Country view:
United Arab Emirates

ITDMs in the United Arab Emirates market appear far less worried at the prospect of a cyber attack than their counterparts around the world. In fact, the number who said they were concerned about cyber security is lower than in any other market we surveyed. Less than a third (31%) said the most significant challenge facing their business was cyber security, compared with over half in Australia (52%), Singapore (53%) and Canada (52%).

The number of ITDMs in the UAE who thought it likely their business would be targeted by a cyber attack in the next 12 months was also lower than in any other market, at 62%, compared with more than three quarters (79%) in the UK and 80% in Malaysia.

It may be that companies in the region have invested significantly in technology to detect and prevent attacks, which has served to allay many of their fears. Little regulation in this area may also give ITDMs less pause for thought in their day-to-day working lives when it comes to potential threats. Another possible reason is that awareness of cyber attacks outside of their business is low, as these are not typically reported in the local press.
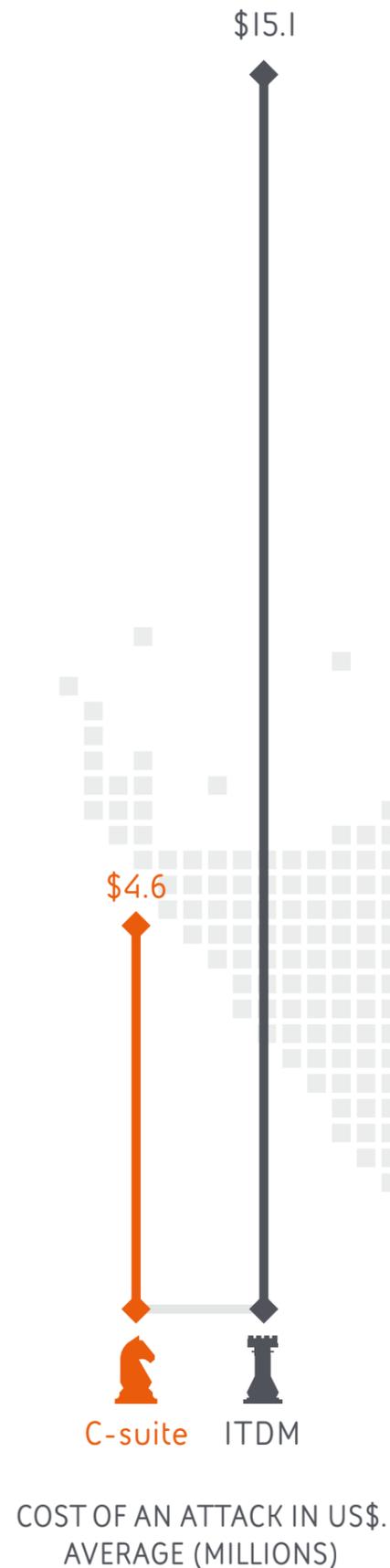
Where the C-suite and ITDMs in the UAE both agree is that they are seeing the level of alerts increase

This could also account for the discrepancy in response from the C-suite, who have more of a global market view. A much higher number – 67% – say that cyber security is their greatest concern.

Where the C-suite and ITDMs in the UAE both agree is that they are seeing the level of alerts increase. Sixty-three per cent of C-suite respondents and almost half of ITDMs (47%) agree on this, a higher percentage than in any other market.

