



THE 2019 TRUST REPORT: TRUST HAS A NUMBER

EXECUTIVE SUMMARY—FINANCIAL SERVICES¹

While consumers would like to be able to trust companies, research shows that today's institutions, from election systems to social media, aren't holding up their promises. In light of increasing security breaches and expanding security budgets, Ethan Steiger, CISO of Domino's, puts it this way:

“Now, in 2019 more than ever, I need to prove to my board, executives and customers that they can trust that our security is working, and therefore trust our brand.”

This is exactly why Synack developed the Synack Trust Report: Trust Has a Number. This first-of-its-kind report, featured in CBIInsights, unveils new data and macro trends on organizations' resistance to cyber attacks. This proprietary data is based on the Attacker Resistance Score, a realistic measure of how hardened an organization is to attack. The report includes actionable recommendations for building trust through security over the next year.

Financial Services industry isn't just a top target for the adversary—it is the most targeted industry for two years running (IBM X-Force Threat Intelligence Index). Despite being the most targeted industry, Financial Services is also one of the most trusted industries. In fact, Financial Services Attacker Resistance Score is in the top quartile across all industries. This speaks to the industry's proactive approach to security and discipline in resolving issues when found.



As a financial services security leader, here are the trends you need to know from the Trust Report:

- A continuous approach gives you the most realistic assessment of your organization. Financial Services customers that conduct security testing continuously have **56% higher Attacker Resistance Scores** on average than those that test on a point-in-time basis.
- Financial Services has significantly **fewer Authorization Permission vulnerabilities** than average. This speaks to the industry's focus on security in this area. To their credit, many financial institutions have adopted stronger controls to make it harder for attackers to find their way in.
- Even with their proactive approach, Financial Services is still hit with critical attacks. Synack finds **150% more breach-worthy vulnerabilities**, such as SQL Injection, in Financial Services and Federal Government than the cross-industry average.

To read full Synack Trust Report: Volume I visit <https://go.synack.com/2019-trust-report.html> for details.

¹ Financial Services is defined as companies that manage money for individuals and other businesses, specifically credit unions, banks, credit-card companies, insurance companies, consumer-finance companies. Note Synack's sample size is based on crowdsourced security tests across security-conscious organizations within financial services. As industries evolve, so will their definitions