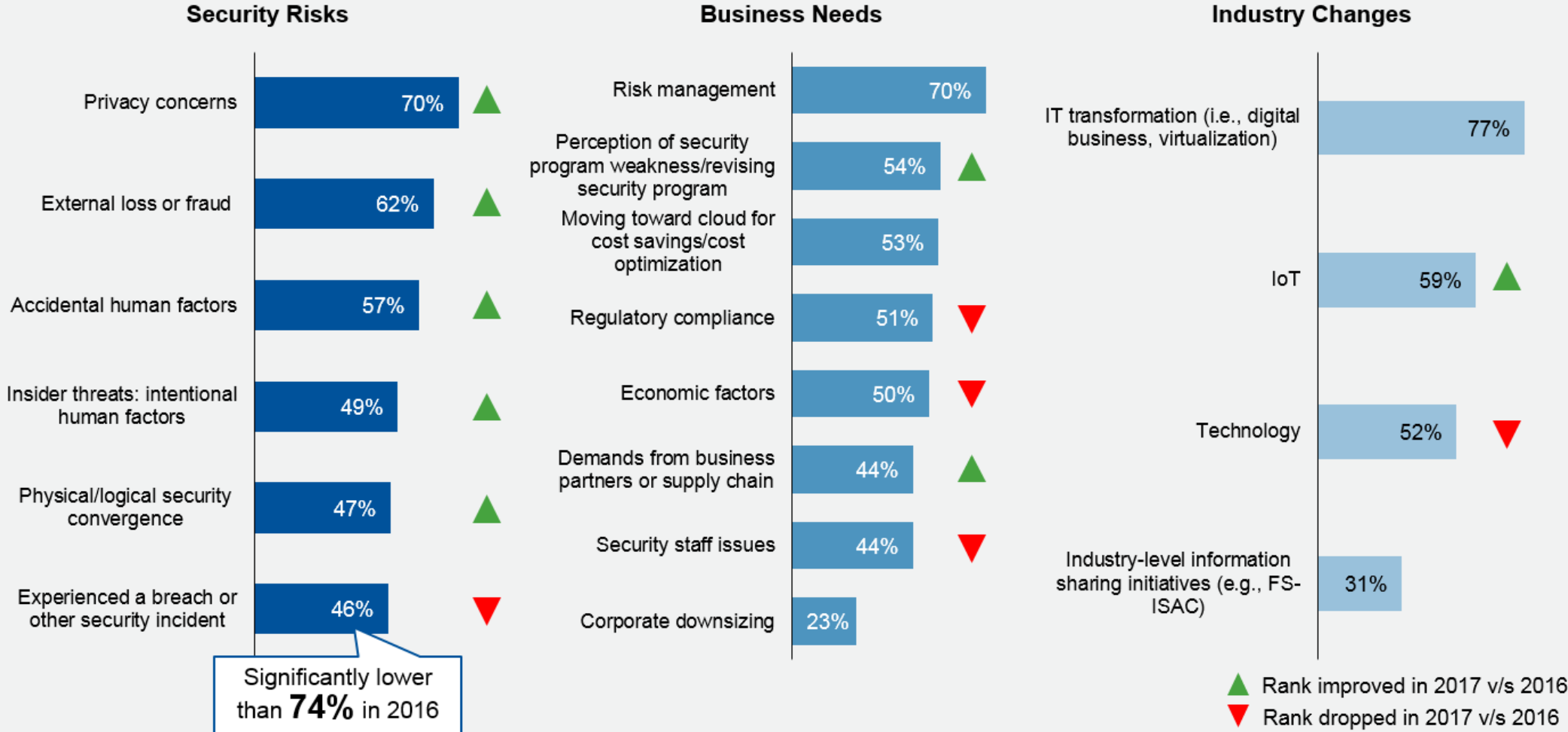
## Top 3 Segments (market share)



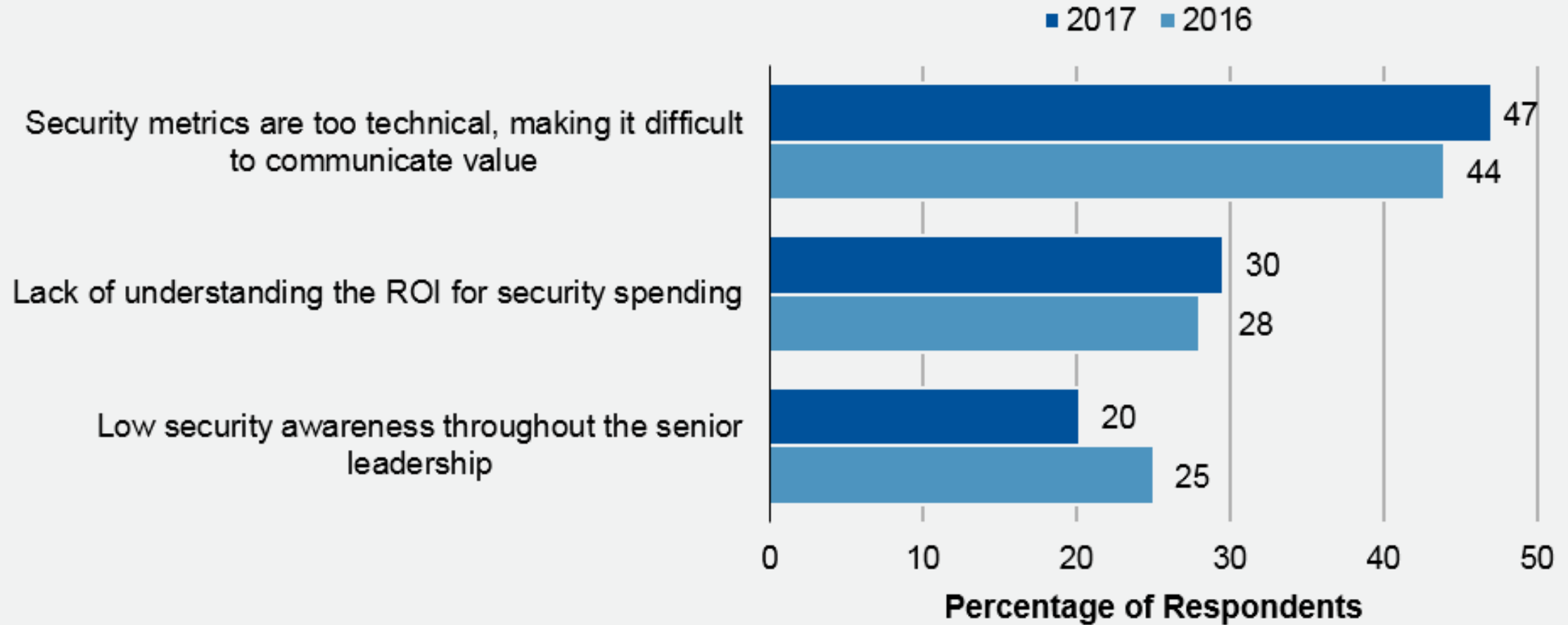
## Fastest Growing Segments (2016-2020 CAGR)



