



Use Cybersecurity to Differentiate Your Business - The "3Ps of Cybersecurity"

Transitioning Cybersecurity from Defense to Revenue Generation

While traditionally viewed as a defensive safeguard, cybersecurity is, in fact, a robust engine for business growth and revenue generation. The idea of the "3Ps of Cybersecurity"—Protect, Position, and Profit—transforms it from a necessary expense into a strategic asset.

This shift encourages a fresh perspective on cybersecurity, positioning it as a tool for defense and enhancing your business's revenue potential, promoting innovation, and strengthening your market leadership.

PROTECT

\$3.05 MILLION
Average Savings from Security AI & Automation Full Deployment

Fully deploying cybersecurity technologies can lead to cost savings up to \$3.05 million, showcasing their potent financial impact alongside their defensive capabilities. However, achieving maximum financial benefits often depends on:



Tailored Approach

For this cybersecurity strategy to reach its full potential, it must match the organization's specific security needs and goals.



Strategic Partnerships

Savings vary by organization and depend on strategic partnerships and careful integration of AI and automation.



Comprehensive Security Strategy

Optimal savings are part of a broader, robust cybersecurity implementation encompassing multiple technologies and best practices.



POSITION

66% of Business Leaders See Cybersecurity as a Revenue

Driver. Many business leaders now view cybersecurity as essential for revenue growth, not just protection. Enhancing resilience and reducing vulnerability to disruptions helps execute long-term strategies effectively, boosting growth and revenue.



PROFIT

83%

Gained Significant Positive Impacts from Cyber Initiatives on Business Priorities

43%

Higher Revenue Growth for Security-Savvy Organizations

Transforming cybersecurity into a profit center involves strategic integration and recognizing its potential to drive business revenue. Strong cybersecurity can help boost business success, period. An offensive strategy with advanced security measures attracts secure-minded customers and creates new opportunities.

Here's how to capitalize on your cybersecurity investments:

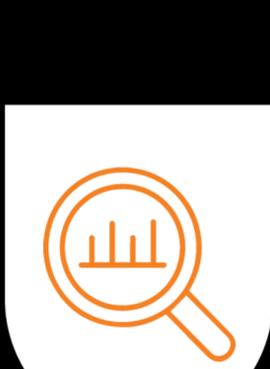


Business Integration

Align your cybersecurity with your business goals to open up new revenue opportunities. Make cybersecurity a vital part of your business model to boost your financial success.

Investment Insight

Highlight that while many companies have adopted cybersecurity strategies, proactive implementation, and recorded documentation are necessary to maximize their impact on business priorities and revenue growth.



Marketing Initiatives

Create strategies highlighting your advanced security measures to attract security-conscious customers and stand out in the market. This approach helps open new opportunities and builds your reputation like no other.

Cybersecurity as a Business Enabler

It's time to see cybersecurity as more than just protection—use it to enhance your business growth. The "3Ps of Cybersecurity"—Protect, Position, and Profit—show how it can boost your revenue and market position. How ready is your cybersecurity to help drive revenue? Partner with **DP Solutions** today to enhance security and propel business to the next level.

Reach out to DP Solutions for expert guidance and support.

<https://www.dpsolutions.com/>

410-720-3300

Sources:

<https://www.ibm.com/downloads/cas/YLGDAMVR>
<https://www.ibm.com/downloads/cas/3R8N1DZ>
<https://www.deloitte.com/global/en/services/risk-advisory/content/future-of-cyber.html>
https://www.deloitte.com/content/dam/assets-shared/docs/services/risk-advisory/2023/gx-deloitte_future_of_cyber_2023.pdf
<https://www.deloitte.com/global/en/services/risk-advisory/content/future-of-cyber.html>
<https://www.mimecast.com/blog/cybersecurity-emerges-as-a-business-growth-driver>