



**2016 IT Risk/Reward Barometer
Europe Results**

November 2016

www.isaca.org/risk-reward-barometer

Number of respondents (n) = 1,651

Respondents are business and IT professionals in Europe who are members of ISACA.

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1. Which of the following augmented reality applications, if any, has your current workplace used for business purposes in the past year (to the best of your knowledge)? Select all that apply.

Wearable devices (e.g., Google Glass)	4%
Holographic meetings	1%
Remote business applications (e.g., remote diagnostics, remote healthcare, etc.)	13%
Transportation applications (e.g., vehicle HUD, etc.)	4%
Digital navigation tablets (e.g., for warehouse searching efficiency)	4%
Smartphone apps that overlay the camera view with additional information or graphics on top of the real scene	8%
My organization has not used augmented reality applications for business purposes in the past year, and does not plan to use them in the next year	45%
My organization has not used augmented reality applications for business purposes in the past year, but plans to do so within the next year	9%
None of these	20%
Unsure	11%
Other (please specify)	1%

2. What is the biggest barrier, if any, to adopting augmented reality at your organization?

Insufficient budget	10%
Insufficient staff resources	3%
Lack of skills/knowledge from existing staff	14%
Insufficient ROI	19%
Security concerns	13%
There are no barriers	13%
Unsure	23%
Other (please specify)	5%

3. To what extent do you agree or disagree that augmented reality could lead to the following workplace benefits?

	Completely agree	Somewhat agree	Somewhat disagree	Completely disagree	Don't know
New business models/ offerings	33%	48%	8%	2%	9%
Better marketing	26%	46%	11%	3%	14%
Better collaboration	17%	56%	13%	2%	12%
Increased efficiency	15%	59%	12%	3%	12%
Resource optimization	10%	46%	22%	5%	16%
Improved safety	8%	28%	33%	11%	20%
Financial savings	6%	39%	26%	8%	21%

4. Virtual graffiti programs enable individuals to post negative or inappropriate comments about places via augmented reality apps. Does your organization have a program in place to monitor negative comments on augmented reality programs (e.g., virtual graffiti)?

Yes	4%
No	72%
Unsure	25%

5. Does your organization have a way to detect any publicly posted social media posts, picture or videos that are geotagged to your business or tagged to your signage or advertisements and could show up in augmented reality applications that aggregate such information?

Yes	20%
No	48%
Unsure	32%

6. Does your organization have a policy that addresses staff use of augmented reality apps in the workplace?

Yes, we allow them with no restrictions	1%
Yes, and we allow them with limitations	8%
Yes, and we prohibit them	6%
No	70%
Unsure	15%

7. Do the benefits of augmented reality outweigh the risks?

Yes	19%
No	18%
Unsure	63%

8. Which industries do you think will benefit the most from augmented reality? Select all that apply.

Top three responses are bolded.

Financial/Banking	11%
Insurance	8%
Entertainment	66%
Travel	55%
Transportation	33%
Aerospace	35%
Retail	33%
Government/Military	39%
Technology	44%
Manufacturing	25%
Engineering	37%
Telecommunications	24%
Mining/Construction/Petroleum/Agriculture	18%
Utilities	12%
Legal	2%

Real Estate	41%
Healthcare/medical	55%
Marketing/media	57%
Education	61%
Other (please specify)	1%
Unsure	3%

9. How concerned should organizations be about the privacy risks of augmented reality?

Very concerned	44%
Somewhat concerned	42%
Not too concerned	7%
Not at all concerned	1%
Unsure	6%

10. How concerned should consumers be about the privacy risks of augmented reality?

Very concerned	46%
Somewhat concerned	41%
Not too concerned	7%
Not at all concerned	2%
Unsure	5%

11. Have you used augmented reality applications for personal use within the past year?

Yes	18%
No	82%

12. Have you used augmented reality applications for business use within the past year?

Yes	3%
No	97%

13. Do you think your IT department is aware of all of your organization's connected devices (e.g., connected thermostats, TVs, fire alarms, cars, etc.)?

