

White Paper – Cybersecurity as a Matter of Competitive Advantage

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15/01/2021 Cybersecurity is becoming a growing matter of competitive advantage for companies as a secure product or service turns out to be a unique selling point in an environment of ever-increasing cyber threats.

The trend towards cybersecurity is driven by increasing connectivity – in 2030, the average consumer will own ten connected devices. Further, pressure from stakeholders such as customers and policymakers is growing. The management must prepare their companies by adopting a holistic cybersecurity framework over the whole life cycle, allowing for cross-functional and -hierarchical collaboration. All four framework levers – cybersecurity strategy, processes, organization and cultural awareness – should be in line with the company's cyber risk profile. This white paper provides insights on cybersecurity and on the proposed framework.

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