



News Advisory

HP Research Reveals Need for Proactive Security

Intelligent risk management essential for today's complex security landscape

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PALO ALTO, Calif., Sept. 10, 2012 — HP today disclosed research that reveals the growing need for organizations to take a proactive approach to enterprise information security using intelligent security capabilities to reduce risk.

According to a global study from Coleman Parkes Research, commissioned by HP,⁽¹⁾ organizations are becoming more proactive in their approach to security, with more focus on strategy, governance and security intelligence. Nearly three-quarters (71 percent) of senior business and technology executives surveyed said their organizations' security leadership has a seat at the table with other C-suite executives. Additionally, security intelligence is on the rise with 82 percent of respondents indicating that they are exploring Security Information and Event Management (SIEM) measures.

The study also indicated, however, more focus is placed on reactive security measures than on the more important area of proactive security measures. For example, more than half of respondents said time and budget spent on reactive security outweighs investments in proactive measures. Less than half (45percent) currently have an information risk-management strategy in place, and 53 percent manually consolidate information risk-management reports or do not measure risk at all, which hinders their ability to proactively anticipate threats.

Executives surveyed also expressed concern that new technologies present unfamiliar and complex security problems. Cloud computing continues to be a top security concern, but research suggests that the problem is an education issue rather than a technology issue. The majority of respondents said the biggest challenges around cloud stem from a lack of understanding of security requirements (62 percent) or procuring services without screening the service provider (55 percent). However, two-thirds of respondents believe that cloud services can ultimately be as secure as their on-premises data centers.

Key IT trends identified by executives that are adding complexity to enterprise security management include:

- **Mobility:** Almost three-quarters of respondents (73 percent) indicated difficulties in central device management, while more than half (51 percent) indicated that the proliferation of mobile devices increases the potential for data loss or theft.
- **Big data:** Nearly two-thirds (66 percent) of respondents cited difficulties protecting and consuming big data.
- **Identity management:** Respondents indicated that the biggest issues around identity management are data protection (74 percent) and identity governance (69 percent).
- **Printer-based intrusions:** Although data security is a priority, 68 percent of respondents do not have printing security solutions in place, which makes them vulnerable to printer-based intrusions and misappropriation of printed documents.

While many technology innovations are emerging, threats continue to grow in sophistication, persistence and unpredictability. To handle these complex threats, organizations need to adopt a proactive, sustainable approach to information risk management. HP intelligent security solutions help clients assess, transform, optimize and manage their security environments to protect the assets that matter most to their organization.

Methodology

The Coleman Parkes Research study was conducted by Coleman Parkes Research on behalf of HP and comprised 550 interviews among senior business and technology executives within enterprises (more than 1,000 employees) and midmarket companies (500-1,000 employees). The interviews were conducted via phone in July 2012. Regions included North America (United States and Canada), Europe and the Middle East (Czech Republic, France, Denmark, Germany, Russia, United Arab Emirates and United Kingdom), Asia Pacific (Australia, China, India, Japan and South Korea) and Latin America (Brazil and Mexico).

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(1) "HP Research: Security and Risk Management," Coleman Parkes Research, Ltd., July 2012.

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