...... 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

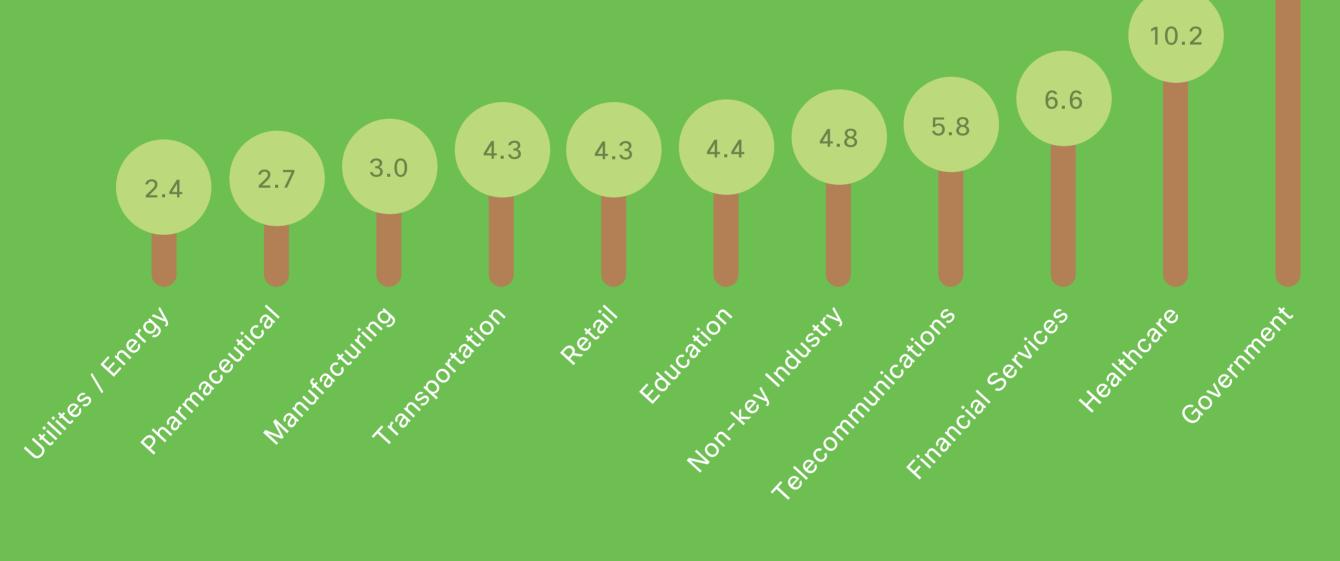
Gernany

8.0

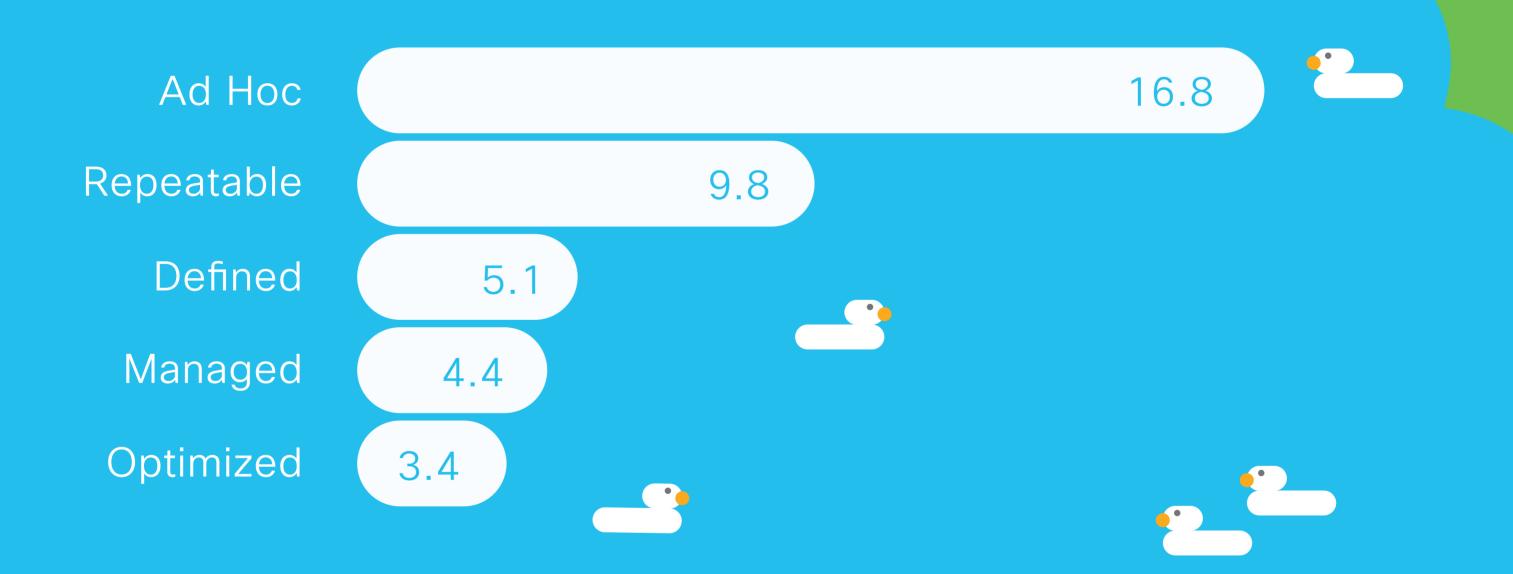
India

7.7

USA

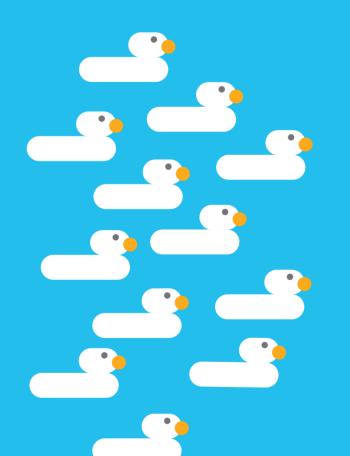


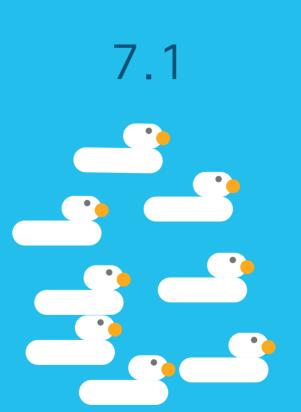
Average Sales Delay, by Privacy Maturity Level



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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