



### Answering your key questions:

**How much do Nordic companies spend on their information security?**

**Where are information security cost-savings most likely to exist?**

**How confident are the companies in their protection against information security threats?**

**Where do Nordic companies focus their information security efforts?**

**What security safeguards do they have in place and what are their plans?**

## Effective Information Security Spending

Large Nordic companies 2008-2009

**Large Nordic companies' spending on information security**

**Allocation of security spending**

**Perceived cost-savings potential for information security**

**Confidence in current protection measures**

**Steps taken to improve security**

The rationale for most investments a company makes is simple; the investment should increase revenue and/or reduce company costs. However, when information security is concerned, the picture is typically much more complicated. The 'return' on information security investments is the possible avoidance of future costs in the form of bad publicity, lost opportunities etc. Putting a value on information security investments is therefore fraught with difficulties. Reducing the information security risk to zero is impossible because it would necessitate an infinite number of resources. The difficulty, therefore, lies not only in trying to predict current and future risk; but also in deciding what level of risk the company is willing to accept.

### Maximising security and minimising costs

The main purpose of this report is to map out major aspects relating to costs and effectiveness of information security measures in large Nordic companies. This entails looking at such areas as how much is spent on information security in relation to total IT costs, confidence in current protection measures and plans for improving the protection.

Waagstein Research's report *Effective Information Security Spending* is designed to:

- Provide information on current and projected spending ratios for information security in Nordic companies, taking into consideration the level of risk the companies are willing to accept.
- Present the allocation of total information security spending on different areas such as security technologies and training.
- Report on what information security areas Nordic companies perceives to have the biggest potential for cost-savings as well as how large this savings potential is.
- Present the most important measures the companies have taken recently to optimise and reduce information security costs.

- Show the companies' assessments of various threats such as hacker attacks and unintentional misuse of IT systems by employees.
- Provide information on the degree of confidence in the current information security protection levels among Nordic companies.
- Report on the companies' estimations of costs for security-related incidents such as data loss due to viruses.
- Present the steps that Nordic companies have taken recently and will take in the near future to improve their level of information security.
- Show how Nordic companies prioritise different information security areas.
- Report on the factors Nordic companies most commonly use to justify new investments in information security.

## Method

This report is based on two surveys carried out by Waagstein Research. The main survey was conducted in the second quarter of 2008 among 54 large (+300 employees) companies in Denmark, Finland, Norway and Sweden. This is complemented by information gained from a survey carried out in the fourth quarter of 2007 among 90 large Nordic companies.

The research data is presented and analysed broken down by industry: Trade, Services and Manufacturing.

## Target Group

The report is written based on mainly the needs and requirements of the IT management of large Nordic companies. The target group of the report is primarily: CIO/IT managers, information security managers, CFOs, Controllers, IT strategists, Consultants and CEOs. The report will however also be interesting for vendors of IT products and services in order to better understand their customers.

## Price and delivery

The price of the report is EUR 1,950 excluding VAT.

The report is delivered in both printed format and in a digital copy in PDF-format for free distribution within your organisation.

To order or get more information contact John Karlsson at +46-(0)707 988 033 or +358-(0)405 545 333 or e-mail [john@waagstein.se](mailto:john@waagstein.se).

## About Waagstein Research

Waagstein Research is an independent research company that provides IT governance services. Our focus is on the business and financial aspects of corporate IT operations.

Our customers are large Nordic companies and organisations and our target audience is decision-makers such as IT managers, IT strategists, financial managers and controllers.

Waagstein Research's industry-specific analysis, competitive insight and strategic advice give businesses the tools they need to optimise their IT operations.

## Waagstein Research AB

+46 31 785 90 70  
 info@waagstein.se  
 Sven Källfelts gata 207  
 SE-426 71 Västra Frölunda  
 Sweden

# www.waagstein.se

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