Unsecured Economies: Protecting Vital IP

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Unsecured Economies: Behind the Scenes

- 87-item questionnaire administered to over 1,000 firms in late October-early November 2008

- Questionnaire targeted to “Senior IT Decision Maker” (CIO/ Director level)

- Administered via phone and WWW

- Countries surveyed:
  - US
  - UK
  - Germany
  - Brazil
  - China
  - Japan
  - India
  - Dubai

- Industry Sectors:
  - Defense
  - Retail
  - Product Development and Manufacturing
  - Financial Services
  - Government
  - Information Technology and Services
  - “Other”
Unsecured Economies: Highlights of an Industry-level Analysis

• Why is intellectual property stored outside the home country?
  – Finance: Safer to store the data elsewhere (38%)
  – IT and Prod. Development & Manufacturing: More efficient for supply chain partners (37% and 40%)
  – Retail and Defense: Better expertise available elsewhere (35% and 44%)
Unsecured Economies: Highlights of an Industry-level Analysis

• Spend:
  – 67% of Finance industry respondents report spending “just the right” amount on security
  – 30% of Retail industry respondents report spending “too little” on security

• Risk Assessments:
  – **Most Frequent:** Defense (67% monthly or more often)
  – **Least Frequent:** Product Development and Manufacturing (31% annually or less often)
Unsecured Economies: Highlights of an Industry-level Analysis

• Security Investment Drivers:
  – All industries except IT: **Compliance with regulations**
  – IT: **Competitive advantage**

• Threat Sources:
  – **Own employees** (all industries)
  – Patching vulnerabilities (all except Defense)
  – Cyberterrorism (Defense)
Unsecured Economies: Highlights of an Industry-level Analysis

• Worst part of a security breach?
  – Impact to Reputation
• Most likely to report a breach?
  – Defense
• Least Likely?
  – Retail

• Most likely to investigate a breach?
  – IT
• Least Likely?
  – Defense
  – Reasons:
    • Cost
    • Bad PR
Unsecured Economies: Highlights of an Industry-level Analysis

• Pakistan seen as big problem by most industries
  – Greatest threat to integrity of sensitive information
  – Poor reputation for pursuing security incidents originating within country
    • Poorly skilled law enforcement
    • Corruption
    • Lack of cooperation from federal and local officials
  – Respondents reported avoiding storing/processing information in country
Any questions?

Thank you!