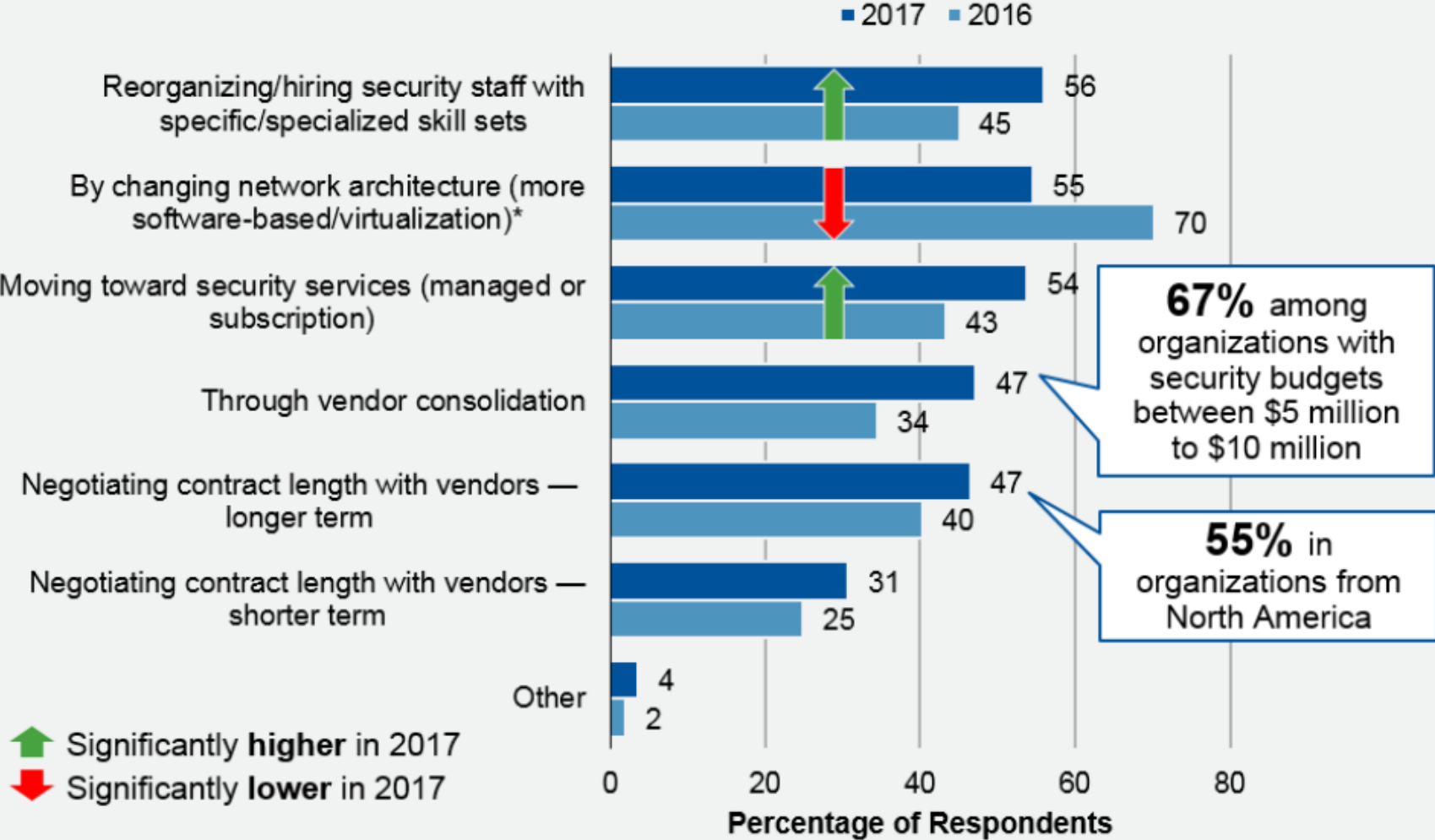
# Factors and Drivers of Security Spending



# Top Challenges in Obtaining Security Budget



# Optimizing Security Budget



# Rewrite Your Elevator Pitch

- Embrace Digital Transformation
- Be Creative
- Focus on Trust and Resilience
- Enough With Cybersecurity Horror Stories
- Review Your Business Jargon
- Focus on “Versatilist” Profiles for Your Teams and Offerings