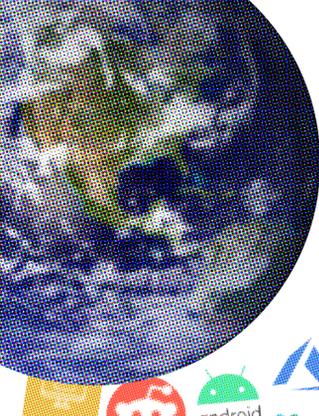


Why the Key to Productivity is a Secure, Modern Workplace



The world today is growing unmanageably complex.

Companies are deploying **more devices**, communicating on **more channels**, allowing **more remote work**, and facing **more and bigger cyber threats**. IT and InfoSec teams are **overwhelmed**.



But as Zix research has found,

the companies that are doing the best job of managing the rapidly unfolding future are doing less—not more. **And it starts by rethinking how we work.**

Today's workplaces

aren't nearly as productive as they could be



Only 60% of work time is spent being productive. - Atlassian



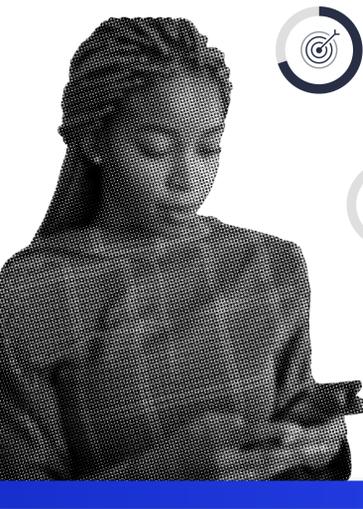
70% of digital transformation efforts **do not reach their goal**. - McKinsey



1 in 7 IT teams spend as much as **one-third of their time** remediating false positive threats. - PulseIQ



The U.S. has **only captured 18%** of its potential from digital technologies. - McKinsey



The many modern workplace challenges

Inefficient workplaces cause damage in three areas: **Productivity, security, and compliance.**



Work is going mobile

Employees on mobile are **6x as likely** to click malicious links. - Verizon



Frontline workers (80% of the workforce) need remote tools

28% of smartphone users **don't apply a password**. - Pew Research



Introducing more applications than ever

79% of business leaders say new business models introduce technology vulnerabilities faster than they can be secured. - Accenture



Industry and privacy regulations create friction, audits tie up IT teams.

Yet non-compliance is **2.71x more costly**. - Ponemon



Too much software creates coverage gaps

- An issue arises and two vendors point fingers at one another.
- A security vendor can't monitor malicious escalations of privileges.
- Records can be hacked without your knowledge.
- Legal can't track or search collaboration app conversations.



The result: Organizations fall short of their mission

In this new world, there will be **winners and losers**. Workplace friction manifests as a sprawling backlog of helpdesk tickets and drags down the entire organization.



Healthcare organizations can't treat patients

33% of patients have withheld information because of security concerns. - OCR



Government can't deliver services

In 2018, 79 breaches of U.S. federal gov exposed 5.3M records - ID Theft Center



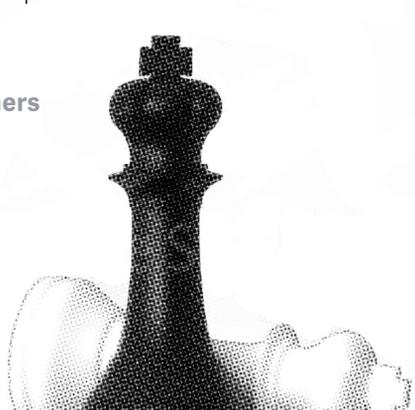
Businesses can't retain customers

A lack of trust costs U.S. businesses \$756B. - Accenture



Financial firms can't ensure a return

Financial services firms spend \$2,300 per employee on cybersecurity. - Deloitte



The problem? Everything's reactive



Squeaky wheel policies

Most security teams only reevaluate after a successful attack.



Shadow IT

38% of technology purchases occur outside of IT. - Gartner



Hybrid on-premise

Inertia leaves mixed modern and legacy infrastructure.

But can you really blame IT and InfoSec?



More software, devices, and dependencies

Average of 123 software applications. - Blissfully



Larger and more frequent threats

130% increase in data breaches from 2006 to 2019. - Bluefin

Fortune 1,000 business' odds of being hit by multiple attacks: 5% in 2005, 20% in 2015.



IT skills shortage

By 2021, 3.5 million cybersecurity-related job postings will be unfilled. - Cybersecurity Ventures

#1 desired role: systems administrators - 451 Research



"Do more with less" mindset

IT budgets increased only 3.7% year over year in 2019, barely outpacing inflation - Gartner



But what happens when they adopt a different approach?

Consolidation and a focus on unified workspaces—suites of productivity tools like Microsoft 365, sometimes called “the new work nucleus”—can pay dividends. That means:



Less software

37% of software goes unused anyway. - CIO



Unified suite of workplace applications (including collaboration tools) reduce the number of interfaces



66% of organizations are actively consolidating their cybersecurity vendors. - ESG Global



User-friendly systems



Lower chance of user error and greater protection



#1 most desirable trait in a software: reduces team's workload. - PulseIQ



Greater reliance on partners



By 2023, 50% of organizations with a direct relationship with Microsoft will switch to using an indirect partner. - Gartner

Partners with niche expertise can offset IT skills shortage.



Security by design

If you secure leadership support for long-term planning, you prevent current issues from compounding.



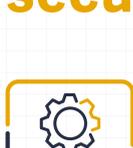
Companies can use these principles to achieve a secure, modern workplace...



...and achieve extraordinary things.

Organizations that achieve digital transformation in the workplace unlock new revenue streams. The IDC estimates the economic value of digital transformation to be \$20 trillion, or more than 20% of gross domestic product (GDP).

Benefits of a secure, modern workplace



Improve productivity and responsiveness*



77% of CEOs plan to increase investment in digital capabilities.



#1 tool for productivity improvement: Technology (People and organizational change is #3)



Foster a safe and well-governed workplace*



82% of CEOs have a digital transformation initiative, up 20% from 2018.

Top five digital workplace goals:

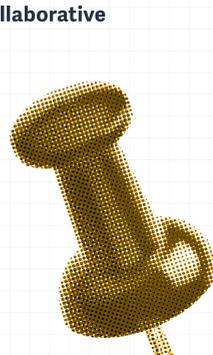
1. Proactive
2. Tech-centric
3. Collaborative
4. Innovative
5. Empowered



Secure the business*



Organizations that promote digital trust will attract and retain 40% more customers than those that don't.

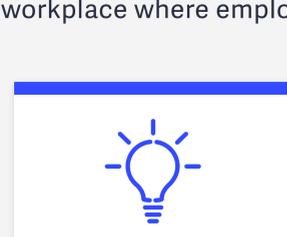


Free up your team for the important things

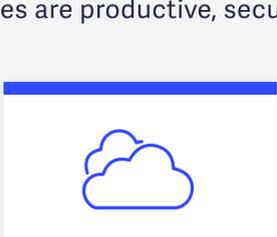
*Source: Gartner

A Secure Cloud makes it all work

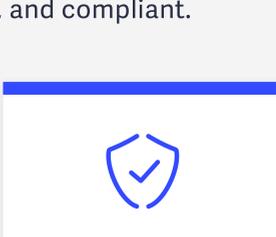
Zix Secure Cloud is a suite of applications built on a secure platform that empowers our customers and partners to establish a secure, modern workplace where employees are productive, secure, and compliant.



Productivity



Security



Compliance

Learn more at Zix.com

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