

Top Five Security Trends to Watch

As cyber crime evolves and develops new ways of targeting businesses across the globe, these are the current trends that we believe organisations need to be aware of today to help keep themselves secure.

Threat Fatigue is on the rise

Businesses are weary



32% of respondents **ignored alerts** due to large numbers of false positives¹

Attacks remain a prevalent risk



65% of large UK firms **detected** cyber security breaches or attacks during 2017^{1a}

IoT Devices exploited

IoT as core targets



By 2020, an estimated **25%** of cyber attacks will target IoT devices²

Minimal security measures for IoT devices



54% do not use a 3rd party security tool to protect their devices^{2a}

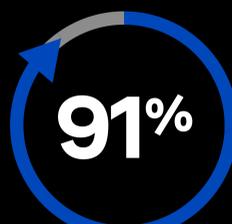
DDoS attacks at large

Record breaking DDoS threat



DDoS attack broke the all-time high of 1Tbps at **1.35Tbps** in 2018³

DDoS attacks increasing cybersecurity risk



DDoS attacks increased **91%** in 2017^{3a}

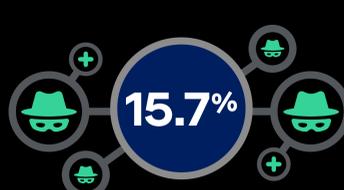
Data is the new gold

Data as the core motive for attacks



90% of targeted attacks are motivated by **intelligence gathering**⁴

Group attacks on the rise



There was a **15.7%** increase in group attacks in 2017 from the previous year with **over 120 known groups**^{4a}

Future business priorities

IT budgets are expanding



21% of budgets are expected to go towards **security and cloud services**⁵

Concerns for data protection



Nearly half of organisations (**46%**) are **planning to add data loss prevention tools**^{5a}

Keeping up to date with the latest security trends is key to keeping your organisation secure and helps to ensure you're investing in the right technologies for the security challenges you're likely to face.

To understand how CenturyLink can help secure your business, and give you a real-time view on the threats facing your organisation, get in touch:

CLICK: UK@CENTURYLINK.COM

1: SC Media, Crying wolf: combating cybersecurity alert fatigue, June 2018 | 1a: KPMH, Bouncing back from cyber fatigue, April 2017 | 2: Trustlook, IoT security: a coming crisis? 2017 | 2a: Ibid | 3: The Register, World's biggest DDoS attack record broken after just five days March 2018 | 3a: TechRepublic, DDoS attacks increased 91% in 2017 thanks to IoT, Nov 2017 | 4: Symantec, Internet security threat report vol. 23, March 2018 | 4a: Ibid | 5: IDC, State of the Network Survey, 2018 | 5a: Ibid