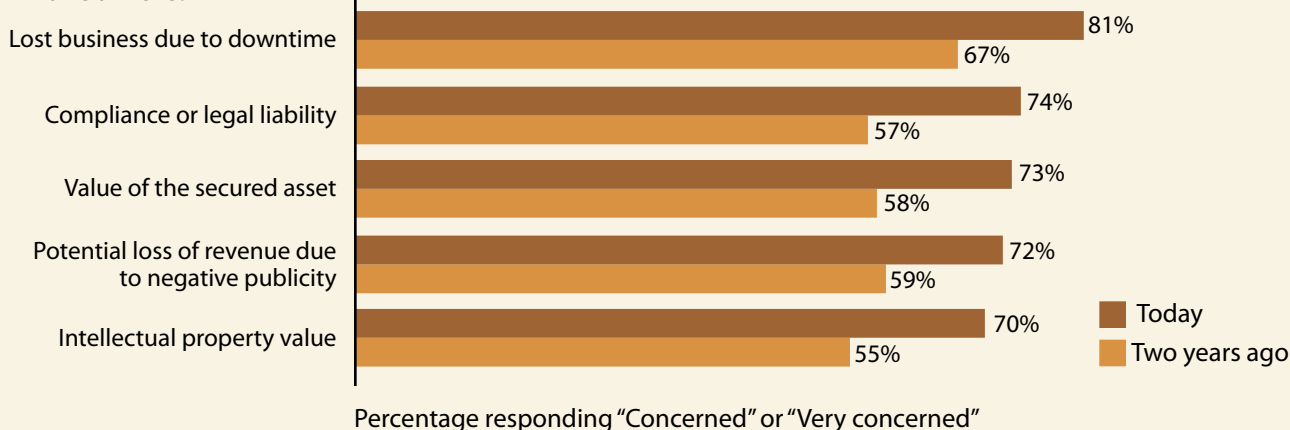# BSA ®
BUSINESS SOFTWARE ALLIANCE

The following is a commissioned study conducted by Forrester Consulting on behalf of the Business Software Alliance. This online survey of 410 IT decision-makers in North America and Europe was conducted in January 2006. The margin of error for the study is +/- 4.8%.
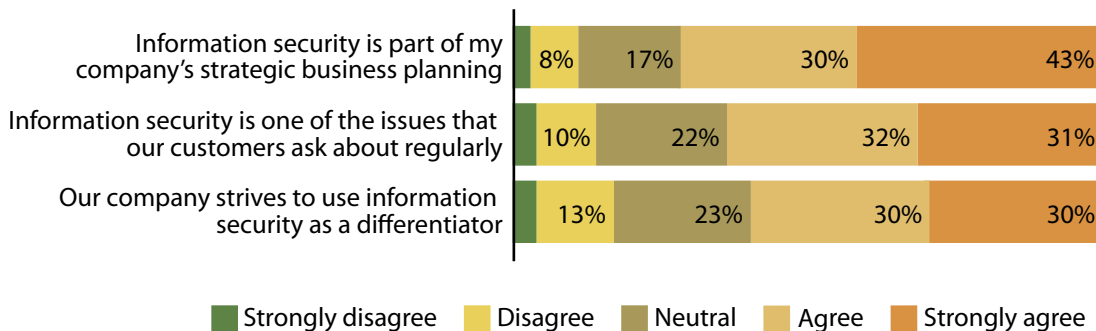
Companies are more concerned about information security than they were two years ago.

Financial risks:

Lost business due to downtime — 81% / 67%

Compliance or legal liability — 74% / 57%

Value of the secured asset — 73% / 58%

Potential loss of revenue due to negative publicity — 72% / 59%

Intellectual property value — 70% / 55%

Legend: ■ Today ■ Two years ago
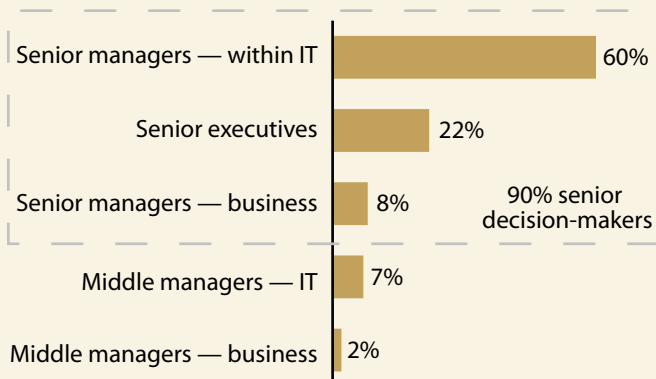
Percentage responding "Concerned" or "Very concerned"

Companies take information security very seriously.

