...... CISCO

# Good privacy is good for business



#### Sales Delays Due to Data Privacy **Concerns From Customers**



#### by an average of 8 weeks!

### Why are Sales Delays Bad?

- Can cause company to miss quarterly/annual targets
- Delayed sales are more likely to result in lost revenue
- Risk of impeding customer relationships and making it harder to do business

#### Average Sales Delay by Country

6.4

MEA

5.3

4.7

France Canada

4.5

Brazili

3.7

Spain

number of weeks

3.3

RUSSIO

2.8

China

## Average Sales Delay by Industry

number of weeks

19.0

15.4

13.0

Latin America

Metico

12.1

Japan

10.0

FUTOPE

9.3

Jt.

8.5

12014

8.3

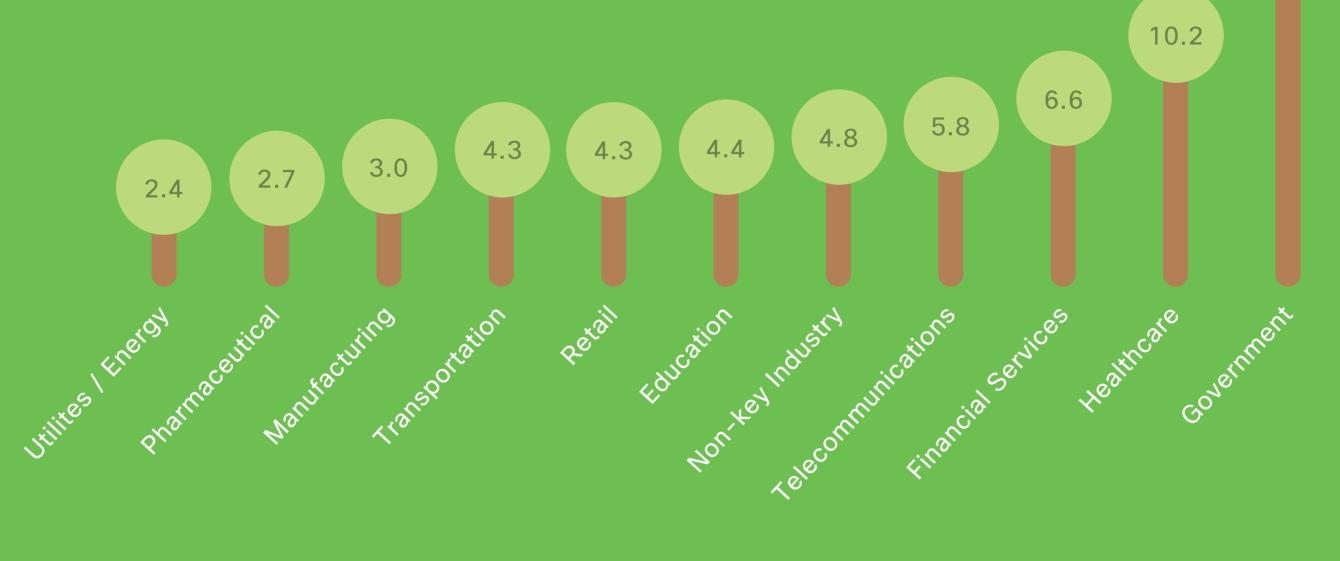
Gernany

8.0

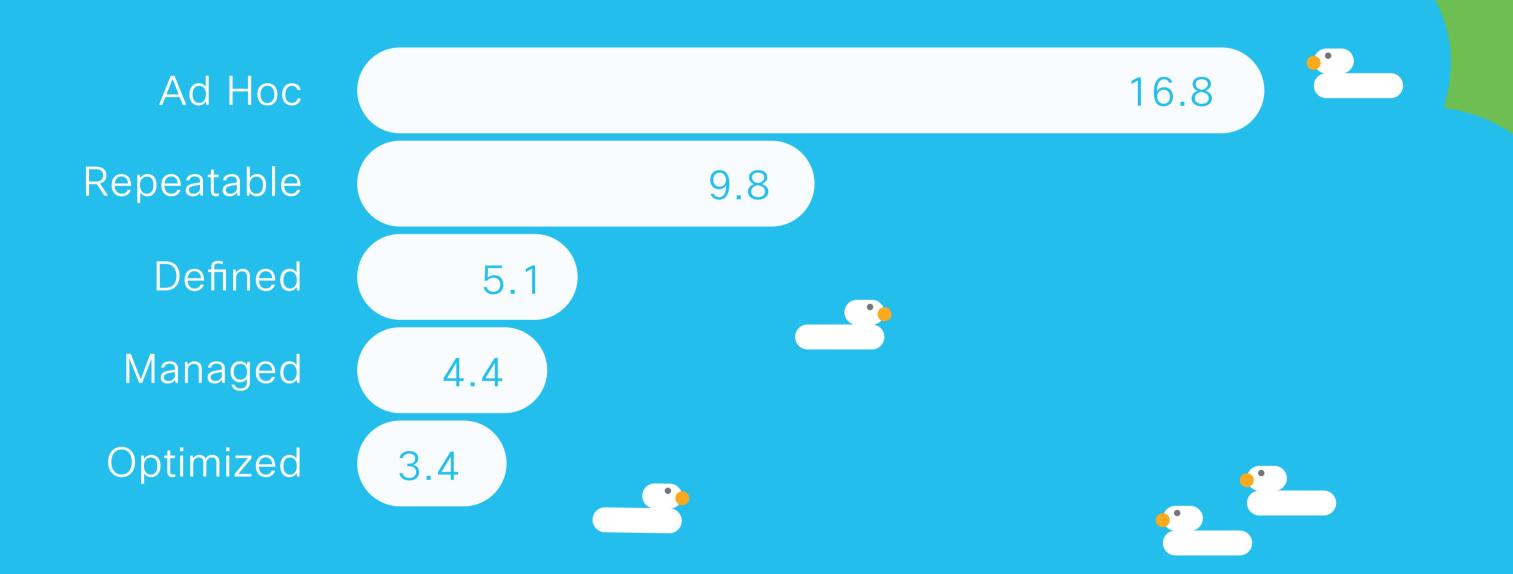
India

7.7

USA

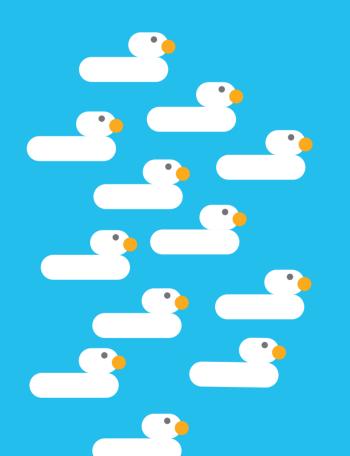


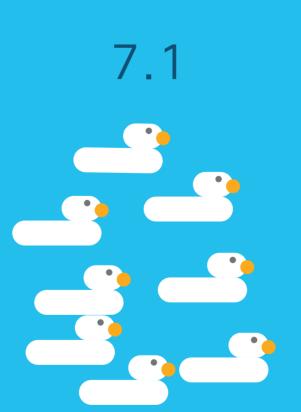
### Average Sales Delay, by Privacy Maturity Level



#### Average Sales Delay by Privacy Organizational Model







4.6



Decentralized

Hybrid

#### Recommendations to Organizations



Measure the current delays



Develop a data privacy and protection plan



Assess root causes



Establish ongoing metrics and targeted initiatives

Explore effects on cyber losses

Source: Cisco 2018 Privacy Maturity Benchmark Study

#### For more information, go to

Cisco Data Privacy



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