



Adopting a Smart Secure Service Edge (SSE) Strategy Unlocks Security and Business Benefits

Mitigating risk and increasing productivity to reap rewards



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Digital Transformation Offers Tantalizing Benefits

Agility, efficiency, and productivity appeal to business leaders.



The importance of digital transformation (DX) cannot be overstated as businesses grapple for a competitive advantage.



U.S. organizations noted the **top three DX benefits** are customer satisfaction, operational efficiency, and speed to market.

n = 825; Source: IDC Future Enterprise Resiliency and Spending Survey, Wave 4, 2022

92% of businesses cited **increases in productivity** of up to **49%** following DX efforts.

n = 825; Source: IDC's Future Enterprise Resiliency and Spending Survey, Wave 4, 2022

40% of organizations cited **improved team collaboration** across in-person and remote environments resulting from flexible hybrid work models.

n = 831; Source: IDC's Future Enterprise Resiliency and Spending Survey, Wave 11, 2022

Cyber Risk Threatens Digital Transformation Benefits

Businesses continue to invest in DX despite the risks.



43% of organizations worldwide paid a ransom to regain access to systems or data in 2022.

n = 829; Source: IDC's Future Enterprise Resiliency and Spending Survey, Wave 7, 2022



Ransomware damages in North America **increased 144%** in 2022 to **\$354,000** per business, compared to **\$145,000** per business in 2021.

Source: IDC's Future Enterprise Resiliency and Spending Survey, Wave 7, n = 776 in 2022; n = 764 in 2021



Businesses invested heavily in DX: **34% plan to increase spending in 2023.**

n = 952; Source: IDC's Future Enterprise Resiliency and Spending Survey, Wave 2, 2023

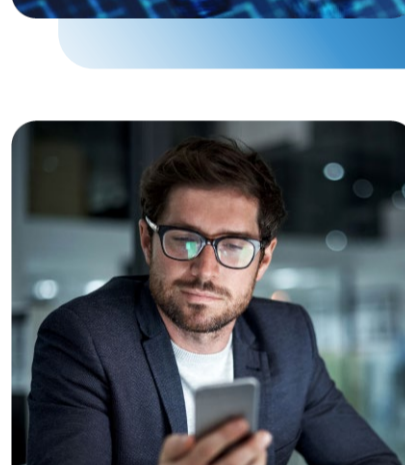
Security Complexity Drives Cyber Risk

Challenges range from BYOD to IoT, OT, SaaS, and more.



DX changed business practices and increased the attack surface. For example, **56% of organizations estimated they had more multicloud/hybrid cloud environments** to manage than their peers.

n = 1,500; IDC's Security ServicesView Survey, 2022



38% of organizations with low security confidence levels cited risk posture and management across multicloud environments as the source of their concern.

n = 1,500; IDC's Security ServicesView Survey, 2022



On average, **employees reported using their smartphone for work tasks 53% of the time**

n = 1,252; IDC's Consumer Digital Life Protection Survey, 2022

Security Modernization Rises as a Business Priority

SSE provides a useful road map.

As real-world conflicts spilled into cyberspace, **39% of business leaders prioritized network security** and **18% prioritized zero trust network access (ZTNA).**

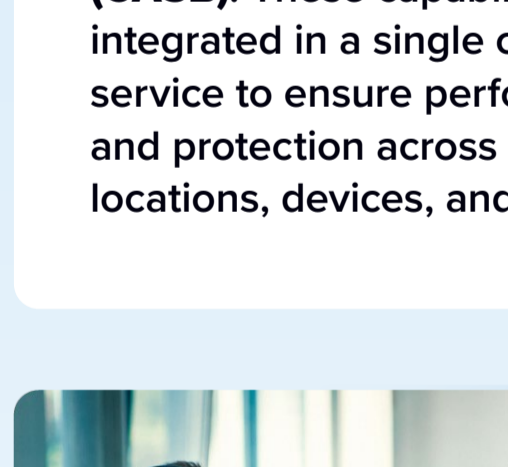
n = 830; Source: IDC's Future Enterprise Resiliency and Spending Survey, Wave 4, 2022



41% prioritized "improved network bandwidth and security for remote and in-office workers" as a top investment to enable communication and collaboration.

n = 831; Source: IDC's Future Enterprise Resiliency and Spending Survey, Wave 11, 2022

SSE combines key security technologies such as **ZTNA, secure web gateway (SWG), and cloud access security broker (CASB).** These capabilities are integrated in a single cloud service to ensure performance and protection across all locations, devices, and use cases.



30% of organizations have deployed SSE in their environments.

n = 507; Source: IDC's Security Operations Center Survey, 2022

Security Modernization Requires a Smart Approach

A flexible, step-up approach to adoption offers a smooth transition.



40% of enterprises will increase spending on SSE in the next two years.

n = 541; Source: IDC's U.S. Enterprise Communications Survey, 2022



SWG is a foundational component, as it can provide a baseline level of protection against web-borne threats.

27% of organizations also rely on CASB to defend against ransomware, as an alternative starting point.

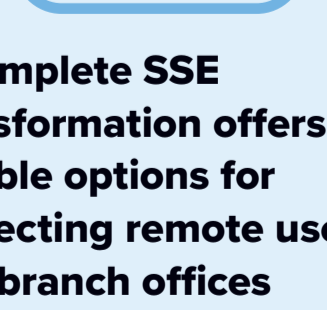
n = 320; IDC's Future Enterprise Resiliency and Spending Survey, Wave 2, 2023



Successful ZTNA deployments often begin with standard (web-based) applications that can easily be supported, before moving to legacy, custom, or non-standard applications.

23% of organizations noted ZTNA deployments as the foundation for their cybersecurity transformations.

n = 824; IDC's Future Enterprise Resiliency and Spending Survey, Wave 10, 2022



A complete SSE transformation offers flexible options for protecting remote users and branch offices (including unmanaged users and their devices), workers who utilize BYOD, and IoT/OT devices as they access the web, cloud environments, and private applications.

Message from the Sponsor



Digital transformation aims to reduce complexity and increase productivity, all while maintaining security. Cisco Secure Access facilitates this goal by consolidating twelve security technologies into one unified, cloud-delivered platform. It is designed to connect end users seamlessly and securely to anything from anywhere, while simultaneously reducing the management burden on IT operations.

[Learn more about Cisco Secure Access](#)