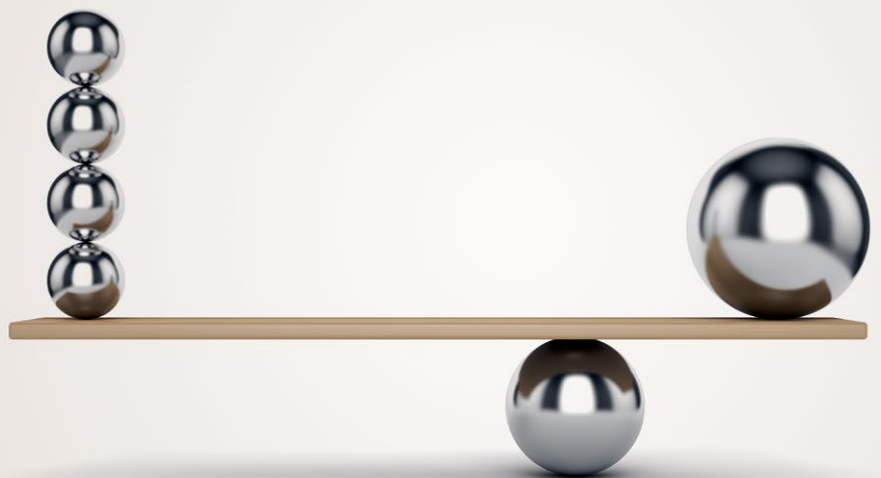


INFOGRAPHIC: Innovation over cybersecurity

Data Control is a Priority



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PART 1
Organisations focus transformation projects on the fundamentals

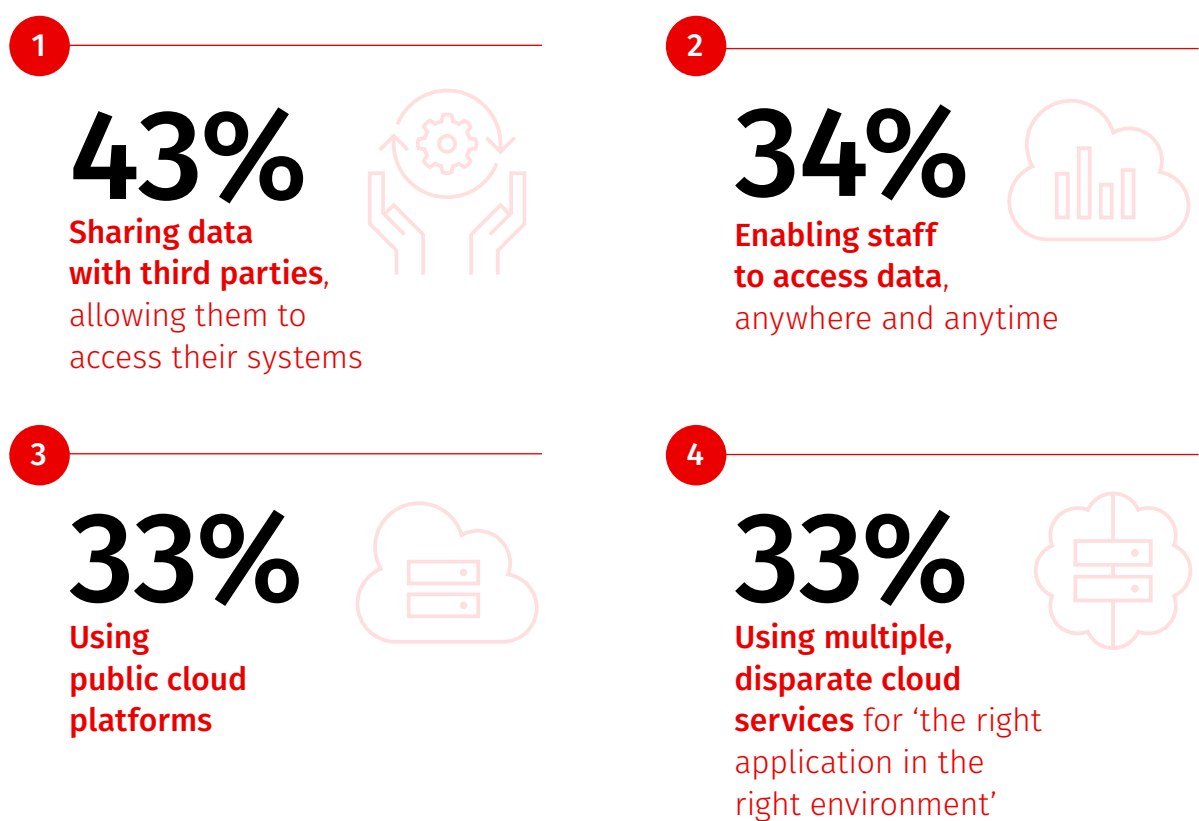
PART 2

PART 3
Capabilities for Data Control

Part two of a series based on 2019 research of Australian businesses revealing the tension between goals of digital transformation, the perceived risks of those ambitions and their confidence about solving them.

