

## Digital Trust Investments Set to Rise as IDC Urges Full Alignment of Security and Business

Dubai – As the business criticality of digital trust continues to rise, International Data Corporation (IDC) forecasts that, by 2025, 25% of spending on security services worldwide will be devoted to developing, implementing, and maintaining an effective trust framework. And in an attempt to facilitate the implementation of these frameworks, IDC expects that 50% of the world's leading organizations will have appointed a chief trust officer by 2023.

"Security operational excellence is now a prerequisite for every organization looking to function securely, efficiently, and effectively," says Varun Kukreja, IDC's senior program manager for security in the Middle East, Turkey, and Africa. "Digital transformation has expanded the availability, velocity, and mission-critical need of data, and enterprises need to be prepared to respond to any cyberattack, data breach, or privacy concerns that may arise. IDC views the achievement of lasting "digital trust" as the apex of the new security landscape — the realization of full alignment between security and business, providing a fundamental basis of trust that connects an organization with its employees, partners, and customers."

With this new imperative in mind, IDC is delighted to introduce the IDC Security Webinar 2020, a series of online events that have been tailored for IT leaders and security executives looking to establish lasting digital trust. Spanning six countries across the region, the webinars will present expert insights into the security metrics, threat vectors, and solutions that organizations should be scoping as they look to develop a sustainable security strategy.

Running under the theme 'Elevating Security for Digital Trust & Risk Management', the IDC Security Webinar 2020 will focus on the specific issues facing different markets across

the region, with audiences made up of 80-100 senior IT and security decision makers from the most prominent enterprises in each country. The schedule for the IDC Security Webinar 2020 series is as follows:

- UAE – Wednesday, April 15
- Egypt (+ Jordan & Lebanon) – Wednesday, May 6
- Saudi Arabia – Monday, June 22
- Qatar – Tuesday, June 30

Combining informative presentations, panel discussions, and interactive Q&A sessions, the webinars will explore the latest security threats and challenges facing individual markets across the region. Respected industry experts will engage in high-level discussions on embedding security and resilience into the core vision of the modern digital enterprise, with the opening UAE edition on April 15 showcasing exclusive insights from:

- Dr. Humaid Alshamsi, Artificial Intelligence Specialist at Abu Dhabi Police
- Hessa Salem Al Nahdi, CISO at the Department of Culture & Tourism, Abu Dhabi
- Dr. Erdal Ozkaya, Regional CISO & Managing Director at Standard Chartered Bank

- Saqib Chaudhry, CISO at Cleveland Clinic Abu Dhabi

- Venu Sriraj, CISO at UAE Exchange

IDC's valued partners for the UAE edition of the IDC Security Webinar 2020 include Tend Micro, SentinelOne, Splunk, Veeam, and Mimecast. To learn more about the event and our wide range of partnership opportunities, please visit [www.idc.com/event/idcsecurity2020](http://www.idc.com/event/idcsecurity2020) or contact Sheila Manek at [smanek@idc.com](mailto:smanek@idc.com) / +971 4 446 3154. You can also search for news or tweet about the event using the hashtag #IDCDigital.

#### About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of [IDG](#), the world's leading technology media, research, and events company.

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