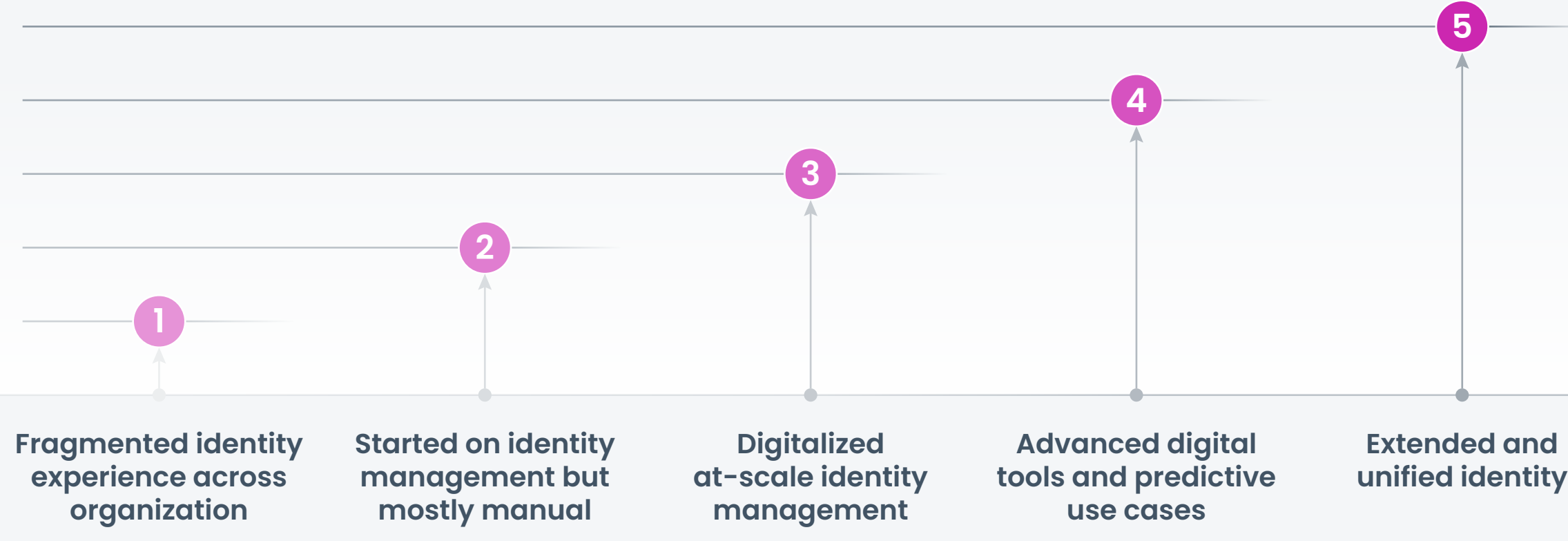


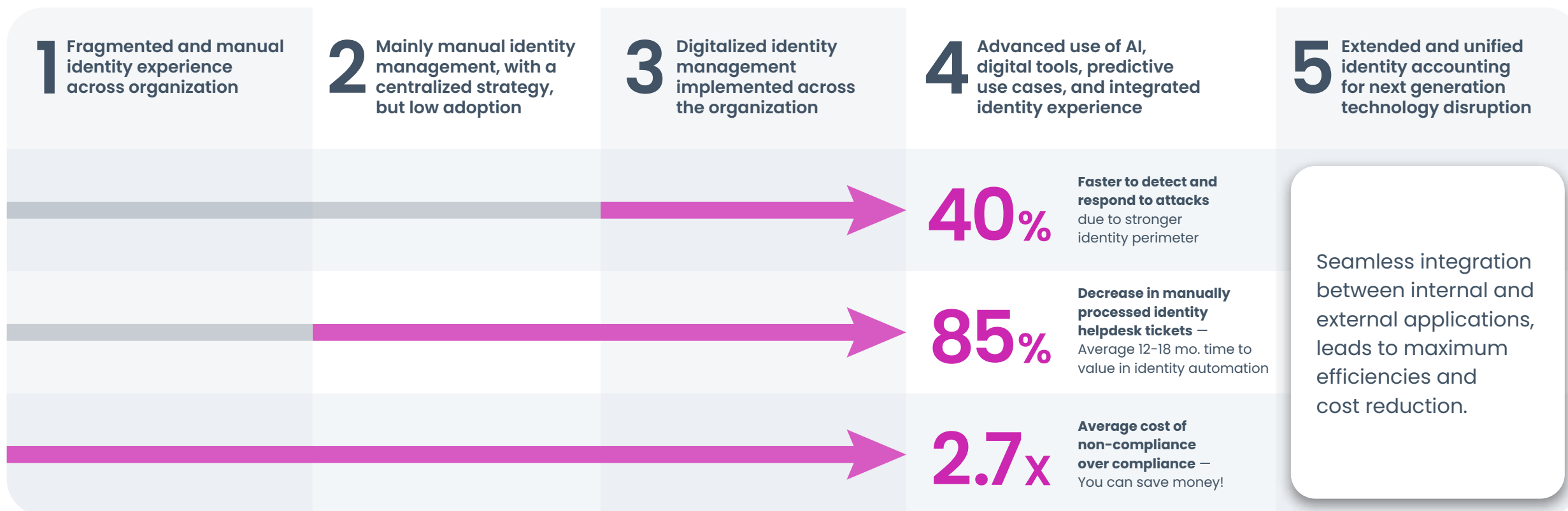
# Investing in digital identity is essential – the costs of inaction are high

