

# Potential business impact of cybercrime on small and medium enterprises (SMEs) in 2016

## Survey report Italy

October, 2016



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## Potential business impact of cybercrime on small and medium enterprises in 2016

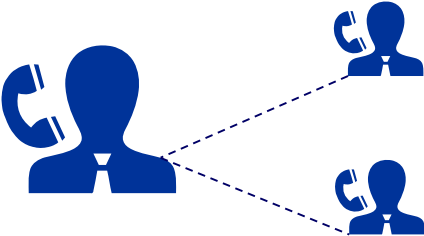





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## Potential business impact of cybercrime on small and medium enterprises in 2016



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Method	Target Group
 <p>Telephone Interviews (CATI) Average length: 6 minutes</p>	 <p>Small and Medium Enterprises (up to 250 full-time employees)</p> <p>CEO/Owner, GM, CFO/Treasurer, COO/Head of Operations</p>
Sample structure	Indication of a trend in 2016
 <p>200 interviews, representative in terms of enterprise size (# of full-time employees) and industry</p>	 <ul style="list-style-type: none"><li>2016 score is significantly higher vs. 2015</li><li>2016 score is significantly lower vs. 2015</li></ul>

# Perception of most risks on low level compared to other countries

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Results: Summary



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- “Steal customer data” (20.5%) and “Disrupt business” (18.5%) most relevant risks in Italy
  - Threats coming from cybercrime are spread over a wide range
  - No significant changes compared to last year
- 
- Perception of most risks on low level compared to other countries

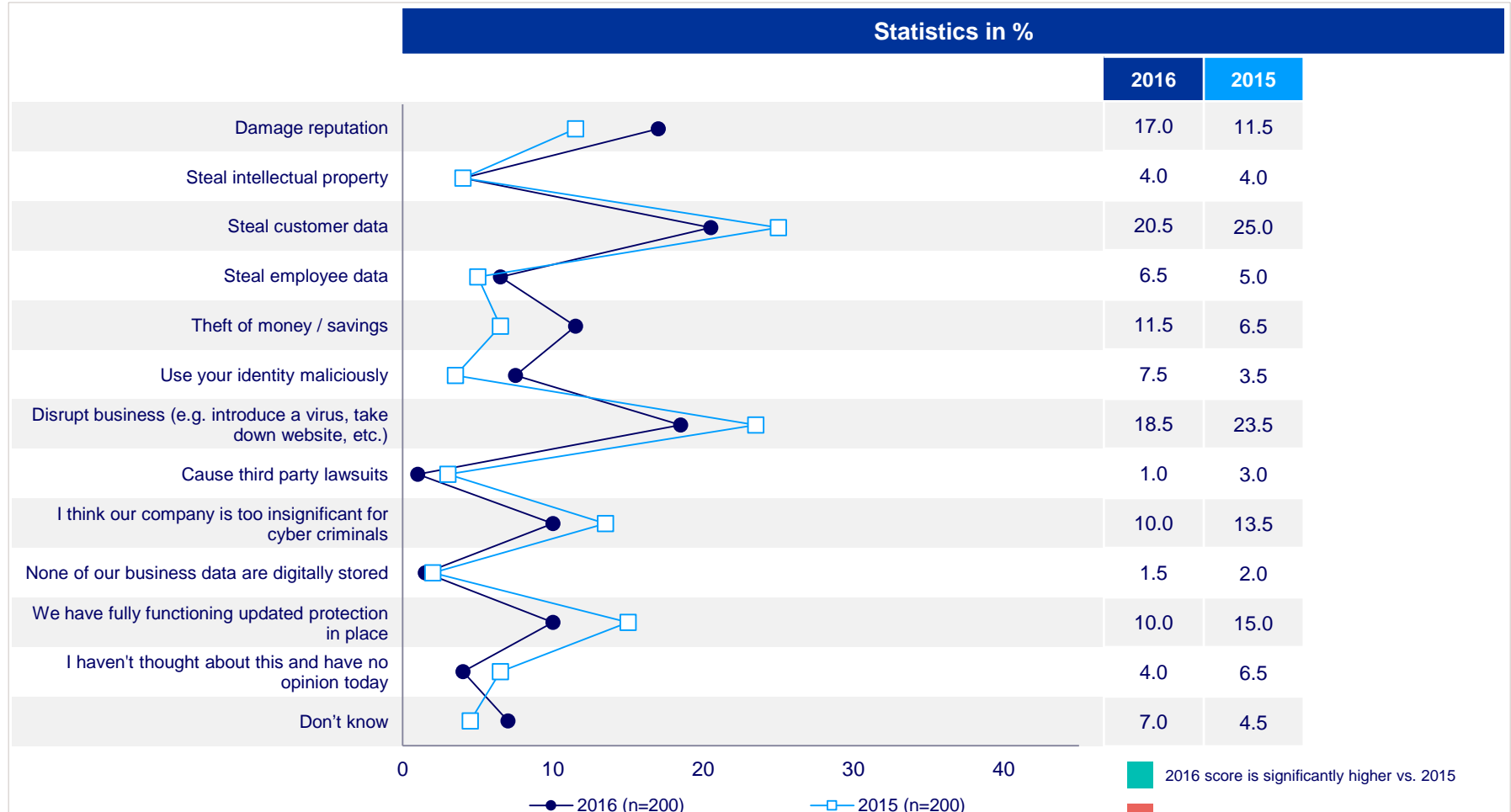
# Threats from cybercrime are perceived on a wide range, “Steal customer data” being the most crucial one

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Results: Year-on-year comparison



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Q3: Now we would like you to think about cybercrime. How could cyber criminals affect your business if at all?  
Please select up to 2 answers that are most critical to your business. Base: n=200

# Perception of most risks on low level compared to other countries

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Results: Comparison to countries of the same region



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Note: A fair country comparison needs to consider both the chart on the left (bubbles) and the chart on the right (ranks).

