



2016 IT Risk/Reward Barometer Latin America Results

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www.isaca.org/risk-reward-barometer

Number of respondents (n) = 272

Respondents are business and IT professionals in Latin America 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)	7%
Holographic meetings	2%
Remote business applications (e.g., remote diagnostics, remote healthcare, etc.)	17%
Transportation applications (e.g., vehicle HUD, etc.)	6%
Digital navigation tablets (e.g., for warehouse searching efficiency)	7%
Smartphone apps that overlay the camera view with additional information or graphics on top of the real scene	16%
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	42%
My organization has not used augmented reality applications for business purposes in the past year, but plans to do so within the next year	14%
None of these	15%
Unsure	7%
Other (please specify)	0%

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

Insufficient budget	22%
Insufficient staff resources	4%
Lack of skills/knowledge from existing staff	18%
Insufficient ROI	10%
Security concerns	18%
There are no barriers	12%
Unsure	16%
Other (please specify)	1%

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	44%	42%	7%	1%	7%
Better marketing	39%	45%	8%	1%	6%
Better collaboration	26%	57%	9%	1%	7%
Increased efficiency	25%	53%	9%	2%	11%
Resource optimization	21%	47%	19%	2%	11%
Improved safety	12%	39%	26%	7%	16%
Financial savings	13%	48%	21%	3%	15%

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	6%
No	70%
Unsure	24%

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	19%
No	57%
Unsure	24%

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	3%
Yes, and we allow them with limitations	11%
Yes, and we prohibit them	5%
No	70%
Unsure	11%

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

Yes	27%
No	19%
Unsure	54%

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

Top four responses are bolded.

Financial/Banking	25%
Insurance	10%
Entertainment	60%
Travel	54%
Transportation	38%
Aerospace	35%
Retail	30%
Government/Military	39%
Technology	67%
Manufacturing	29%
Engineering	43%
Telecommunications	32%
Mining/Construction/Petroleum/Agriculture	25%
Utilities	14%
Legal	6%

Real Estate	32%
Healthcare/medical	53%
Marketing/media	60%
Education	62%
Other (please specify)	1%
Unsure	3%

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

Very concerned	50%
Somewhat concerned	33%
Not too concerned	7%
Not at all concerned	3%
Unsure	6%

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

Very concerned	51%
Somewhat concerned	31%
Not too concerned	10%
Not at all concerned	4%
Unsure	5%

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

Yes	21%
No	79%

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	33%
No	48%
Unsure	18%

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

Yes, we allow it	17%
Yes, we prohibit it	39%
No, we do not have a policy regarding putting workloads into the cloud	32%
Unsure	12%

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

Yes, we allow it	13%
Yes, we prohibit it	39%
No, we do not have a policy about staff using apps	36%
Unsure	12%

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

Low	11%
Medium	44%
High	35%
Unsure	10%

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	80%
Data leakage	74%
Access control	71%
Asset management	39%
IoT does not pose any significant security concerns	8%
Other (please specify)	1%

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.	7%	37%	41%	15%
Manufacturers make consumers sufficiently aware of the information that IoT devices can collect.	10%	29%	39%	22%

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

Yes	16%
No	60%
Unsure	24%

Demographics

20. In what industry do you work?

Financial/Banking	29%
Insurance	6%
Public accounting	3%
Transportation	2%
Aerospace	1%
Retail/Wholesale/Distribution	2%
Government/Military	6%
Technology Services/Consulting	23%
Manufacturing/Engineering	3%
Telecommunications/Communications	5%
Mining/Construction/Petroleum/Agriculture	5%
Utilities	1%
Legal/Law/Real Estate	0%

Healthcare/Medical	1%
Pharmaceutical	1%
Advertising/Marketing/Media	1%
Education/Student	4%
Other	6%

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

Fewer than 50	14%
50-149	8%
150-499	15%
500-1,499	14%
1,500-4,999	15%
5,000-9,999	7%
10,000-14,9	4%
15,000 or more	22%

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

Student	0%
External consultant	10%
Professor/teacher	1%
Practitioner	6%
Supervisor	22%
Manager	26%
Director	7%
Vice president	1%
CIO/CISO/CAE	8%
President/CEO	5%
Other	13%

23. Please select your gender.

Female	18%
Male	81%
Prefer not to answer	0%

24. Please select your age group.

Less than 20 years old	1%
20 to 25 years old	0%
26 to 30 years old	7%
31 to 35 years old	26%
36 to 40 years old	18%
41 to 45 years old	18%
46 to 50 years old	12%
51 to 55 years old	12%
56 to 60 years old	3%
61 to 65 years old	2%
66 to 70 years old	0%
71 years old or older	0%
Prefer not to answer	0%

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 272 from Latin America, 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%.