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## **Is Security Good Business as Well as Good Sense?**

*A recent study in America carried out a survey to ascertain why organisations invest in IT security*

### **Responsees said:**

The arguments that register most powerfully with senior management with regard to security are:

- Operational risk
- Regularity compliance
- Business interruption costs
- Legal liability.

Some companies see potential for competitive advantages through security excellence.

### **Can good security be a marketing asset?**

**Yes**, particularly for companies with global supply chains. A lot of them are running operations and dealing with suppliers in fairly dicey parts of the world. Places like Latin America and Southeast Asia. Even in Europe, you have to be aware of the possibility of terrorism and white-collar crime. You find the companies in critical infrastructure industries are much more attuned to security. Larger companies are much more on top of security than the small companies. Resources are an important constraint for smaller companies. There seem to be better returns on scale for larger companies. They tend to spend a smaller percentage of revenues on security. The smaller companies complain more about the cost. They seem to feel the pinch more.

### **Who is driving investment in security**

The executives who are most influential are not necessarily the most supportive, and executives who are most supportive are not necessarily the most influential. The traditional view of security is that it is a cost centre that doesn't contribute to the bottom line. Some companies are beginning to view security as an enabler. It makes it possible to do business in parts of the world that may be too dangerous otherwise.

**Encription can train your staff to be aware of security threats such as this**

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