

# CYBERSECURITY TECHNOLOGY EFFICACY RESEARCH

IS CYBERSECURITY THE NEW "MARKET FOR LEMONS"?

CYBERSECURITY IS FAILING BECAUSE THE TECHNOLOGY IS NOT AS **EFFECTIVE** AS IT NEEDS TO BE



THERE IS NO COMMON APPROACH TO ASSESS EFFICACY ...BUT A COMMON DEFINITION SHOULD INCLUDE



“MANY CUSTOMERS DON'T HAVE THE CAPABILITY OR CAPACITY TO ASSESS CYBERSECURITY SOLUTIONS PROPERLY BEFORE BUYING...”  
CYBERSECURITY VENDOR

THE UNDERLYING PROBLEM IS ONE OF **ECONOMICS**, NOT TECHNOLOGY



92%

REPORTED A **BREAKDOWN** IN THE RELATIONSHIP BETWEEN **BUYER & SELLER...** WITH MANY SEEING A DEEP-SEATED **INFORMATION ASYMMETRY**

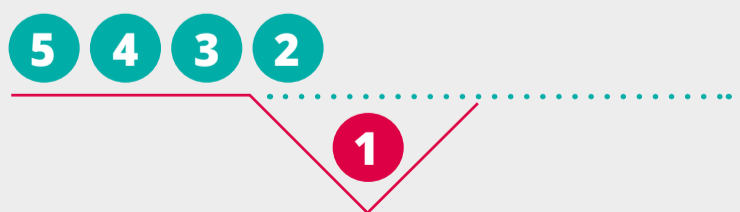


“CISOS NEED BETTER TRANSPARENCY ON PRODUCT LIMITATIONS WHEN BUYING, [...] IT WOULD HELP TO MORE EFFECTIVELY DEPLOY AND OPERATE SOLUTIONS...”  
GLOBAL BANK CISO

UNLESS BUYERS **DEMAND** MORE EFFICACY, **REGULATION** MAY BE THE ONLY WAY TO ADDRESS THE ISSUE...

“I DON'T HAVE THE SAME BUYING POWER TO DEMAND QUALITY AS THE GOVERNMENT DOES.”  
MULTI-SECTOR CISO

OVERCOMING FIRST MOVER DISADVANTAGE IS CRITICAL



AND REQUIRES COORDINATED ACTION

