

The Wire logo, featuring the word "wire" in a lowercase, sans-serif font. The letter 'i' has a unique design with a dot that is a small circle. The background of the slide is dark with abstract, glowing blue and yellow lines that resemble data or communication paths.

The most secure collaboration platform.

Communication and Security

Survey results from US, UK and German
business leaders

An introduction

Every year we ask executives about key topics - this year we chose to focus on communication, security, privacy, and regulation as these have been hot topics in 2018.

We asked more than 300 executives from US and Europe about their views on these topics.

In addition, please find at the end of this presentation my personal predictions for 2019.

We trust you will enjoy the report.

Best regards,

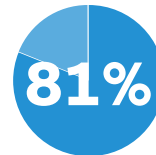
Morten Brøgger
Chief Executive Officer at Wire



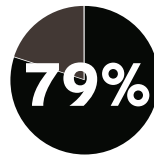
Morten Brøgger · CEO

Are we still secure?

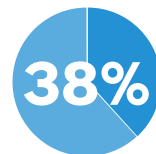
Many organizations have been a victim of a cyberattack and not a single respondent disagreed that cybersecurity is a major challenge for businesses. Yet while the challenges posed by cybersecurity are understood by businesses, some organizations aren't doing enough to prepare. In crisis situations, in particular, businesses have gaps in their ability to communicate internally and externally in a safe and secure way.



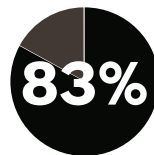
.... want their organization to be more proactive in the ways it protects its sensitive information, communication, and/or data.



.... believe security and compliance are key parameters when selecting cloud business solutions.



.... of organizations don't have or are unsure if they have, a plan in case of a security breach.

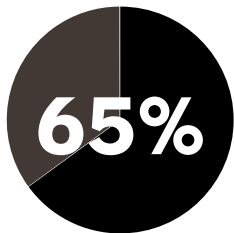


.... of respondents said it would be useful to be able to extend a company's secure communication infrastructure to business partners and customers

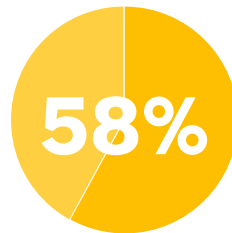
Emails are popular, but are they still efficient?

Email remains a popular communication tool yet business leaders spend too much of their time using it. With organizations starting to acclimatize

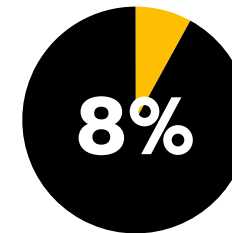
to changes in instant messaging technology, an overwhelming number believe that using email is harder than alternative platforms.



Of respondents use Outlook in the workplace—while **44.1%** say they currently use Gmail/G-Suite for communication



... said email is the preferred method of communication for their organization.



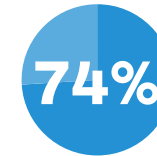
... only 8% disagree that when collaborating at work, it's easier to send a quick instant message rather than sending an email

Can we capture the pace from Generation Z ?

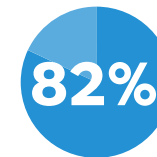
Businesses are aware of the changes likely to impact workplace communication - including Generation Z workers and smart devices - and agree that there are better solutions available for communication than

email. As businesses grapple with the competing demands of the workplace of the future, they must be ready to introduce new tools to increase flexibility and productivity.

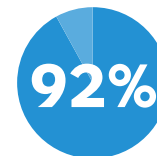
76% believe Generation Z (post-millennials) will use another form of communication rather than email to communicate at work.



agree that when collaborating at work, it's easier to send a quick instant message rather than sending an email.



agree that the future of work includes a mix of human and non-human communication and interactions (for example, communicating with chatbots, smart devices, etc).



agree that collaboration tools are the best communication solutions to offer employees for work communication.

Privacy rising, but do businesses know the consequences?

72% of respondents said they hold sensitive personal information and **44%** share them via email.

Email remains a popular communication tool yet business leaders spend too much of their time using it. With organizations starting to acclimatize

to changes in instant messaging technology, an overwhelming number believe that using email is harder than alternative platforms.



35%

.... said that they are unaware of the ways which their organization is protecting its sensitive information, communications, and/or data




25%

.... are unaware of the European Union's General Data Protection Regulation (GDPR)



9%

.... of respondents knew how much a lack of GDPR compliance would cost their organization in global annual revenue



Simple measures – big results

Nearly every single company uses email as the main platform for communication. The problem? Emails are among the easiest platforms to hack, intercept and carry company-debilitating viruses. Unfortunately for businesses, emails and free app communications will pose a permanent risk to companies who wish to maintain uninterrupted regular day-to-day operations.

Using collaborative platforms that offer encryption and safety measures to keep company information and communication safe is the new age of collaboration. Of course, not all platforms that present themselves as a safe alternative are what they make themselves out to be, so research into the safest and secure platform is paramount. If it's free, it's vulnerable to outside sources (funded by ads), and thus paid platforms that guarantee encryption and security will always be the superior offering.

Create security by delivering what users want

There are countless ways how hackers can reach employees through the often chosen standard communication channels using phishing, CEO spoofing, malware and ransomware. It's important to understand that one employee being affected means the entire organization is at risk. Using a company-wide secure collaboration platform is the simplest, most effective way to eliminate all of those risks.

When looking for a secure solution to ensure steady and safe business communication, CEO's can't afford to just look at the easiest or most cost-effective channels, because it's the complacency that allows even the most menial employee to be breached or hacked that can cost a company much more than investing in a secure platform.

Predictions & Trends for 2019

from Morten Brøgger, CEO at Wire

Cyber Insurance cost will grow +30% CAGR

Companies will be increasing spend on insurance in response to not fixing security and privacy issues

2019 sees a new battleground - CISO's and CMO's will battle over WhatsApp

CMO's will see WhatsApp as targeted B2B advertising to lower customer acquisition cost and CISO's and CCO's will fear the loss of customers and privacy

Next NotPetya will hit, costing 5 fortune 1000 companies more than 100m USD

The next wave of ransomware attack will hit 2019

The standardized road to federation and privacy begins

The working group Messaging Layer Security (MLS) will gain support from industry giants and its first beta products will be out in 2019

Age of Privacy starts 2019 - The Age of Social is dead

US will introduce a country wide Privacy regulation

About Wire

Wire is the most secure collaboration platform. We are transforming the way business' communicate in the same way and speed that our founders disrupted telephony with Skype.

Wire is consistently delivering groundbreaking first - from our unique “message fortress” architecture to encrypted video conferences and guest rooms - our customers rely on Wire to be at the forefront of secure, private yet sleek collaboration.

Wire offers two distinct products - Wire Pro, for organizations to collaborate faster and more securely - Wire Red, an on demand crisis collaboration platform for Fortune 1000 companies.

We are a 70 people strong organization with offices in Berlin, San Francisco and Zug. We proudly serve over +450 customers on five continents - from the biggest brand names over non-profits to small medium business'.



The most secure
collaboration platform.

General

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