

# REGIONAL FOCUS ON INFORMATION AND DATA SECURITY

## EXPANSION OF SAUDI ARABIA'S DIGITAL MARKET

Countries in the Middle East, particularly Saudi Arabia, are increasingly adopting new technologies and experiencing success in terms of various digitalization schemes.

**12%**

Middle East  
digital market  
growth rate  
[1]

**2x**

Increase in internet  
access across the Middle  
East since 2013  
[2]

**84%**

of population with  
online presence  
in 2019  
[3]

**28.84**

MILLION  
[4]

People with access  
to the internet in  
Saudi Arabia in 2019

**\$160**

BILLION  
[2]

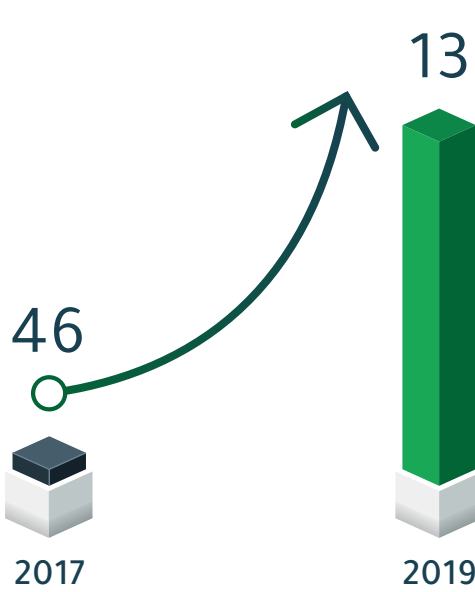
Projected value to be  
generated by consumer IoT  
sector across MENA by 2025

## CYBERSECURITY- A BOOMING INDUSTRY FOR THE KINGDOM

The ongoing digitalization initiatives across the countries of the Middle East, bring with them an increased exposure to cyberattacks, making cybersecurity a key priority for organizations in the Kingdom.



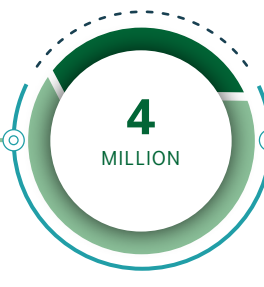
SAUDI ARABIA'S  
CYBERSECURITY MARKET  
VALUE



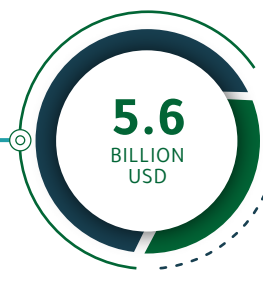
Saudi Arabia improved from **#46** globally in 2017 to **#13** in 2019 emerging as the regional leader in Global Cybersecurity Index [5]



Contribution of  
digital transformation  
to Middle Eastern GDP  
(2020)  
[6]



Jobs created by  
digital growth across  
the Middle East  
(2020)  
[6]



Saudi Arabia's  
projected cybersecurity  
market value  
(2023)  
[5]

## STATE OF DATA SECURITY ACROSS SAUDI ARABIA

Centralized local authorities for regulating and overseeing cybersecurity preparedness and network security have emerged across the Kingdom.

**\$6.52**

MILLION

Average total  
cost of a data breach  
in the Middle East [7]

**60%**

Saudi CIOs see managing  
security as the biggest  
technology challenge  
[8]

**85%**

of consumers in  
the MENA region are  
concerned about data privacy  
[2]

**43%**

Saudi Arabian companies  
are completely confident  
in their organization's  
security ability  
[9]

**\$425**

MILLION

Security  
spending in  
Saudi Arabia  
in 2020  
[10]

## ACKNOWLEDGING THE ODDS TO ENSURE SAFER CYBERSECURITY PRACTICES



Technological growth  
has increased the need  
to secure susceptible  
cyber endpoints.



Businesses  
need continual  
assessment of risks  
and vulnerabilities.



Organizations need  
proactive cybersecurity  
plans to avert  
attacks and breaches.

## BUILDING CAPABILITIES TO STAY AHEAD OF CYBER CRIMINALS

With growing sophistication and strength of cyber-attacks, there is an increased need for critical cybersecurity solutions that can facilitate data protection and information exchange across business applications.



Data diodes have emerged as an effective cyber technology that enforces unidirectional communication across two networks to prevent backdoor attacks and breaches.



The vulnerability of foreign security devices has increased the need for a local cybersecurity product across Saudi Arabia.



Locally-developed data diodes can be a launch pad for strengthening the cybersecurity posture of the Kingdom.

[1] CIO.com. 2020. The Biggest Data Breaches In The Middle East 2020. [online] Available at: <<https://www.cio.com/article/3410237/the-biggest-data-breaches-in-the-middle-east.html>>

[2] Consumersinternational.org. 2019. Regional Briefing: Consumer Privacy And Data Protection In The Middle East And North Africa. [online] Available at: <<https://www.consumersinternational.org/media/314598/privacy-mena-briefing-dec2019.pdf>>

[3] Statista. 2020. Saudi Arabia: Internet Penetration 2025 | Statista. [online] Available at: <<https://www.statista.com/statistics/484930/internet-user-reach-saudi-arabia/>>

[4] Statista. 2020. Saudi Arabia: Number Of Internet Users 2025 | Statista. [online] Available at: <<https://www.statista.com/statistics/462959/internet-users-saudi-arabia/>>

[5] us-sabc.org. 2020. [online] Available at: <<https://us-sabc.org/saudi-arabias-emergence-in-cyber-technology/>>

[6] Naseba. Companies In The Middle East Highly Vulnerable To Cyber Attacks, Says Pwc Study - Naseba. [online] Available at: <<https://naseba.com/content-hub/topic/cyber-security-top-ic/companies-middle-east-highly-vulnerable-cyber-attacks-says-pwc-study/>>

[7] Capita.com. 2020. Cost Of Data Breach. [online] Available at: <<https://www.capita.com/sites/g/files/tgngie146/files/2020-08/Ponemon-Global-Cost-of-Data-Breach-Study-2020.pdf>>

[8] CIO.com. 2020. Saudi CIOs Consider Security Their Toughest Tech Challenge. [online] Available at: <<https://www.cio.com/article/3445225/saudi-arabias-cybersecurity-concerns-increase-as-threats-evolve.html>> [Accessed 22 January 2021].

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[10] Resources.trendmicro.com. 2020. Cybersecurity and its impact on Digital Saudi [online] Available at: <<https://resources.trendmicro.com/rs/945-CXD-062/images/Cybersecurity-and-its-Impact-on-Digital-Saudi.pdf>>

[11] Intersec.ae.messefrankfurt.com. 2019. [online] Available at: <[https://intersec.ae.messefrankfurt.com/content/dam/messefrankfurt-dubai/intersec/2019-2020/market\\_insights/MEA\\_Cyber\\_%20Security\\_%20Market\\_01.pdf](https://intersec.ae.messefrankfurt.com/content/dam/messefrankfurt-dubai/intersec/2019-2020/market_insights/MEA_Cyber_%20Security_%20Market_01.pdf)>