

What is your company's reputational value?



Reputation is something you build over many years. It adds value to your brand and translates into shareholder value.

Studies have indicated that 75% of an average company's value is intangible. A tarnished reputation is therefore also something that can potentially destroy 75% of your company's value – in the blink of an eye!

A high reputational value translates into greater profits and ultimately results in a sustainable business. In today's global environment, the reliability, integrity and continued availability of an organisation's information are key determinants of the organisation's success. Recent studies have revealed that cyber-attacks, data breaches and security incidents feature in the top five risks to resiliency in 2015.

Do you fully understand the cyber risk your company is facing and the associated reputational value risk?

An organisation's reputational value consists of external and internal elements, with market perceptions being the most prominent external element, while unique intellectual property assets are the most valuable internal element. The recent Ashley Madison hack is a perfect example of how a cyber-attack exposed a unique intellectual property asset (subscriber details) and of the subsequent public reaction (market perception) to the attack.

With over 9 000 .co.za domains made public by the hackers (many of which belonged to well-known South African companies), the question is: Do you really understand the cyber risk your company is facing and the associated reputational value risk?

Organisations need to follow a risk-based approach

By conducting a risk-based reputational assessment, organisations can identify their Internet footprint and exposure to potential threats. Identifying critical assets is a crucial step in understanding which actions are required to defend against attacks. From an attacker's point of view, the following can be analysed:

- Internet domains, associated domains and Internet-facing hosts
- Technology and hosting infrastructure vulnerabilities
- IP address geolocation and hosting provider assessment
- Employee identities and credentials available in cyber space
- Evidence of compromise on existing Internet-facing hosts, hosting facilities as well as exposure from internal networks

Please contact us if you would like to engage in a workshop to assist with a roadmap to address deficiencies and to improve your current cyber capabilities and maturity.

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