

Reframing the cyber security debate

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We all know an insecure system is bad for business. You need look no further than the huge number of publically quoted cyber security breaches to learn this: they're pretty scary figures. But, even though this is common knowledge, people aren't doing anything unless they get attacked. In fact, cyber security is seen as an unnecessary expense by some. This is a dangerous attitude to have towards something that could be catastrophic for your business.

It seems as though fear is often the only player in the cyber security game at the moment. And who is it driving this? Executives who only see cyber security investment as a necessary but unwanted cost. We want to shake up this view on cyber security, because there's so much more it can offer than simply alleviating your worst cyber-related nightmare.

With strong cyber security you'll be able to confidently open up doors to conduct business in a global, digital environment. It's not just about protection: it's about enablement, and it really can make considerable contributions to your goals, and help you grow.

Competitive advantage is a difficult thing to pin down in this day and age: you're up against a tough economy, increases in regulation, advances in technology and expanding global markets.

But there are things that can make you really stand out: supply chain agility, for example. Supporting a world-beating

supply chain uses increasingly digital processes, which puts you at risk of potential breaches when data sharing. Without the right cyber security controls in place, you can't act at speed, and a competitor might be able to reach your customers more quickly.

And what about talent? The brightest minds are looking for corporate networks which cater for personal smartphones and tablets or BYOD initiatives. Having the right cyber security controls in place beforehand means you can provide the latest in technology to your people without a second thought for the security risks. Simple.

The earlier that cyber security is considered in company strategy, the more naturally it fits. The way you do cyber security should stem from the way you want to do business. If you want to conduct business in a digital age with confidence, openly and globally, your cyber security should be at the front of your vision. So what are you waiting for?



Focus Cyber security

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