



NAVIGATING CYBER THREATS TO BUSINESS COMPETITIVENESS

Motives, Perpetrators & Policy

INCIDENCE & IMPACT

The fate of global business & security demands policies that ensure the safety & integrity of organisations & critical infrastructures. Yet attacks on business competitiveness are on the rise, increasing in frequency, scale & impact.

Cyberattacks are sky-rocketing

1,500 data breach incidents - a 49% increase in 2014
1 BILLION data records compromised - a 78% increase in 2014

Businesses are a major target

75% of Fortune 500 companies virtually robbed in 2015
89% of breaches against corporations have a financial or espionage motive

European competitiveness is at risk

2.1 TRILLION estimated costs of cyber incidents by 2019
30,000 JOBS lost in Germany annually due to economic espionage

Companies seeking competitive advantage & governments trying to boost national champions / weaken foreign nations are thought to be at the root of attacks against business competitiveness.

PERPETRATORS & PREY

THE PERPETRATORS

- Nation states
- Competitors
- Organised crime
- Hacktivists

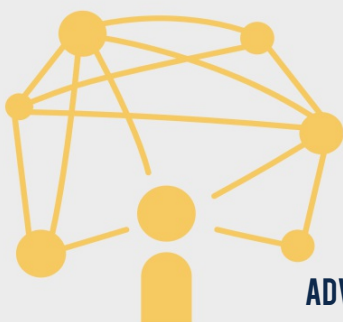
THE MOTIVES



THE TARGETS

- Business deals information
- Critical infrastructure
- Personal & financial data
- R&D & product design data
- Classified information

CREATE LEGAL FRAMEWORKS



ADVANCE CYBER NORMS

ENHANCE AWARENESS & FOCUS ON SECURING INDUSTRY / CRITICAL INFRASTRUCTURES

BUILD CYBER CAPABILITIES

ADVANCE INTERNATIONAL COOPERATION

THE POLICY RESPONSE