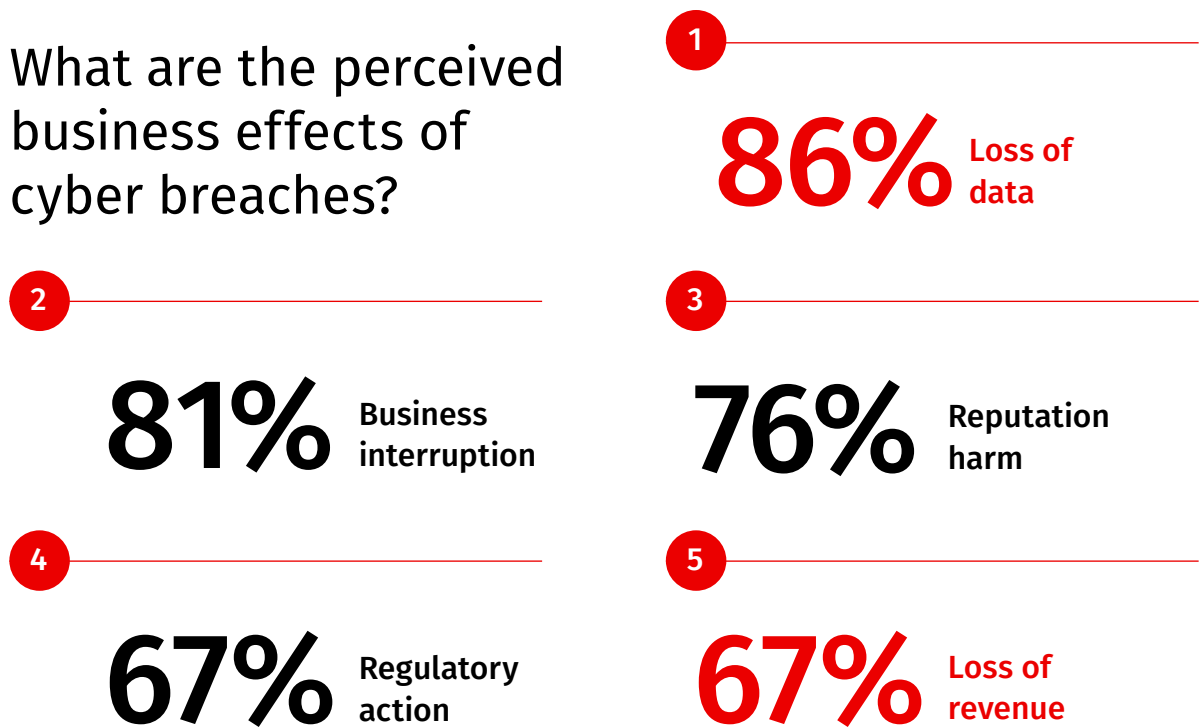
Despite Australian business' desire for greater staff productivity, respondents rated 'data sharing with third parties' and 'enabling staff access to data, anywhere and anytime' as the most concerning risk areas, yet this is critical for businesses to achieve their digital transformation objectives.

What do organisations consider risky in transforming?



Their concern about data is reflected in respondents' view on the potential effect of cyber breaches. **Data loss ranked top** for its potential effect on a business (86 per cent rated it 8 or higher for impact on their organisation). This outweighed **lost revenue** (67 per cent).

What are the perceived business effects of cyber breaches?



When viewed against business objectives, there is a tension. **Businesses want to empower their staff to work wherever they need to, whenever they need to. Over three-quarters of respondents** rated this as a highly important factor in their business' ability to achieve the benefits of digital transformation.

For more insights, download the Rackspace and AWS report

[Innovation over cybersecurity: The contradiction within Australian business](#)

Working with Rackspace

At Rackspace, we look at the outcome you're trying to achieve rather than the problem you're trying to solve. Our Fanatical Support® for AWS has been built around our results-obsessed customer service and deep technical expertise DNA. We're fanatical about your success, and we'll go above and beyond to support your business around-the-clock.

Research Methodology

AMR conducted the research on behalf of Rackspace and AWS. AMR surveyed 202 Australian business executives with influence in their organisation's cloud technology decision-making. Respondents were drawn from businesses of all sizes, with half representing organisations with over 500 employees.