Fixed: Executive, senior

Trend Micro Incorporated, a global leader in cybersecurity solutions, found that C-suite executives are not approaching the regulation with the seriousness required, resulting in overconfidence when it comes to compliance.

The Technology Required

With threats growing in sophistication, businesses often lack the expertise to combat them, and layered data protection technology is required. GDPR mandates that businesses must implement state-of-the-art technologies relative to the risks faced. Despite this, only 34 percent of businesses have implemented advanced capabilities to identify intruders, 33 percent have invested in data leak prevention technology and 31 percent have employed encryption technologies.

Trend Micro’s commitment to GDPR compliance begins with its cross-generational XGen™ security [8], which protects personal data throughout enterprises. Its solution is optimized for all environments where data may be stored, whether that’s physically, virtually, on the cloud, or in containers. XGen is a strategy and platform spanning across all Trend Micro solutions, connected to alert and reporting data breaches as they happen. This approach provides businesses with the state-of-the-art tools mandated by GDPR.

The Research

For more information about Trend Micro’s findings on the pulse of business leaders regarding GDPR, check out the infographic and supplemental blog post. In partnership with Opinium, Trend Micro conducted its survey between May 22 and June 28, 2017. The preceding results are gleaned from 1,132 online interviews with IT decision makers from businesses with 500+ employees in 12 countries, including United States of America (United States), United Kingdom (UK), France, Italy, Spain, Netherlands, Germany, Poland, Sweden, Austria and Switzerland. Respondents of the survey hold either senior executive, senior management or middle management positions in multiple industries including retail, financial services, public sector, media and construction.

About Trend Micro

Trend Micro Incorporated, a global leader in cybersecurity solutions, helps to make the world safe for exchanging digital information. Our innovative solutions for consumers, businesses, and governments provide layered security for data centers, cloud environments, networks, and endpoints. All our products work together to seamlessly share threat intelligence and provide a connected threat defense with centralized visibility and control, enabling better, faster protection. With over 5,000 employees in over 50 countries and the world’s most advanced global threat intelligence, Trend Micro enables organizations
to secure their journey to the cloud. For more information, visit www.trendmicro.com[9].

Language: English
Contact:
Trend Micro Incorporated
Kateri Daniels, 817-522-7911
publicrelations@trendmicro.com[10]

Ticker Slug:
Ticker: 4704
Exchange: TOKYO
ISIN: JP3637300009
Ticker: TMICY
Exchange: NQB


Links:
[10] mailto:publicrelations@trendmicro.com