



**2014 IT Risk/Reward Barometer  
Latin America Results**

**November 2014**

[www.isaca.org/risk-reward-barometer](http://www.isaca.org/risk-reward-barometer)

Number of respondents (n) = 102

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

**Media Inquiries:**

Kristen Kessinger, ISACA, +1.847.660.5512, [news@isaca.org](mailto:news@isaca.org)

Aaron Berger, Ketchum, +1.646.935.4146, [aaron.berger@ketchum.com](mailto:aaron.berger@ketchum.com)

1. Does your organization have plans to leverage the Internet of Things? (n = 102)
  - a. We already have plans in place.....17%
  - b. **We do not have plans**.....**43%**
  - c. We expect to create plans within the next 12 months.....19%
  - d. Unsure.....22%

2. Regarding benefits to your enterprise related to the Internet of Things: (n = 98)

	Which of the following has your organization already achieved?	Which of the following does your organization hope to achieve?
Greater efficiency	14%	40%
Improved services	17%	<b>43%</b>
Improved supply chain	12%	30%
Lower costs	20%	32%
Improved data storage	20%	24%
Greater accessibility to information	21%	31%
Increased employee productivity	16%	36%
Increased customer satisfaction	19%	34%
Other (please specify)	2%	14%
No benefits have been/will be achieved.	11%	17%
We have no plans to leverage the Internet of Things.	<b>24%</b>	27%

3. Which of the following do you see as the biggest challenge regarding the Internet of Things? (n = 102)
- a. **Increased security threats**.....**42%**
  - b. Identity and access management issues.....12%
  - c. Data privacy issues.....28%
  - d. Ownership of technology and/or data by stakeholders outside of IT.....7%
  - e. Requests to share data with authorized third parties (e.g., government).....0%
  - f. Compliance requirements.....6%
  - g. Increased use of wearable technology in the workplace.....1%
  - h. I do not believe there are any challenges.....3%
  - i. Other (please specify).....1%
4. Which of the following do you believe is the most accurate statement about the Internet of Things as it relates to enterprises? (n = 101)
- a. The benefit outweighs the risk.....28%
  - b. **The risk outweighs the benefit**.....**34%**
  - c. The benefit and risk are appropriately balanced.....39%
5. Which of the following do you believe is the most accurate statement about the Internet of Things as it relates to individuals? (n = 100)
- d. **The benefit outweighs the risk**.....**55%**
  - e. The risk outweighs the benefit.....20%
  - f. The benefit and risk are appropriately balanced.....25%
6. Regarding the use of these specific devices in the workplace, which of the following do you believe to be true? (n = 101)

	The benefit outweighs the risk.	The risk outweighs the benefit.	The benefit and risk are appropriately balanced.
Smart watches (e.g., Apple iWatch)	30%	34%	<b>36%</b>
Smart glasses (e.g., Google Glass)	26%	<b>54%</b>	20%
Connected cars (e.g., car with Internet connection, GPS system or electronic toll collection device)	<b>46%</b>	29%	25%

7. Below are some potential concerns individuals may have about the Internet of Things. Which one do you think they should be most concerned about? (n = 101)

- a. **I don't know how the information that is collected by these device(s) will be used.....28%**
- b. Companies will sell my information to other companies/organizations.....10%
- c. Companies will be able to track my life (e.g., actions, whereabouts, etc.).....17%
- d. I don't know who has access to the information collected by these device.....22%
- e. Someone will hack into the device and do something malicious.....19%
- f. The general public should not be concerned.....5%
- g. Other (please specify).....0%

8. For the following devices, please indicate if you think the data collected on each of these connected devices are private (i.e., the user has control over who sees and uses the data collected): (n = 100)

	Yes, Private	No, Not Private	Unsure
Wireless fitness tracker (e.g., Fitbit, FuelBand)	<b>47%</b>	38%	14%
Smart watch	36%	<b>43%</b>	21%
Smart appliances (e.g., refrigerator)	34%	<b>44%</b>	22%
Employee access card with sensor	<b>56%</b>	33%	11%
Smart meter (e.g., an Internet-connected thermostat or utility meter)	33%	<b>43%</b>	23%
Smart TV (e.g., Apple TV, Samsung Smart TV)	31%	<b>52%</b>	17%
Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)	34%	<b>46%</b>	20%
Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device)	33%	<b>48%</b>	18%

9. For the following devices, please indicate if you think the data collected on each of these connected devices are secure (i.e., the user’s data are protected and are not at risk of being stolen or misused by a hacker): (n = 101)

	Yes, Secure	No, Not secure	Unsure
Wireless fitness tracker (e.g., Fitbit, FuelBand)	22%	<b>55%</b>	23%
Smart watch	13%	<b>57%</b>	30%
Smart appliances (e.g., refrigerator)	15%	<b>55%</b>	30%
Employee access card with sensor	<b>48%</b>	36%	17%
Smart meter (e.g., an Internet-connected thermostat or utility meter)	16%	<b>52%</b>	32%
Smart TV (e.g., Apple TV, Samsung Smart TV)	16%	<b>63%</b>	21%
Smart glasses (e.g., headpiece that delivers digital information hands-free, such as Google Glass)	8%	<b>62%</b>	30%
Connected car (e.g., car with Internet connection, GPS system or electronic toll collection device)	17%	<b>58%</b>	25%

10. Recent headlines have declared “Privacy Is Dead.” Which of the following most accurately reflects your opinion? (n = 102)

- a. I am not concerned about the decreasing level of personal privacy.....3%
- b. I am somewhat concerned about the decreasing level of personal privacy.....21%
- c. **I am very concerned about the decreasing level of personal privacy.....74%**
- d. I do not believe the level of personal privacy is decreasing.....3%

