NordLayer®

Business value of network security

The importance of cybersecurity measures

Increasing relevance

Digitalization, cloud services, and remote work create new opportunities for businesses as well as set new safety and security requirements.

Trust & Legitimacy

In order to gain and maintain stakeholders’ trust we need to have to proper tools to protect joint digital interests.

Potential losses

Even minor breaches can result in major business setbacks and financial loses.

Growth barriers

The value of network access and security solution is not limited to protection and prevention – it can also be a tool that helps business to transition to next growth stage.

Long-term value

There is a long-term perspective to choosing a solution - ability to flexibly scale up and down is key to continuous and successful adoption.

The importance of cybersecurity measures

Increasing relevance

Digitalization, cloud services, and remote work create new opportunities for businesses as well as set new safety and security requirements.

- Increasing number of data breaches
- Increasing number of remote work use-cases
- Increasing amount of online data
- Competitive pressures from industry participants

Trust & Legitimacy

In order to gain and maintain stakeholders' trust we need to have to proper tools to protect joint digital interests.

- Customer trust
- Institutional requirements

Potential losses

Even minor breaches can result in major business setbacks and financial loses.

- Fines by regulators in case of data breaches
- Customer claims in case of compromised data
- Paused services / work in cases of an accident
- Productivity loss in case of poorly functioning VPN

Growth barriers

The value of network access and security solution is not limited to protection and prevention – it can also be a tool that helps business to transition to next growth stage.

- Larger partner/client requirements
- Investment round requirements
- Governance requirements (ESG frameworks)

Long-term value

There is a long-term perspective to choosing a solution - ability to flexibly scale up and down is key to continuous and successful adoption.

- Solution fit - adapting to organisation growth stages
- Assured business continuity

Increased relevance

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16%

companies worldwide are working fully remotely

With an increasing number of remote or hybrid work setups, the risk for data breach increase dramatically.

Owl Labs

33%

protection solution adoption rate

The use of CASBs (Cloud Access Security Broker) for malware protection has increased from 20% in 2018 to 31 in 2019.

+17%

increased number of data breaches (2021)

The number of data breaches is increasingly growing globally with phishing and ransomware becoming the most popular tools of hackers.

The Identity Theft Research Center

The world is moving online faster than ever

Work, education, healthcare, daily commercial transactions and essential social interactions are becoming parts of our digital personal and work lives.

Trust & legitimacy

- Increased relevance
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Gaining client / customer trust

With customers and business clients becoming increasingly conscious of cybersecurity issues and needs, having a robust security setup will result in improved sales and commercial results.

37 % of consumers who have made three or more online purchases in the last year say they have abandoned an online purchase because they did not feel their payment would be secure.

58% of e-commerce research participants say that enhanced security features have had a very significant impact on their sales

New American Express Survey, 2017

Institutional requirements

Non-compliance with cybersecurity regulations can result in severe penalties and fines while poor preparedness or security accident handling is likely to cause long-term reputational damage.

Potential losses

Increased relevance

Trust & Legitimacy

Potential losses

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Average data breach cost in 2021

4.24M dollars

In 2021, the average costs of data breach reached the highest rate in 17 years due to increased scale and challenges to contain the damage.

IBM report

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Growth barriers

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Investors requirements

The increase in cyberattacks and the growing scale of financial losses caused by data breaches impact investor requirements: lack of proper cybersecurity policies and measures can block or delay business transactions or investment rounds.

Governance requirements (ESG frameworks)

The strengthening push to adopt consistent disclosure practices requires businesses to feature data governance and security measures in their annual reports. Many Environmental, Social, and Governance (ESG) frameworks now consider cybersecurity as a core component under “S,” or the social pillar.

Larger partner/client requirements

With clients and partners trusting you with their sensitive data, they must be confident in your ability to manage it responsibly; therefore, cybersecurity is becoming a permanent part of tender requirements.

Long-term value

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Solution fit - adapting to organization growth stages

Today's agile companies fluctuate and grow at varying rates, which is why it is important to choose a flexible solution without prior investment or vendor lock-ins.

Whether you're tackling ad-hoc needs or securing your distributed workforce, you should be able to scale solution based on your own business situation.

Assured business continuity

Every interruption, delayed work or need for support help results in financial losses multiplied by number of wasted hours and employees involved. Thus, it is important to adapt solution that would assure business continuity and disruption free work.

NordLayer®

If you have any questions, contact our tech-minded sales team!

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