# Cyber Security: Building confidence in your digital future

At PwC we have a team of dedicated cyber security experts, as well as years of experience in consultancy, finance, legal and risk.

Our approach to cyber security draws upon the breadth of our expertise to understand you and the needs of your organisation, from the risks you face to how you work and how we keep you working.

Visit www.pwc.com.cy/cyber-security to discover the benefits we can bring to you.

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# Your digital world just got bigger

Digital technology has transformed the scope, scale and potential for business over the past decade. This has disrupted the business models of traditional organisations at a rate never experienced before. In an interconnected world, organisations are dependent on digital business processes. This amplifies the business impact of cyberattacks, affecting intellectual property, financial security, competitive advantage, operational stability, regulatory compliance, and reputation.

Businesses that seize the digital advantage must be able to manage cyber security risk. Those managing to build trust with customers and other stakeholders for their digital strategies will be successful. That is, trust that data and transactions will be safe, that privacy issues are addressed, and confidence that systems and processes will be available when needed. In short, successful businesses in the digital age will get to grips with cyber security.

## Cyber threats are business risks

When CEOs and boards evaluated their market threats or competitors, few previously considered cyber threats. Today, the sheer volume and concentration of data and digital transactions, coupled with easy global access throughout the business ecosystem, magnifies exposure to cyberattacks. Cyber breaches damage reputations and destroy trust – both are vital ingredients for success in the digital age. Organisations must establish a capability for continuous monitoring and intelligence on the cyber threats they are facing. Armed with this insight, business leaders can anticipate and react dynamically to changes in their cyber threat profile.

**Cyber security is an enterprise risk for which boards need to develop a clear risk appetite and seek regular assurance that risks are appropriately monitored and managed.**

## Cyber security at the heart of your business

**Cyber security isn't just about technology. It also involves people, information, systems, processes, culture and physical surroundings, to enable businesses remain resilient in the event of an attack. Below are the six confidences that will help you secure your business.**

### Confidence in your People
Disappearing organizational boundaries mean that you need to make sure your people understand security and act securely. We can help you foster secure behaviours by shaping your culture and designing processes, systems and roles with human vulnerability in mind.

### Confidence in your Technology
As your business changes so should your technology. While embracing the new, you still need to protect legacy technology and information against cyber threats. We can help you understand and manage the inherent risks of your technology.

### Confidence in your connections
Organisations share information and transact digitally more than ever before. Your digital relationships with customers, suppliers and others expose you to new areas of risk. We can build an agile third party risk management framework, keeping pace as your collaborative networks evolve.

### Confidence to take risks
Digital opportunities cannot be realised without managing the inherent risks. Some risks are worth taking, but managing the downside, enables you to take advantage of the upside. We can help you identify your digital risks and assess where and how they impact your past, present and future.

### Confidence during a crisis
Cyberattacks are now commonplace. Being aware of and prepared for threats to prevent incidents, react quickly enough to reduce their impact, and prevent them becoming a crisis. We can help you protect what's important, detect intruders, deal with the regulators and minimise your exposure when you are compromised.

### Confidence in your priorities
A 'cyber savvy' governance and management structure means you can prioritise opportunities and know where you can afford to take risks. We can help you to recognise your key tangible and intangible assets and align your security strategy to your priorities.