11. Which of the following do you believe is the most accurate statement about BYOD (bring your own device, which means employees are allowed to use personal devices for work)? (n = 102)

- a. The benefit outweighs the risk.....19%
- b. **The risk outweighs the benefit.....46%**
- c. The risk and benefit are appropriately balanced.....35%

12. Which of the following best reflects your organization's BYOD policy? (n = 102)
- a. My organization allows BYOD for all staff..... 11%
  - b. **My organization allows BYOD for some staff**.....**41%**
  - c. My organization does not allow BYOD, and most employees follow the rules.....17%
  - d. My organization does not allow BYOD, but most employees do it anyway.....8%
  - e. My organization does not have any policy regarding BYOD.....19%
  - f. Unsure.....3%
  - g. Other (please specify).....2%
13. Does your organization's BYOD policy address wearable tech (e.g., Google Glass, smart watches, etc.)? (n = 101)
- a. Yes.....6%
  - b. **No**.....**59%**
  - c. We don't have a BYOD policy.....29%
  - d. Unsure.....6%
14. Which of the following do you believe to be true about BYOD (devices such as smartphones and tablets) and BYOW (bring your own wearable device, such as smart watches or smart glasses)? (n = 101)
- a. BYOD is riskier than BYOW.....17%
  - b. BYOW is riskier than BYOD.....26%
  - c. **Both are equally risky**.....**52%**
  - d. Neither are risky.....2%
  - e. Unsure.....3%
15. Do you believe employees' use of wearable technology will have an impact on your organization? (n = 100)
- a. Yes, it will have a positive impact.....22%
  - b. **Yes, it will have a negative impact**.....**29%**
  - c. No.....13%
  - d. Unsure.....36%
16. Which of the following do you believe is the biggest challenge posed by Big Data? (n = 101)
- a. Large-volume data management and storage.....23%
  - b. Shared ownership with other departments.....10%
  - c. Security threats from outsiders.....19%
  - d. Security threats from insiders.....14%
  - e. **Lack of analytics capabilities or skills**.....**26%**
  - f. Compliance requirements.....5%
  - g. We are not facing any challenges.....1%
  - h. Other (please specify).....3%

17. Is your organization effectively managing and governing Big Data? (n = 101)
- a. Yes.....11%
  - b. **Somewhat**.....**41%**
  - c. No.....35%
  - d. Unsure.....14%
18. Which of the following is most accurate for your enterprise? (n = 101)
- a. Big Data has already added significant value.....9%
  - b. **Big Data has the potential to add significant value**.....**35%**
  - c. Big Data has caused significant challenges.....13%
  - d. Big Data has the potential to cause significant challenges.....13%
  - e. It is too early to determine the value of Big Data.....23%
  - f. Unsure.....8%

### Demographics

In what country do you live? (n = 97)

Argentina.....	9.3%
Barbados.....	1%
Bolivia.....	2.1%
<b>Brazil</b> .....	<b>22%</b>
Chile.....	2.1%
Colombia.....	14%
Costa Rica.....	2.1%
Curacao.....	2.1%
Ecuador.....	3.1%
El Salvador.....	1%
Honduras.....	3.1%
Mexico.....	19%
Nicaragua.....	2.1%
Panama.....	2.1%
Peru.....	4%
Suriname.....	1%
Trinidad and Tobago.....	3%
Venezuela.....	1%
Other.....	6%

In what industry do you work? (n = 102)

a. Financial/Banking	23%
b. Insurance	7%
c. Public accounting	1%
d. Transportation	0%
e. Aerospace	1%
f. Retail/Wholesale/Distribution	4%
g. Government/Military	8%
h. <b>Technology Services/Consulting</b>	<b>37%</b>
i. Manufacturing/Engineering	2%
j. Telecommunications/Communications	2%
k. Mining/Construction/Petroleum/Agriculture	5%
l. Utilities	1%
m. Legal/Law/Real Estate	0%
n. Healthcare/Medical	3%
o. Pharmaceutical	1%
p. Advertising/Marketing/Media	3%
q. Education/Student	2%
r. Other (please specify)	1%

How many people are employed in your enterprise, including all branches, divisions and subsidiaries? (n = 102)

a. Fewer than 50	16%
b. 50-149	7%
c. 150-499	7%
d. 500-1,499	18%
e. 1,500-4,999	19%
f. 5,000-9,999	8%
g. 10,000-14,999	4%
h. <b>15,000 or more</b>	<b>23%</b>

Which of the following is closest to your job title? (n = 102)

a. Student	0%
b. External consultant	12%
c. Professor/teacher	6%
d. Practitioner	8%
e. Supervisor	19%
f. <b>Manager</b>	<b>27%</b>
g. Director	9%
h. Vice president	0%
i. CIO/CISO/CAE	8%
j. President/CEO	4%
k. Other (please specify)	8%

### **About ISACA's 2014 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 115,000 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 September 2014 online polling of 1,646 ISACA members from 110 countries. Additional online surveys were fielded by M/A/R/C Research among 1,209 consumers in the US, 1,001 consumers in the UK, 1,007 consumers in India and 1,007 consumers in Australia. The US survey ran 8-11 September 2014, and the UK, India and Australia surveys ran 8-17 September 2014. At a 95 percent confidence level, the margin of error for each individual country sample is:

US: +/- 2.8 percent and UK/India/Australia: +/- 3.1%. To see the full results, visit [www.isaca.org/risk-reward-barometer](http://www.isaca.org/risk-reward-barometer).

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