SailPoint recently unveiled the findings of a research report titled, 'The Horizons of Identity Security.' Based on interviews with more than 300 cybersecurity executives worldwide, the report found that fewer than half of companies who have invested in identity security suffered an identity-related breach in the past year compared to those with "reactive" security cultures. A breach could result in losing millions of dollars in regulatory fines, reputational damages, and potential ransomware payments. As the report concludes, investing in digital identity is business essential – and the costs of inaction are high.

## Companies going through a journey to achieve the future vision of identity generally fall across 5 horizons



## Customers improve their security posture and resilience as they advance through their journey

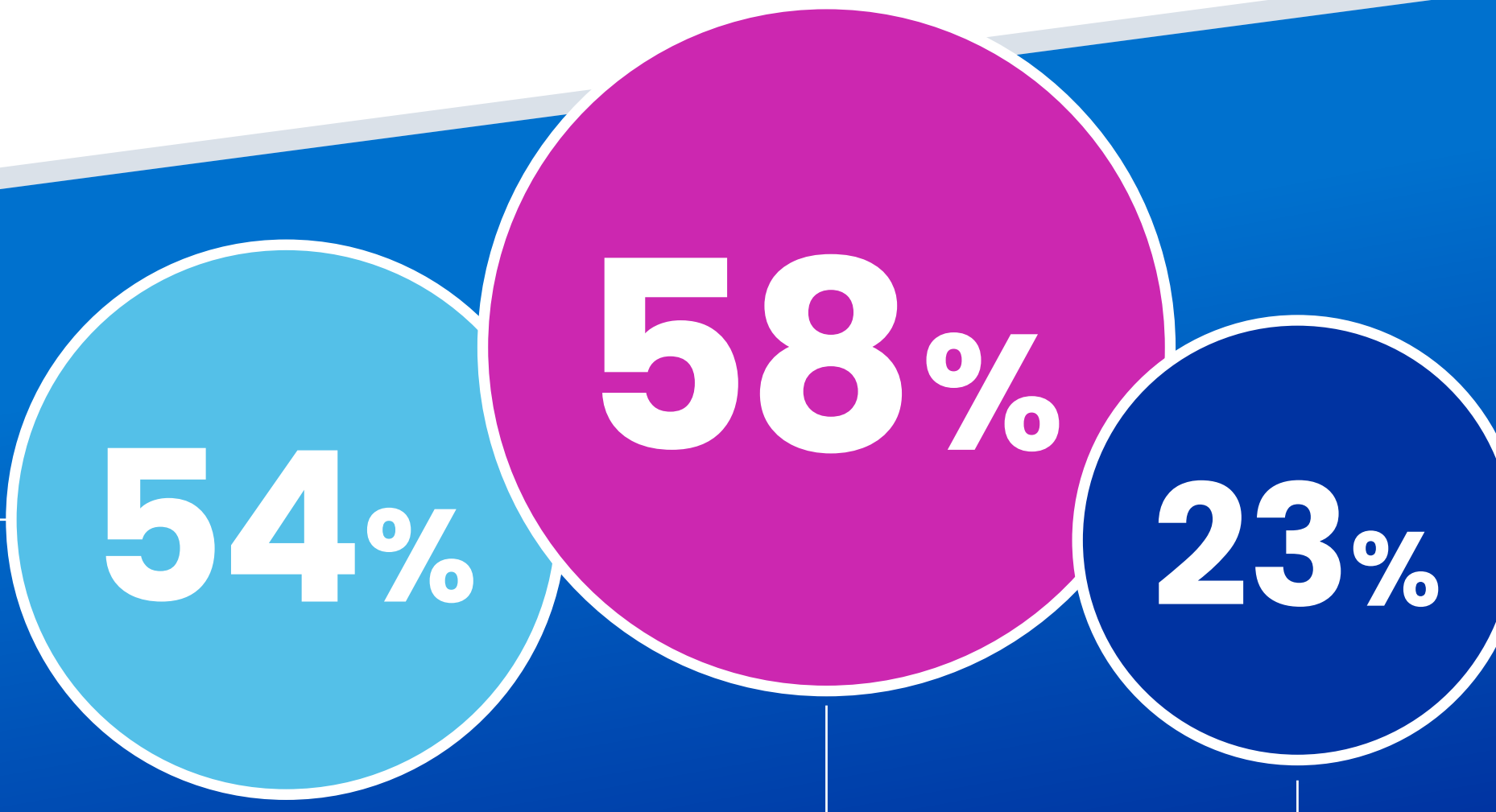


**Top 10%** Most secure companies that have realized significant security benefits and increased resilience are the ones who invested in their identity security

