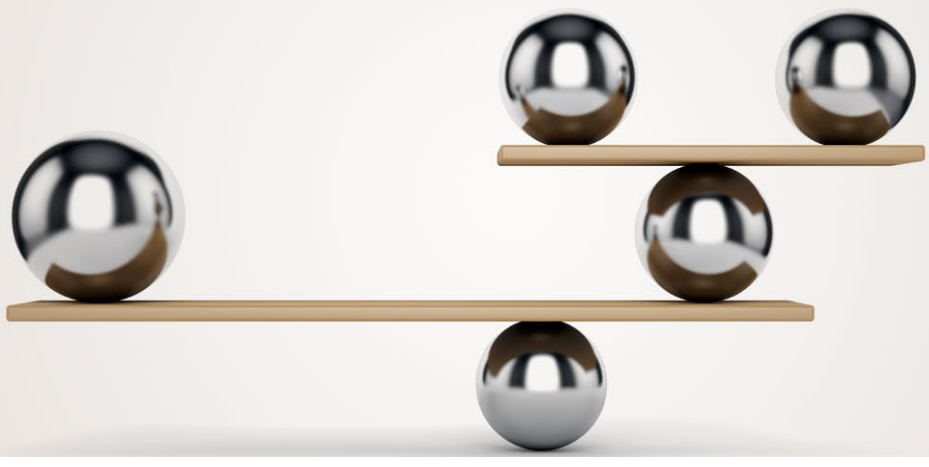
INFOGRAPHIC: Innovation over cybersecurity

Capabilities for Data Control



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PART 1
Organisations focus transformation projects on the fundamentals

PART 2
Data Control is a Priority

PART 3

Part three 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.

A lack of confidence in cyber security capabilities can directly influence an organisation's appetite to incur risks as part of their digital transformation strategy.

The importance Australian organisations place on tools, skills and data visibility is clear. But confidence in their capabilities in these areas is more nuanced.

What do organisations need to ensure they have control and visibility over their data and how capable are they?

		NEED		CAPABILITY	
1	Security tools	77%[1]	vs	56%	-27%
2	Staff with the right skills who are available when you need them	74%	vs	50%	-24%
3	Data visibility	68%	vs	48%	-20%
4	Partners with the right skills, available when you need them	67%	vs	50%	-17%
5	Reporting tools and insights	66%	vs	47%	-19%
6	Connectedness between cloud and on-premises environments, staff, sites and partners	63%	vs	44%	-19%
7	Cloud environments	60%	vs	54%	-6%

While the tools and technology to manage risk are available, the talent requirement is not, with AustCyber's 2018 security sector competitiveness plan estimating a **persistent cyber skills shortage** equating to a shortfall of 2,300 workers.

This throws the importance of partners into sharp relief. Organisations are unlikely to get the skills they need in-house (and keep them) in such a competitive market. **Partners offer a valuable way of accessing those skills**.

For more insights, download the Rackspace and AWS report
Innovation over cybersecurity: The contradiction within Australian business

[1] Security tools may include: 1. Firewall, 2. Anti-virus software, 3. PKI Services, 4. Managed detection services, 5. Risk assessment, 6. Penetration tools, 7. Staff training

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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.

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