



With Security Software, Urgency Matters:
Making Deployment a Reality Right Now

A Frost & Sullivan White Paper

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INTRODUCTION

Most CISOs and IT executives don't need to be told why it's important to deploy security solutions, or why doing so sooner rather than later can mean the difference between safety and threat. After all, it's really not a question of whether your people, networks, software and systems will be under attack; it's a question of when, how often and to what degree. And being prepared isn't just smart—it's table stakes in a world in which any number of attacks can affect everything from your day-to-day operations to your stock price and brand reputation, creating headaches or worse for your CEO and board of directors.

Unfortunately, that urgency doesn't always translate into timely investments. In the real world, where budgets and CFOs dictate what can and cannot get done, security protection too often falls behind other corporate or IT investment priorities—and that can put your company at risk, even as you're trying your best to do the opposite. All too often, security spending takes a backseat to other areas that are seen to be more strategic or critical to the company's success—despite the fact that, without a strong security strategy, companies expose themselves to not only on-going threats, but to those just around the corner.

So what can a CISO or IT executive do to keep their company, colleagues and clients safe with timely security investments? Consider an external funding source, like an IT financing partner. Creative and flexible financing can make it easy and cost effective to deploy the security you need right now, without paying for it all at once. And financing can be very appealing to the bean counters, as it helps preserve cash, freeing up capital for other worthy projects. Even if a security budget has been approved, by using creative financing you can look like a hero on two fronts: IT and finance.

If your pursuit of improved security shines a light on IT equipment that is no longer needed, recycling your old technology can help offset some of the cost of new investments, as well as help you safely dispose of older tech. Look for a partner that will buy back your existing IT assets and/or arrange for cost-effective disposal that meets all applicable regulatory requirements.

SECURITY: SPEED MATTERS, NOW MORE THAN EVER

Security is a business imperative, not just another IT project. When even a small breach occurs, the company's reputation and very real money are at risk; anything bigger can be catastrophic. And even as the bad guys grow ever more sophisticated, the risk factors will increase as your company looks for growth from new, game-changing technologies like artificial intelligence, Big Data, cloud, analytics and the Internet of Things. Which means every company's exposure is growing all the time—more endpoints connecting to your network simply means more risk.

Still, many C-level executives believe that they can't afford to invest heavily in security, whether it's around the people, network and infrastructure, mobile apps, client software or even wearable tech, beacons and sensors. Security initiatives often compete for funding with other investment options that are seen as better for the bottom line, and also compete with projects that have a clear return on investment or shorter payback period. For some, the ROI for security is like the ROI for insurance—you can't measure it until it's needed, and then it can be priceless.

Of course, CISOs and IT leaders realize that the cost of not deploying security technology is simply too great to ignore; they are looking for innovative ways to pay for it so they can get going sooner rather than later.

THREE OPTIONS TO MAKE FAST DEPLOYMENT A REALITY

One way to ensure you can get the security solutions you need as soon as you need them is to look for creative financing from a financier that can address your specific needs, regardless if they do it with off-the-shelf offers or a customized payment plan. This will enable you to get going immediately, which can significantly lower your risks and costs down the road. Financing can also help take the “sticker shock” out of large, upfront costs, since the solution will be paid for over time.

Some clients prefer the consistency of regular payments that don't change month to month or year to year; others choose unique plans based on their specific needs or budgets, or to sway a CFO who'd like to see payments align with anticipated benefits. For example, you might want payments that are relatively low initially, when budgets are smaller or the benefits of deployment are just starting—and therefore harder to measure and embrace—and then make higher payments later in the process as more budget is allocated and the anticipated benefits are more fully realized.

Here's what to look for in an IT financing partner:



Loan Financing: Look for loan offers with low interest rates and flexible payment schedules to meet your needs. Some lenders will even offer 0% financing on their own equipment and/or software or services.



Total Solution Financing: This should provide an all-inclusive suite of financing capabilities, customized as needed to address all your IT security needs—all software, services or hardware, regardless of whether you source them from one vendor or several different suppliers. And for multi-national organizations, global capabilities can be critical.



Hardware Leasing: This can help lower your total cost of ownership (TCO) while providing flexibility as your circumstances and needs change.

WHY A VENDOR CAN OFFER BETTER FINANCING THAN A BANK

Compared with traditional financial service providers like banks, vendor financiers better understand the actual technology being deployed. After all, security is complicated and multi-faceted. The components of any given solution may include hardware, software, professional and integration services, and training. Issues around how the technology is implemented, the best way to make the business case, designing a deployment plan, and so on are critical to success—and an IT vendor financier is more likely than a bank to be invested in your success using their technology. Being able to understand the business benefits and help the client make that case to other stakeholders in the organization are also key, and can make a big difference when it comes to getting internal budget approval. However, it's important to make sure your lender will finance a complete security solution set, even if some of the component parts are provided by other vendors (including, perhaps, their competition).

CALL TO ACTION/CONCLUSION

When it comes to securing your organization against technology threats, the time to deploy is now. Waiting until other, more strategic initiatives are complete—or until the CFO finds available up-front capital—can be extremely costly in the long run. The cost of putting effective security solutions in place can pale in comparison to the cost of

inaction, as the loss of sensitive data can send an organization scrambling to deal with a public relations nightmare, large remediation costs, lost brand reputation, reduced revenues and a sinking stock price.

Yet many organizations still struggle to move forward with these all-too-critical investments. Working with a financier that offers flexible payment options—including loans, leasing and hardware asset disposition, as well as customized plans to meet your organization's specific needs and challenges—can enable you to protect your information assets, employees and clients before it's too late. Look for a financier that understands the technology you want to implement, and covers its own products and services as well as those from other vendors. Ensure the financing contract terms and conditions are fair and meet your needs.

Choosing the right financing partner can help your organization avoid security project delays so that you can strengthen your security posture today, as well as get you positioned for the challenges and new business opportunities that lie ahead.

NEXT STEPS 

Schedule a meeting with our global team to experience our thought leadership and to integrate your ideas, opportunities and challenges into the discussion.



Interested in learning more about the topics covered in this white paper? Call us at 877.GoFrost and reference the paper you're interested in. We'll have an analyst get in touch with you.



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