Cybersecurity and data protection is a business driver for retailers

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- Consumers prize cybersecurity when selecting retailers.
- Most retailers do not focus on the cybersecurity and data protection of their customers.
- Cybersecurity and data protection is a business driver for retailers.
- A robust cybersecurity system can drive significant value.

### Retailers and Consumers

#### Consumers

- Consumers are willing to increase their online shopping if assurances were made vs. action.
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- Consumers prize cybersecurity when selecting retailers.
- Consumers are willing to increase their online shopping if assurances were made vs. actions.

#### Retailers

- Retailers are missing an opportunity to use cybersecurity and data privacy capabilities.
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### Assumptions

- Model is based on a hypothetical US-based apparel and footwear retailer with a customer base of 1 million with average annual spending per household.
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### Source

- Capgemini Research Institute survey, Cybersecurity in Retail; January–February 2018, N=206 retailers; N=6,120 consumers.
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