This is no doubt due to the increasing number of cyber threats businesses are seeing across the globe, but may also be the result of more sophisticated technology picking up a higher number of potential threats, as well as a lack of the right knowledge and skills to eliminate false positives.
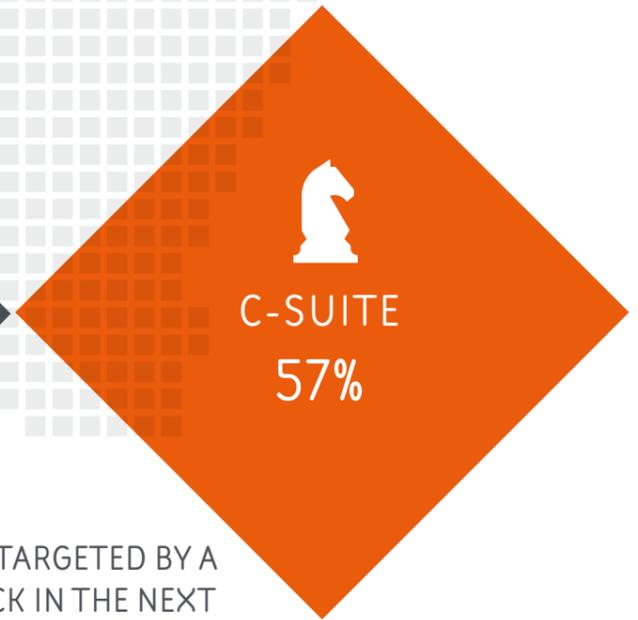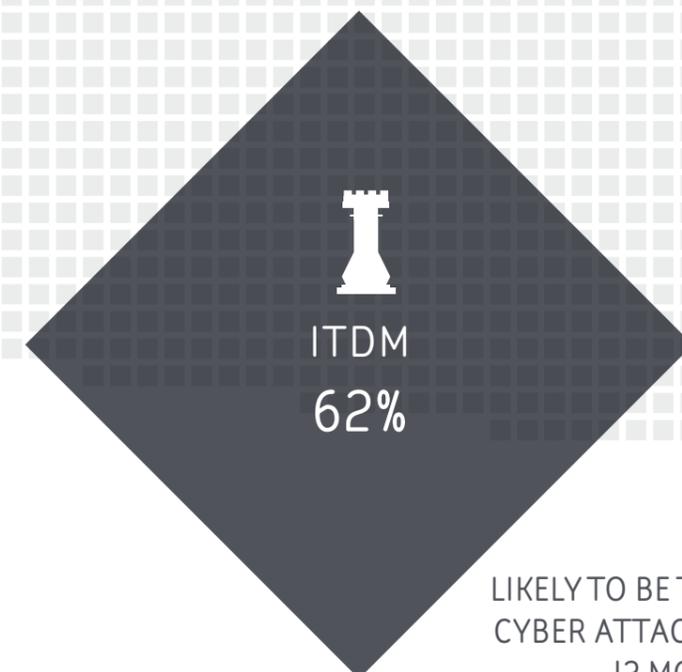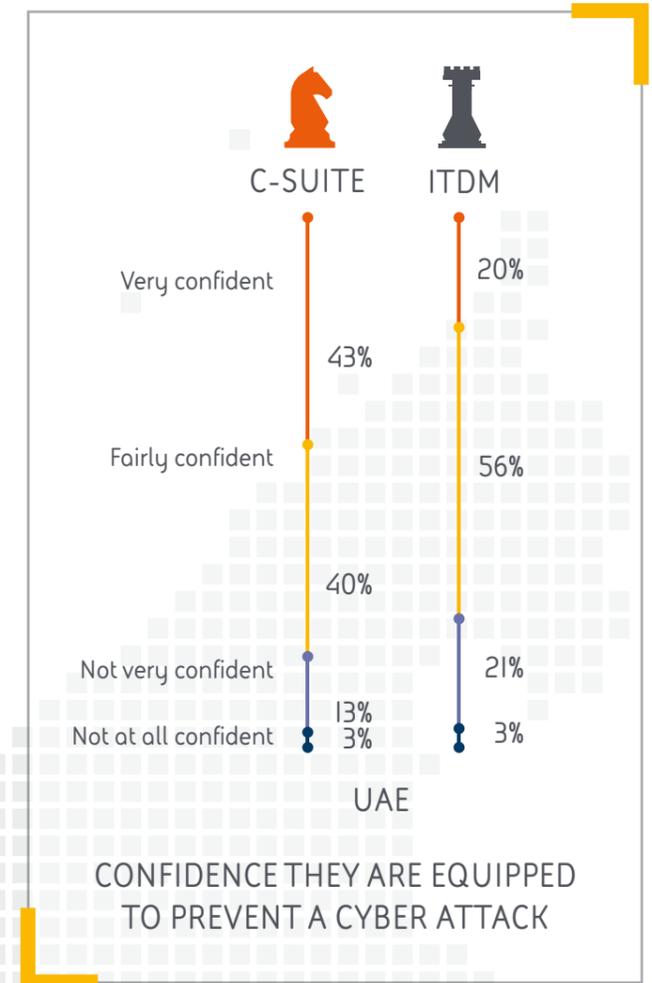
Even though 70% of C-suite respondents in the UAE market expect the number of attacks to increase, conversely only 40% of them say they are likely to increase their allocation of time and resources on cyber security and defence in the coming year, the lowest percentage of any market. This points to a perception among businesses that they are more secure than they might actually be.

67% of business leaders say that cyber security is their greatest concern

47% of ITDMs say they are seeing the level of alerts increasing

CONFIDENCE THEY ARE EQUIPPED TO PREVENT A CYBER ATTACK

UAE

	C-SUITE	ITDM
Very confident		20%
Fairly confident	43%	56%
Not very confident	40%	21%
Not at all confident	13% 3%	3%

$15.1

$4.6

C-suite   ITDM

**COST OF AN ATTACK IN US$.
AVERAGE (MILLIONS)**

ITDM
62%

C-SUITE
57%

LIKELY TO BE TARGETED BY A CYBER ATTACK IN THE NEXT 12 MONTHS