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Why Security and Compliance Are Integral to Delivering Exceptional Customer Experiences

The Power of Secure Content Management Systems (CMS)

Security and compliance might not be the first things a marketing team accounts for when they develop content for digital experiences — but they are vital nonetheless. The fact is, now threats emerge every day and security landscapes constantly change. **The one thing that remains constant is that customers don't want to worry about their data being misused or at risk.**

58%
Nearly six in ten consumers are concerned that organizations they provide trust most have breach their devices.

51%
Over one in two consumers are fearful of brands will handle their personal data properly.[1]

34%
Only a third of U.S. consumers are confident that companies will take care about the ways they use the data they collect.[2]

In today's digital economy, these concerns are justified.

#1
Business stakeholders ranked cyber incidents as the top challenge they're facing.[3]

$4.45 million
The global average cost of a data breach in 2023 was USD $4.45 million, a 15% increase from 2020.[4]

94%
The vast majority of organizations have experienced an insider data breach within the last 12 months.[5]

560,000
It's estimated that 560,000 new pieces of malware are detected every day.[6]

24%
Making up almost a quarter of all breaches, ransomware is still one of the most common cyberattack methods.[7]

Ensuring a secure digital experience is essential to cultivating customer trust and loyalty.

"Consumers report that digital trust truly matters – and many will take their business elsewhere when companies don't deliver it."

McKinsey & Company[8]

What happens when organizations don't comply?

1 Financial Penalties
Violations of the GDPR compliance standard may be fined "up to 4% of annual global revenue (whichever is greater)."[9] In addition, certain U.S. states have begun levying fines for violations of their data privacy protections, with penalties ranging from $2,500 to $25,000 per violation.[10]

2 Reputational Damage
C-suite and IT decision-makers reported their average direct loss due to a cyberattack was approximately $15 million. Of those, 30% said that their business had suffered reputational damage as a result.[11]

3 Loss in Sales
69% of consumers would boycott a brand if it repeatedly showed no regard for protecting customer data.[12]

In some cases, these outcomes can lead to legal issues.
If a company's stock declines due to data breaches, shareholders may sue the company for negligence. A well-known example is the proposed class action lawsuit against Meta for its misuse of Facebook users' data in 2017 and 2018.[13]

CISOs are sounding the alarm regarding security and compliance.

Chief information security officers (CISOs) want to reduce reputational and financial risks by utilizing platform and application solutions that meet industry compliance and manage applications that help maintain the security level.

Nearly 90% of CISOs worldwide say that the sheer volume of digitalization has created unforeseen security risks.[14]

Nearly two-thirds of CISOs are more concerned about cyberattacks compared with two years ago.[15]

95% of CISOs say their organizations increased their security in planned priority over the next two years.[16]

Meanwhile, businesses have a lot to gain from maintaining strict data security and compliance.

Research shows that trusted businesses can outperform competitors by up to 400% in terms of total market value.[17]

This means all internal stakeholders have good reason to fortify security and preserve consumer trust – including marketers.

Leveraging secure applications for your business helps minimize security issues for your audience.

"Investment in application security is now a permanent trend as more executives understand the business outcomes it offers and realize that their business runs on applications or that their business is the applications themselves."

IDC[18]

A big part of what marketers can do to achieve this goal is to select the right **digital experience platform (DXP)**.

The ideal DXP should help you:

- **Build excellent digital experiences**
- **Rely less on IT**
- **Reuse existing content efficiently**
- **Work seamlessly with other marketing tools**

All while safeguarding your company from present and future security risks.

Prioritize Secure Digital Experiences with Drupal CMS

The open source Drupal CMS enables you to ensure customer data integrity, guarantee site performance and availability, and centralize brand perception — while maintaining compliance standards and minimizing the risk of security incidents.

Drupal users's benefit from the following features:

- Disaster recovery and the backups
- Legacy Systems Support
- Secure file permissions
- Malware authentication
- Security event monitoring
- Vulnerability management

Why High-Profile Enterprises Choose Drupal CMS and Acquia Solutions

Like Drupal, Acquia solutions deliver robust security features that keep your content and customer data secure. Organizations around the world display this combination to ensure the digital experiences they deliver are safe.

48%
Nestlé Germany achieved a 48% reduction in page load time, which significantly lowered the risk of security and compliance incidents.[19]

$1M
vivent improvement is scalable, reliable, and secure solution that led to $1M in annual savings.[20]

300%
The team at Whole Foods upgraded Acquia Edge CDN and Edge Protection to better protect their site visitors due to attacks or event-driven traffic spikes — and also achieved a 300% improvement in page load times.[21]

Satisfy High Expectations From Customers and Security Teams

Drupal CMS and Acquia solutions better position brand leaders to deliver safe digital experiences and benefits like:

Reduced Costs
Eliminate support and maintenance costs associated with legacy-based solution.

Accelerated Delivery
Bring content closer to your customers wherever in the world driving the fastest path to decrease load time.

Trust
Guarantee 24/7 application protection to ensure reliable and responsive business continuity.

Reduced Risk
Gain integrated defense against DDoS attacks or malicious traffic against application load while keeping users and their data safe.

Despite economic downturns, organizations are not slowing down on their investments in data security and compliance.
Marketers who select a trustworthy, compatible CMS are better positioned to foster enduring relationships with their customers and lay the groundwork for long-term success.

Want to learn more?

See how Drupal and Acquia can help you build and deliver secure digital experiences today.

Request a Demo

Notes:

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