IDC Reveals its Top 10 Asia/Pacific FoT Predictions for 2022 and Beyond

SINGAPORE, December 17th, 2021 – IDC Asia/Pacific shares the top 10 predictions for the Future of Trust point to a new normal as the world continues to navigate the impact of the COVID-19 pandemic. Organizations in Asia/Pacific – private sector, government, and educational institutions – have reached a digital transformation tipping point and are aggressively embracing digital-first strategies.

Data security, confidentiality, integrity, and availability are now key issues for all organizations, as is the imperative to use data ethically while complying with a complex web of industry and regional regulations. Organizations must also recognize – and be sensitive to – practices that pose risks to the environment and humanity. The sense of urgency is building on proactive delivery of all the elements of Trust – risk, compliance, security, privacy, and social-environmental responsibility and ethics.

"Asia/Pacific organizations understand the importance of integrating trust as part of their future strategic plans. Whilst building trust is essential, maintaining positive trust levels is the key challenge for Asia/Pacific organizations " says Jeff Xie, Senior Market Analyst for Security and Trust Research, IDC Asia/Pacific. "Managing the various elements of Trust creates trust outcomes that go beyond the individual entities and Asia/Pacific organizations that leverage these predictions positively can gain a competitive advantage."

IDC’s Future of Trust top 10 predictions provide guidance to business leaders on how trust can be achieved and maintained as they navigate the changes ahead:

#1: Risk and Trust: By 2026, 25% of APEJ organizations will replace net promoter score–like metrics with trust indices in RFPs to align traditional security and risk solutions with customer success, brand, and reputation.
#2: Geopolitical Risk: By 2026, 20% of APEJ enterprises will incorporate cyber-resiliency planning in response to transnational sanctions against countries that neglect overseas illegal cyberactivities of their citizens.

#3: Shared Risk: By 2023, 20% of the largest public cloud customers in APEJ will subscribe to integrated risk management and cyberinsurance policies through shared fate/risk programs to protect against sophisticated cyberattacks.

#4: Unified Security First: By 2023, 40% of APEJ organizations will allocate half of their security budgets to cross-technology ecosystems/platforms designed for rapid consumption and unified security capabilities to drive agile innovation.

#5: Digital Transformation and Security: By 2023, 20% of APEJ IT buyers with IT environments that span disparate locations, clouds, remote workers, and devices will turn to network security as a service to ensure consistent protection.

#6: Regulation and Automation: By 2023, 80% of APEJ organizations faced with complex global regulations will increase security compliance automation investment by 15% to ensure all policies and regulations are met consistently.
#7: Privacy First: By 2023, 33% of digital platforms will appoint resident compliance officers to limit liability from criminal penalties imposed by evolving regulations related to the negative social impact of misinformation.

#8: Governance: By 2026, 20% of organizations will commit to short-, mid-, and long-term sustainability objectives that span 10+ years with assured funding from stakeholders despite change of personnel during this time.

#9: Operations: To prepare for future disruption while maintaining supplier sustainability mandates, 55% of organizations will prioritize supply chain resiliency and responsible sourcing by 2023.

#10: Blockchain and Customer Experience: By 2025, 10% of the largest 500 APEJ organizations will employ blockchain-enabled customer data tokens and basic attention tokens to compensate customers for the gathering and use of their data.

These predictions are discussed in greater detail in the new IDC FutureScape report, IDC FutureScape: Worldwide Future of Trust 2022 Predictions — Asia/Pacific (Excluding Japan) Implications

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Each year, IDC releases its Top Predictions through its IDC
FutureScape reports to give a crystal ball view of what is ahead for the rapidly changing ICT industry. These predictions have been used to shape the strategies and business objectives of technology leaders and business executives in the next 1-5 years. To learn more about the upcoming IDC FutureScape reports, please click HERE.

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IDC FutureScapes are used to shape IT strategy and planning for the enterprise by providing a basic framework for evaluating IT initiatives in terms of their value to business strategy now and in the foreseeable future. IDC’s FutureScapes are comprised of a set of decision imperatives
designed to identify a range of pending issues that CIOs and senior technology professionals will confront within the typical 3-year business planning cycle.

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