

TOP 100 Executives

Enabling Trust In A Digital World

Q. What is digital risk management?

A. As digital transformation enables new business models, creates mesmerizing experiences and unleashes unprecedented productivity, it also magnifies and accelerates risk. Organizations adopting digital technologies are not prepared for this level of permeation of technology into their business. Digital risk has become the largest risk any organization faces.

Risk is also what enables innovation, so avoiding risk halts progress. This leads us to the idea of digital risk management, which is about data governance, regulation and compliance, and the adoption of technology and safety as it pertains to cyber capability inside organizations' products.

So, why now? Why focus on digital risk? We are at that point in the trajectory of digital adoption where digital risk is becoming a pervasive problem. The velocity of business is picking up. The velocity and scope of risk are why digital risk must be solved now to preserve trust in technology.

Risk and trust coexist. I view the "Goldilocks" level of risk as optimal. Too little risk means you are not taking enough risk to innovate. Too much risk puts you in harm's way. Trust is finding the Goldilocks level of risk for your organization—putting you in the optimal zone of using technology as a force for good and innovation and driving humanity's progress.

Q. How is RSA responding to the market need?

A. RSA helps companies chart a safe passage to their digital futures and adopt technologies as that force for good. Our mission is to manage digital risk by bringing our competency in cybersecurity and our capability in the integrated risk management market. We see digital risk management as the intersection of risk and security. Our competencies in both position us well to serve our customers and their needs during their digital transformation.

Q. How can RSA help me to provide a competitive advantage to my customers?

A. RSA remains a predominantly channel business, so it is to our benefit to help you succeed. Our strategy is to deliver a unified approach to cybersecurity and integrated risk management with business-driven security solutions so your customers will trust you as their security advisors while they transform and thrive in this digital world.

Reap the benefits that come from working with the industry's leading cybersecurity company. Visit : rsa.com/partner



Rohit Ghai,
President

// Cybersecurity is a team sport and we are committed to teaming with our ecosystem partners to help customers manage digital risk. //