	Statistics in %								Ranks							
	Italy	Austria	Germany	Ireland	Portugal	Spain	Switzerland	Turkey								
Damage reputation	17	20	17	17	14	14	18	17	3	3	4	2	4	5	4	3
Steal intellectual property	4	5	9	12	7	6	6	16	10	9	7	6	9	8	8	5
Steal customer data	21	27	25	41	12	33	22	26	1	1	1	1	5	1	1	1
Steal employee data	7	8	6	8	5	11	7	6	9	6	8	7	10	6	7	8
Theft of money / savings	12	19	13	17	16	16	13	24	4	4	5	3	3	4	5	2
Use your identity maliciously	8	12	18	16	9	10	19	11	7	5	3	4	6	7	3	7
Disrupt business (e.g. introduce a virus, take down website, etc.)	19	27	21	15	5	17	21	16	2	2	2	5	11	3	2	4
Cause third party lawsuits	1	1	3	4	1	2	2	2	13	13	11	10	13	12	12	11
I think our company is too insignificant for cyber criminals	10	6	12	5	16	20	13	1	5	7	6	8	2	2	6	12
None of our business data are digitally stored	2	2	2	2	8	5	3	1	12	12	12	13	8	9	9	13
We have fully functioning and updated protection in place	10	6	3	5	9	3	3	3	6	8	10	9	7	11	10	10
I haven't thought about this and have no opinion today	4	3	4	3	19	4	2	13	11	11	9	11	1	10	13	6
Don't know	7	4	2	2	4	2	3	4	8	10	13	12	12	13	11	9

● 0-15%   ● 16-30%   ● 31%+

Q3: Now we would like you to think about cybercrime. How could cyber criminals affect your business if at all?  
Please select up to 2 answers that are most critical to your business. Base: n=200

# Sample Composition 1/2

Potential business impact of cybercrime on small and medium enterprises in 2016

Function and full-time employees











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	Statistics in %							
	Europe							
								
Function	Italy	Austria	Germany	Ireland	Portugal	Spain	Switzerland	Turkey
CEO/Owner	60.0	60.5	59.0	42.0	43.5	52.0	47.0	44.0
CFO/Treasurer	14.5	13.5	16.5	14.0	15.5	16.0	20.5	15.5
COO/Head of operations	16.0	16.0	16.0	13.0	22.0	15.5	18.5	24.5
General Manager	9.5	10.0	8.5	31.0	19.0	16.5	14.0	16.0
Full-time employees								
0 employees	7.0	3.5	3.0	2.0	1.0	8.0	4.5	0.5
1 to 9 employees	48.0	56.5	27.0	33.0	49.0	41.5	45.5	59.5
10 to 19 employees	22.5	17.0	25.5	28.0	20.5	23.5	22.5	17.0
20 to 49 employees	7.5	8.0	14.5	7.0	9.5	7.0	7.5	13.0
50 to 99 employees	13.5	10.0	23.0	24.0	16.5	15.5	15.0	7.5
100 to 250 employees	1.5	5.0	7.0	6.0	3.5	4.5	5.0	2.5

# Sample Composition 2/2

## Potential business impact of cybercrime on small and medium enterprises in 2016 Revenue and Industry

	Statistics in %							
	Europe							
								
Revenue*	Italy	Austria	Germany	Ireland	Portugal	Spain	Switzerland	Turkey
Up to 2 Million EUR	45.0	60.5	35.0	38.0	29.0	48.5	32.5	52.0
More than 2 to 5 Million EUR	17.5	13.0	21.0	14.5	10.0	14.0	17.0	8.5
More than 5 to 10 Million EUR	9.0	6.0	9.0	9.5	9.5	3.5	10.0	3.5
More than 10 to 50 Million EUR	1.0	4.0	7.0	6.0	4.0	1.0	9.5	2.0
More than 50 Million EUR	1.5	0.0	2.0	0.0	1.0	0.0	0.0	1.5
Industry								
Agriculture	4.5	1.5	5.5	4.5	4.5	9.5	2.5	3.5
Manufacturing and construction	6.5	8.5	14.0	11.5	8.5	10.5	10.0	10.0
Wholesale and retail trade	8.5	13.5	14.5	12.5	9.5	11.0	15.5	13.5
Information and communication	4.5	9.0	8.5	6.0	2.5	4.0	6.5	16.0
Financial activities (including insurance)	13.5	9.5	13.0	8.0	6.0	4.0	4.0	8.0
Administrative and support service	2.5	6.0	3.0	4.5	3.0	4.0	6.0	2.5
Public administration	3.0	4.0	3.5	2.0	1.0	4.0	5.5	1.5
Transport and storage	3.5	4.0	5.0	7.0	14.5	4.5	7.5	17.5
Accommodation and food service	23.5	27.0	9.5	19.0	17.5	12.0	9.5	21.5
Consumer services	15.0	8.5	7.0	15.5	8.0	24.5	22.0	2.5
Other service activities	15.0	8.5	16.5	9.5	25.0	12.0	11.0	3.5

\*Figures don't sum up to 100% due to "DK / No Answer"