

IBM Security study of financial services firms in Central and Eastern Europe

Balancing cybersecurity, compliance and customer experience

The rise in cyber-attacks, new regulatory requirements and high customer expectations are pushing decision makers into a delicate balancing act.



How **200 leaders** in the financial services industry are tackling complex, conflicting priorities.

Security

1/2

have already been attacked by malware or phishing

1/3

consider their organizations to be at risk of online fraud and phishing.

1/4

have experienced an account takeover

91% expect cybercrime to increase even further in next 3-5 years

Customer experience

The desire for convenience is often outweighed by security requirements



feel we need a balance between convenience and cyber security



of companies favor cybersecurity over customer experience



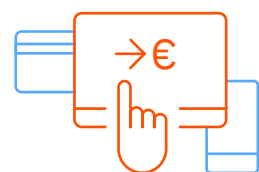
are concerned that security controls might be a roadblock for their customers



consider customer experience online a priority

Compliance

PSD2 responds to increasing customer demands for personalized, seamless payment experiences



36%

are concerned that PSD2 will increase security risks

40%

are concerned about 3rd party providers access and data loss due to PSD2



are not fully ready for PSD2



are not fully ready for GDPR

Are you tackling these challenges as effectively as you could?

[Take the assessment](#)