

Ascent B2B IT Forum: The Paradigm of Security – Turning Cyber Threat Into Opportunity

CAMBRIDGE, MA

Security is getting scarier. Cyber criminals are becoming more pervasive and major threat groups are on the rise. Data ownership and privacy are hot button issues that impact the entire security equation, but how can companies cope?

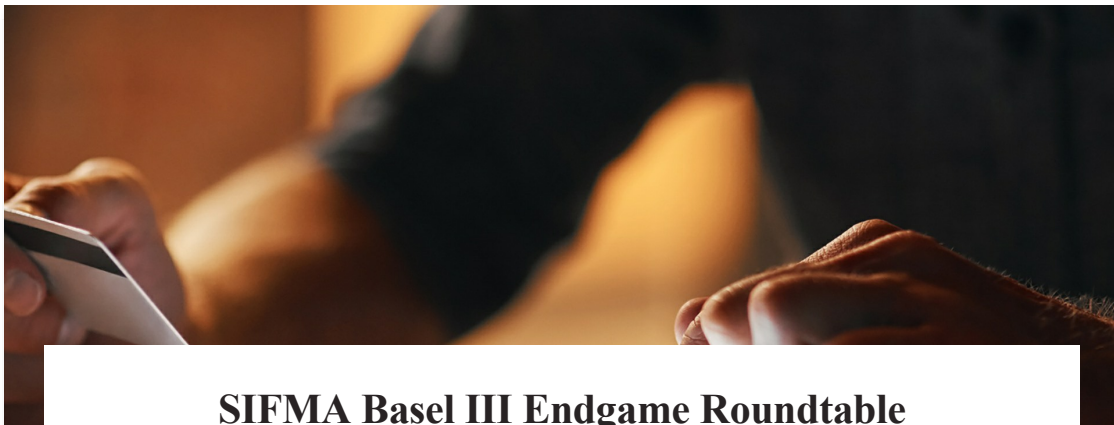
Gartner predicts that \$77 billion may be funneled toward cybersecurity efforts this year, expected to rise to \$170 billion by 2020. This represents dramatic growth in digital security efforts over the next five years. Along with the increasing price tag, what are the dangers, collateral costs and remediation implications of cyberattacks for companies? How do security providers, VARs and encryption specialists at today's highly specialized companies make security a competitive advantage versus a threat in 2016 and beyond?

As security breaches escalate, so do the many options that the government, businesses and organizations have to fight cyber attacks. Should they outsource their security? Use their own methodology? Or automate? And where is Ascent placing its bets on what approaches may win the battle for the enterprise?

This event will focus on these questions and the \$170 billion market opportunity for security companies.

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