Yes	38%
No	44%
Unsure	18%

14. Does your organization have a policy regarding the use of cloud-based applications without involving IT?

Yes, we allow it	14%
Yes, we prohibit it	53%
No, we do not have a policy regarding putting workloads into the cloud	20%
Unsure	13%

15. Does your organization have a policy regarding staff deploying apps to get their job done?

Yes, we allow it	16%
Yes, we prohibit it	46%
No, we do not have a policy about staff using apps	22%
Unsure	16%

16. What do you think is the likelihood of an organization being breached through an IoT device?

Low	9%
Medium	39%
High	44%
Unsure	8%

17. Which of the following, if any, do you see as significant security concerns for organizations, related to the IoT? Select all that apply.

Vulnerabilities in the device themselves	84%
Data leakage	80%
Access control	75%
Asset management	34%
IoT does not pose any significant security concerns	3%
Other (please specify)	2%

18. To what extent, if any, do you agree or disagree with the following statements about IoT device manufacturers?

	Completely agree	Somewhat agree	Somewhat disagree	Completely disagree
Device manufacturers are implementing sufficient security measures in IoT devices.	3%	20%	45%	32%
Manufacturers make consumers sufficiently aware of the information that IoT devices can collect.	2%	18%	42%	39%

19. Is your organization maximizing the potential of the data it collects through IoT devices/applications?

Yes	7%
No	56%
Unsure	37%

Demographics

20. In what industry do you work?

Financial/Banking	26%
Insurance	6%
Public accounting	3%
Transportation	2%
Aerospace	0%
Retail/Wholesale/Distribution	3%
Government/Military	8%
Technology Services/Consulting	25%
Manufacturing/Engineering	5%
Telecommunications/Communications	5%
Mining/Construction/Petroleum/Agriculture	2%
Utilities	2%
Legal/Law/Real Estate	0%

Healthcare/Medical	2%
Pharmaceutical	1%
Advertising/Marketing/Media	1%
Education/Student	1%
Other	7%

21. How many people are employed in your enterprise, including all branches, divisions and subsidiaries?

Fewer than 50	10%
50-149	7%
150-499	9%
500-1,499	12%
1,500-4,999	15%
5,000-9,999	8%
10,000-14,9	6%
15,000 or more	33%

22. Which of the following is closest to your job title?

Student	0%
External consultant	12%
Professor/teacher	1%
Practitioner	10%
Supervisor	10%
Manager	33%
Director	7%
Vice president	2%
CIO/CISO/CAE	11%
President/CEO	1%
Other	13%

23. Please select your gender.

Female	14%
Male	84%
Prefer not to answer	2%

24. Please select your age group.

Less than 20 years old	0%
20 to 25 years old	0%
26 to 30 years old	7%
31 to 35 years old	14%
36 to 40 years old	19%
41 to 45 years old	20%
46 to 50 years old	17%
51 to 55 years old	12%
56 to 60 years old	7%
61 to 65 years old	2%
66 to 70 years old	0%
71 years old or older	0%
Prefer not to answer	1%

About ISACA's 2016 IT Risk/Reward Barometer

The annual IT Risk/Reward Barometer is a global indicator of trust in information. Conducted by ISACA, a global association of more than 140,000 IT security, assurance, risk and governance professionals, the Barometer polls thousands of business and IT professionals and consumers worldwide to uncover attitudes and behaviors about essential technologies and information, and the trade-offs people make to balance risk and reward. The study is based on online polling of 6,591 ISACA members among 140 countries, including 1,651 from Europe, from 19-29 September 2016. Additional online surveys were fielded by M/A/R/C Research among 1,230 consumers in the US, 1,000 consumers in the UK, 1,000 consumers in Australia, 1,001 consumers in India and 1,000 consumers in Singapore. The US survey ran 6-8 August 2016, and the UK, Australia, India and Singapore surveys ran 12-23 August 2016. At a 95 percent confidence level, the margin of error for each individual country sample is +/- 3.1 percent.

To see the full results, visit www.isaca.org/risk-reward-barometer.

Note: Due to rounding to the nearest whole number, responses may not add up to 100%.