A majority of businesses feel that a sustained cyber-attack could have financial implications. Over 91% of consumers are extremely concerned that businesses aren't doing enough to protect them against cyber-crime.

The impact of an attack isn't just financial. As consumers indicated, brand reputation can suffer in the wake of an attack and compromise consumers' trust in a brand or company.

The major hurdles in deploying cybersecurity solutions are cost and lack of in-house expertise. Organizations that have yet to deploy a solution found that their biggest challenges were cost and lack of in-house expertise.

Over 91% of consumers in Southeast Asia check the security of a site before sharing highly sensitive information (such as physical addresses and credit card numbers).

Cyber-attacks hit the bottom line and have a material revenue impact on businesses. When asked if they would continue shopping and transacting on a website that had been previously hacked, almost 40% of consumers responded that they would not.

There is a powerful relationship between brand integrity and cyber-attacks. Over 70% of consumers change their opinion of a brand after a cyber-attack.

Cybersecurity isn’t a “one-size-fits-all” approach. Organizations need to layer cybersecurity technologies into a “cybersecurity stack” which can protect companies from a variety of different vectors.

Now more than ever it’s important to protect your business from a cyber-attack.

EMploy multi-layered security measures

Use a cloud-based solution

Conclusions & Recommendations

Download the full report at www.limelight.com/es/securitysea

Limelight can help reduce your risk of an attack.

Connect with us to find out how.

THE STATE OF CYBERSECURITY SOUTHEAST ASIA

The State of Cybersecurity report explores perceptions and behaviors around online transactions on websites in Southeast Asia. This report combines two surveys — one examining consumers’ perceptions of cybersecurity and their concerns, and another examining what business respondents believe consumers expect from them.

In the current state of cybersecurity, a lack of security expertise is the biggest challenge, followed closely by cost of cybersecurity technology. Organizations that have yet to deploy a solution found that their biggest challenges were cost and lack of in-house expertise.

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