

Channel Chief View

RSA Brings Risk and Security Teams Together to Tackle Digital Risk

Q. What's influencing RSA's channel strategy for 2019, and how are you addressing it?

A. Organizations are becoming increasingly digital in their operations, products, and services offerings, and they need to better understand, manage, and mitigate digital risk. As they introduce more technology into their environment, organizations are struggling to identify, understand and translate cyber risk into business risk. In 2019, RSA will continue to adjust our channel strategy to ensure our partners can be more effective at managing their customers' digital risk, and they will have more opportunities for professional security services and MSSP revenue than ever before.

Q. It's clear that digital is in a period of transition. How is this affecting risk and security ops?

A. Following decades of rapid growth and disruption, the dominant forces shaping the digital landscape have shifted, and we are entering a period where the volatile, hyper-connected nature of digital business amplifies the negative side of risk. To effectively manage digital risk, organizations must simultaneously enable innovation and defend the ecosystem. Business today demands an open, yet controlled, blend of traditional and emerging business tactics, and RSA is at the top of risk management and security ops.

Q. What makes RSA unique in the risk and security space?

A. For organizations pursuing ambitious digital initiatives, a unified, phased approach to managing digital risk is necessary to thrive and continuously adapt to transformational change. RSA's products and services can help converge risk management and security disciplines to collaborate across functions, build efficiencies, leverage processes and data, and execute on a cohesive strategy to enable and protect your customer's business. RSA can apply our experience across the spectrum of security and risk management to target the most impactful areas related to digital transformation and get you and your customers on the right path to managing digital risk from the start.

Q. What are your recommendations for companies facing an increasingly complex digital risk landscape?

A. As we prepare for this new digital landscape in 2019 and beyond, it warrants a more in-depth exploration of the business challenges an organization is facing. Rather than taking a 'buy a box' mentality that focuses solely on a technical solution, we recommend taking a business-driven approach to developing solutions. Companies should target critical areas of managing risk and chart a course towards a risk-based, mature approach aligned with their digital strategy.

RSA



Brian Breton
Sr. Director Global Channel
Strategy & Americas Channel

// RSA can apply our experience across the spectrum of security and risk management to target the most impactful areas related to digital transformation and get you and your customers on the right path to managing digital risk from the start. //

