



ISACA®



# STATE OF DIGITAL TRUST

2022



Thursday, 15 September 2022

# Agenda

---

1. Introductions
  2. Defining digital trust
  3. About the survey report
  4. India survey findings
  5. Summary
  6. Questions
-

# ISACA Introductions



**Chris Dimitriadis**

ISACA Chief Global Strategy Officer



**R.V. Raghu**

ISACA Ambassador in India

Member of ISACA Emerging Trends Group

Past ISACA board director

# ISACA by the Numbers

Global Non-Profit Professional Association for Individuals and Enterprises

**165k+**

MEMBERS

~ 10K in India!

**225**

CHAPTERS

12 in India!

**188**

COUNTRIES

**2.8k+**

GLOBAL VOLUNTEERS

**268k+**

CERTIFICATIONS ISSUED

**19k+**

ENTERPRISES SERVED

# Why ISACA

- We are a global learning community of digital trust professionals, not siloed to a specific profession
- We have more than 50 years of experience and globally recognized training programs and credentials in Digital Trust domains
- We combine knowledge from several domain to provide more holistic good practices and to create more complete professionals
- We have a network of volunteers from all over the world who help develop globally recognized and locally aligned solutions
- We think globally and act locally through our Chapters and Regional Offices



**KEY  
COMPONENTS  
OF DIGITAL  
TRUST**



**QUALITY**



**AVAILABILITY**



**SECURITY AND  
PRIVACY**



**ETHICS AND  
INTEGRITY**



**TRANSPARENCY  
AND HONESTY**



**RESILIENCY**

## About the Global Survey

- ISACA surveyed more than 2,700 professionals worldwide who hold assurance, governance, risk, security or privacy roles to learn how enterprises are approaching digital trust. 194 respondents were from India.
- View the full portfolio of digital trust resources at [www.isaca.org/digital-trust](https://www.isaca.org/digital-trust).
- Find the 2022 State of Digital Trust report, video, infographic and more at [www.isaca.org/state-of-digital-trust](https://www.isaca.org/state-of-digital-trust).



## Digital Trust Is Essential Worldwide

**98%** say digital trust is important  
to organizations

**82%** say digital trust will be even more  
important five years from now



# INDIA SURVEY FINDINGS

## STATE OF DIGITAL TRUST



### Digital Trust in India

- 53% are very confident and 24% are completely confident about the digital trustworthiness of their organization and 82% said roles in IT strategy/governance help strengthen digital trust. **However, only 24% have a complete understanding of digital trust.**
- In the coming five years, 85% say digital trust will be more or much more important than it is today **but 57% of organizations still do not provide training in digital trust.**
- 82% think indicating that it is very or extremely important to measure the maturity of digital trust, **but only 46% say their organization does it—and 31% are unsure if they do.**

# INDIA SURVEY FINDINGS

## STATE OF DIGITAL TRUST



### Benefits of Digital Trust

According to India-based respondents, high levels of digital trust are more likely to lead to:

- Positive reputations (70%)
- Stronger customer loyalty (61%)
- More reliable data on which to make decisions (58%)
- Fewer cybersecurity incidents (55%)
- Fewer privacy breaches (53%)
- Ability to innovate faster because of the confidence in their technology and systems (51%)
- Higher revenue (35%)

# INDIA SURVEY FINDINGS

## STATE OF DIGITAL TRUST



### Obstacles to Digital Trust

According to the survey, the most significant obstacles to digital trust for organizations in India are:

1. Lack of staff skills and training (56%)
2. Lack of leadership buy-in (49%)
3. Lack of alignment of digital trust and enterprise goals (49%)
4. Lack of technological resources (47%)
5. Insufficient processes and/or governance practices (41%)

# INDIA SURVEY FINDINGS

## STATE OF DIGITAL TRUST



### Growth Opportunities

- 67% of respondents say that digital trust is very or extremely relevant to their job roles.
- Respondents in India consider the main components of digital trust to be security, privacy, data integrity, and risk management. 68% agree or strongly agree that there is sufficient collaboration at their organization among professionals who work in these fields.
- **Only 23% say their organization has a staff role dedicated to digital trust, and 34% say they do not have the role yet but will likely have one in the next 5 years.**

### Digital Trust Career Development

They consider the top roles focused on strengthening digital trust to be:

1. IT strategy (82%)
2. security (79%)
3. information technology (73%)
4. risk and compliance (71%)

# INDIA SURVEY FINDINGS

## STATE OF DIGITAL TRUST



### How Enterprises Can Improve Digital Trust

**PRIORITIZE, PLAN AND COLLABORATE:**

- 86% of respondents said that digital trust is very or extremely important to digital transformation.
- 89% percent say that digital trust is very or extremely important to an organization.
- 68% agree that there is sufficient collaboration among digital trust fields in their organization – an area that could use more attention.

## **SUMMARY OF KEY FINDINGS**

1. Successful digital transformation requires organizations to maintain a strong bedrock of digital trust.
2. Digital trust has many facets that need to be integrated within a cohesive organization-wide strategy and approach.
3. Senior executives must clearly define, prioritize and align digital trust throughout organizations.
4. Measurement of digital trust is critical to improving the organization's maturity and its ability to achieve the rewards of digital transformation.
5. Remember that digital trust is a journey, and trust must be assured and earned every day with every digital interaction.

# PREPARING FOR DIGITAL TRUST CAREERS



- **ISACA certifications** allow professionals to gain skills in a range of fields in digital trust so they can advance in their careers.
- **ISACA chapters** across India support certification, skills development, and sharing of best practices among their members to advance cybersecurity skills.
- On a global level, **ISACA's One In Tech Foundation** has programs to help provide opportunities for under-represented individuals to enter cybersecurity profession.

- View the full portfolio of digital trust resources at [www.isaca.org/digital-trust](https://www.isaca.org/digital-trust).
- Find the 2022 State of Digital Trust report, video, infographic and more at [www.isaca.org/state-of-digital-trust](https://www.isaca.org/state-of-digital-trust).





**QUESTIONS?**