Sixty percent of respondents agree that their companies strive to use information security as a differentiator.

Information security is part of my company's strategic business planning — 8% | 17% | 30% | 43%

Information security is one of the issues that our customers ask about regularly — 10% | 22% | 32% | 31%

Our company strives to use information security as a differentiator — 13% | 23% | 30% | 30%

Legend: ■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree

Ninety percent of companies report that senior executives drive information security initiatives.

*"Who within your organization drives information security initiatives?"*

Senior managers — within IT — 60%

Senior executives — 22%

Senior managers — business — 8%

Middle managers — IT — 7%

Middle managers — business — 2%

90% senior decision-makers

Customer concerns are driving improvements.

"We have made substantial improvements in information security to address customer concerns."

- Strongly disagree 2%
- Disagree 7%
- Neutral 21%
- Agree 36%
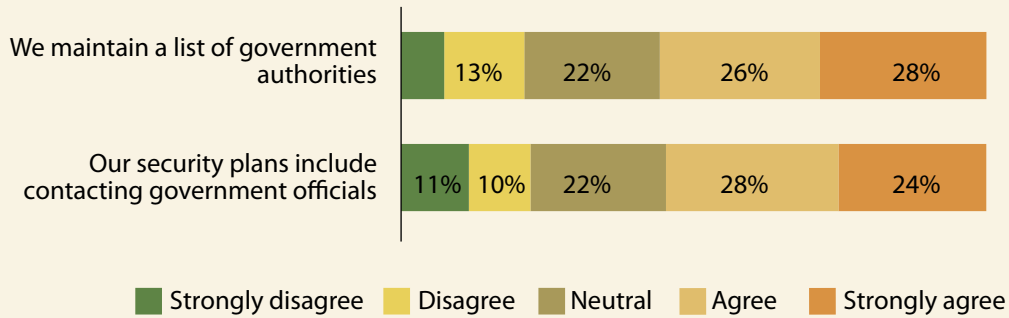- Strongly agree 34%

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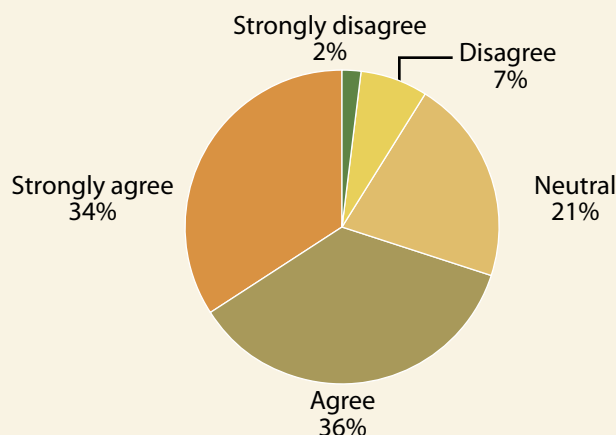
IT managers report a major increase in the number of information security projects during the last two years.

"How has the number of information security projects changed during the last two years?"

Don't know
1%

Decreased
1%

Stayed the same
20%

Increased
78%
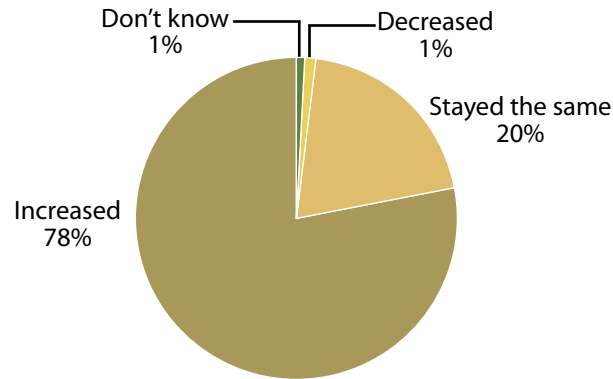
IT managers agree that government has a role to play in information security and believe that law enforcement needs more specialized skills and tools.

We maintain a list of government authorities	13%	22%	26%	28%
Our security plans include contacting government officials	11%	10%	22%	28%	24%

■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree

IT managers would be more willing to involve law enforcement if they could provide specialized skills and tools for information security.

"I would be more willing to work with law enforcement, if they had specialized skills and tools for cyber forensics."

Strongly disagree
4%

Disagree
5%

Neutral
21%

Strongly agree
36%

Agree
31%

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