\*McKinsey cyber maturity benchmark study, [August 2021]

## Compare the business value of identity security versus the cost and risk of inaction across five value categories.

	Business value	Risk of inaction
<b>Enterprise risk management</b>	Improve security resilience with faster response and recovery from a cybersecurity attack.	Increased cyber-attack risks. A breach can wipe away significant enterprise value and customer confidence.
<b>Cost and operational efficiency</b>	Improve operational efficiency and reduce costs associated with security operations.	High employee churn and shift to digital work models require agile business services. <b>Not automating identity can lead to productivity losses.</b>
<b>Digital and organization transformation and innovation</b>	Secure and support next generation of business tech transformation and innovation programs with built-in identity controls.	Loss of revenue during digital transformations, mergers and divestitures; innovation delays if foundational identity integration capabilities are not in place.
<b>Compliance</b>	Ensure business is compliant with increasing cybersecurity and privacy regulatory requirements.	Higher risk of crippling fines, disruption to business operations, and public loss of reputation due to non-compliance.
<b>Employee, business network and customer experience</b>	Enable seamless collaboration with partners, enhance digital experience for employees and customers.	A strong business network and customer experience are key to maintaining a competitive advantage. <b>86% of users are willing to pay more for a great user experience.</b>

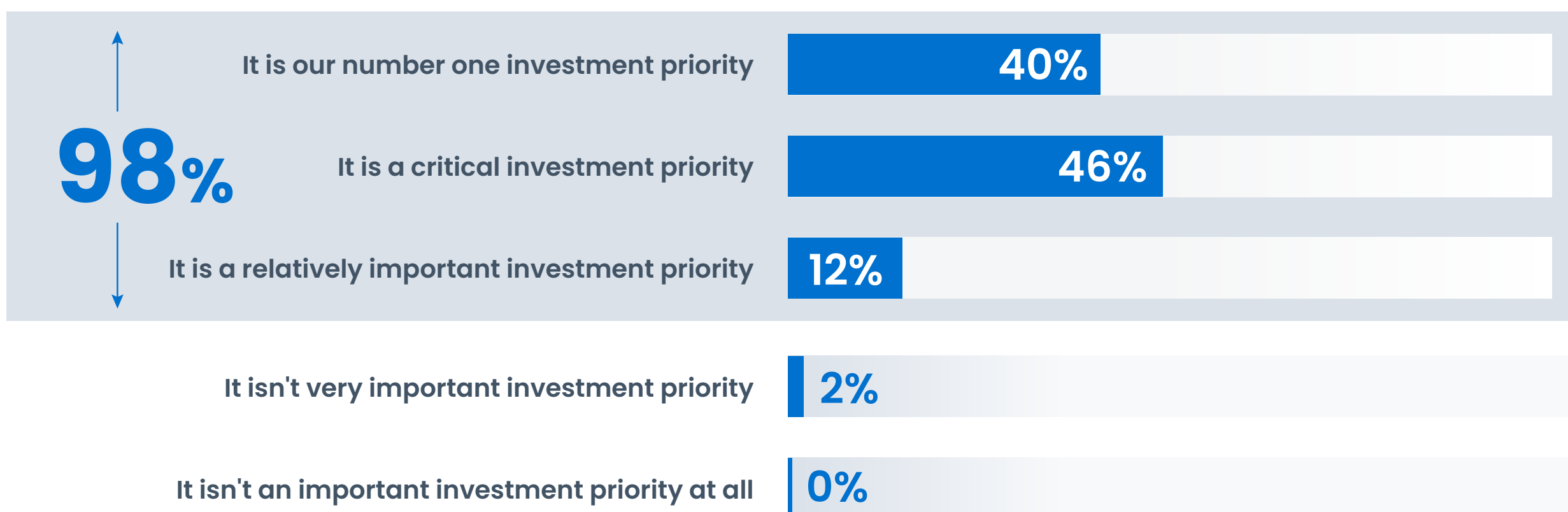


54% of IAM decision makers with advanced identity security capabilities view identity as an innovation enabler

58% of consumers abandon their purchase journey due to login friction

23% of respondents viewed enabling the future of work and productivity in remote environments as a primary identity investment trigger

## The IT industry as a whole is clearly beginning to see what companies with advanced identity security strategies saw years ago...



SailPoint State of Identity Security 2023

When it comes to investment in identity security, to what extent is this a top priority for your organization today, in relation to other initiatives? [500]

**“Hackers don’t hack in, they log in. We need to make sure than the front door is locked.”**

CISO, Financial Services, US

## All companies are on a journey to the future of identity. Some just don’t yet realize it.

SailPoint has known for a long time just how valuable – and essential – a strong identity security program is, achieving on average a 345% return on investment over a 5-year period for our customers, all while lowering their overall risk posture. The Horizons of Identity Security report and corresponding maturity assessment can help enterprises understand how mature their identity program is relative to their peers, and what the best next step might be to achieve the benefits of more advanced horizons.



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