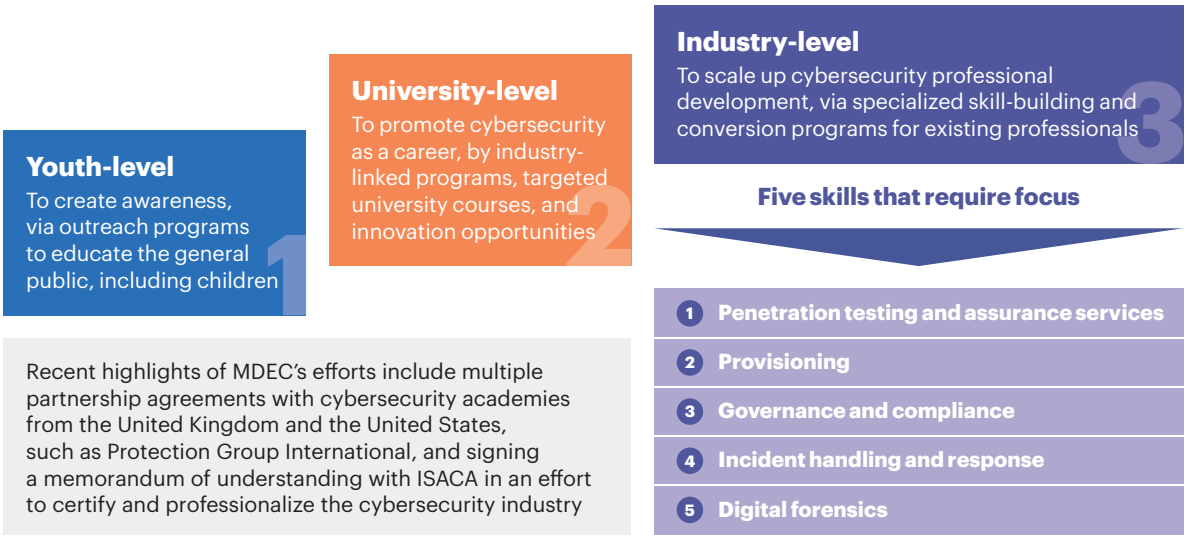
Figure 28
MDEC's three-tier capacity-building program



Note: MDEC is Malaysia Digital Economy Corporation.
Sources: interview with Malaysia Digital Economy Corporation; A.T. Kearney analysis

remained very fragmented geographically. This makes it difficult for companies to compete on the national, regional, and global level and reduces the choice of viable and usable cybersecurity technologies that citizens and businesses have access to. Certification can play a significant role in increasing trust and security in products and services. In addition to certification, the European Commission is exploring the creation of a European, commercially oriented, voluntary labeling scheme for the security of ICT products.

3.4.3 Foster R&D around emerging threat vectors

Most R&D cybersecurity solutions focus on solving yesterday's problem without looking ahead to the next great challenge. R&D activities need to focus on products that are easy to use, intuitive, and secure. R&D should also take into consideration the lack of skilled talent. Our interviews highlight the need for efforts to be focused on three areas:

- Automation and artificial intelligence
- Tackling disinformation
- Security in the OT environment

> "Singapore has established a fund of SGD 190 million for spending on cybersecurity research over the period from 2015 to 2020. The focus is on developing products which are easy to use, intuitive as well as secure by design. Security in an IoT environment is another major area of focus."
>
> **—deputy chief executive, CSA of Singapore**