

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

Survey report Switzerland 🇨🇭

October, 2016



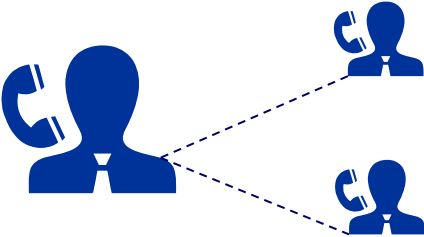





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Potential business impact of cybercrime on small and medium enterprises in 2016

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> <p>German speaking part: 74% French speaking part: 26%</p>	 <p>2016 score is significantly higher vs. 2015</p>  <p>2016 score is significantly lower vs. 2015</p>

Decreasing share of Swiss SMEs think that their “company is too insignificant for cyber criminals”

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Results: Summary



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- “Steal customer data” (22%) and “Disrupt business” (20.5%) remain most critical risks of cybercrime in Switzerland
 - “Damage reputation” (17.5%) is rated as being significantly more essential than it was the year before
 - Decreasing share of Swiss SMEs think that their “company is too insignificant for cyber criminals” (13%)
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- “Steal customer data“ ranked as highest perceived risk, as in most other European countries
 - Risk perception of “Theft of money / savings” among lowest within Europe

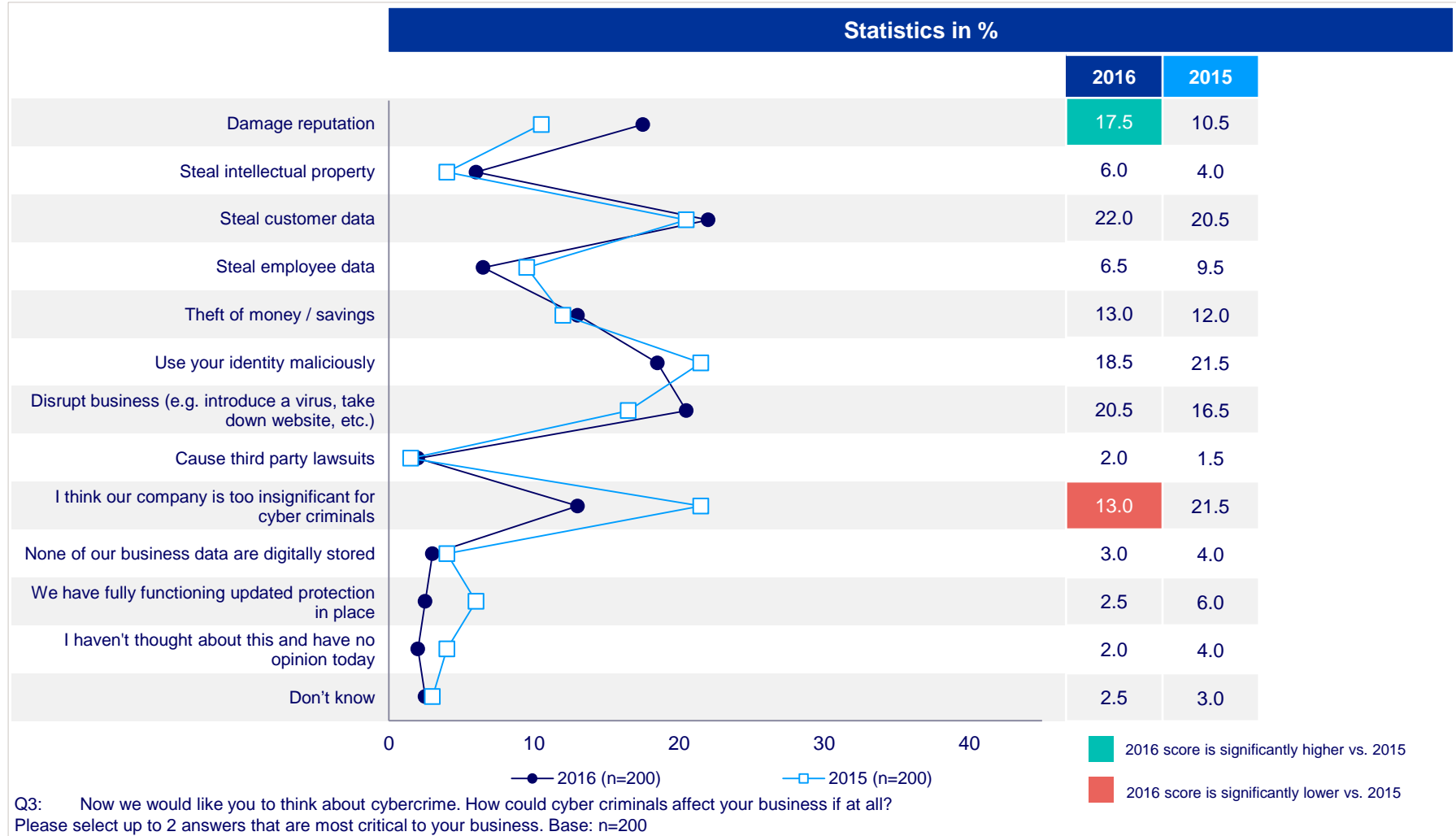
Increased share of SMEs rating “Damage reputation” as a possible major impact of cybercrime on their business

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Results: Year-on-year comparison



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“Steal customer data“ ranked as highest perceived risk of cybercrime, just like in most other European 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							
	Switzerland	Austria	Germany	Ireland	Italy	Portugal	Spain	Turkey	Switzerland	Austria	Germany	Ireland	Italy	Portugal	Spain	Turkey
Damage reputation	18	20	17	17	17	14	14	17	4	3	4	2	3	4	5	3
Steal intellectual property	6	5	9	12	4	7	6	16	8	9	7	6	10	9	8	5
Steal customer data	22	27	25	41	21	12	33	26	1	1	1	1	1	5	1	1
Steal employee data	7	8	6	8	7	5	11	6	7	6	8	7	9	10	6	8
Theft of money / savings	13	19	13	17	12	16	16	24	5	4	5	3	4	3	4	2
Use your identity maliciously	19	12	18	16	8	9	10	11	3	5	3	4	7	6	7	7
Disrupt business (e.g. introduce a virus, take down website, etc.)	21	27	21	15	19	5	17	16	2	2	2	5	2	11	3	4
Cause third party lawsuits	2	1	3	4	1	1	2	2	12	13	11	10	13	13	12	11
I think our company is too insignificant for cyber criminals	13	6	12	5	10	16	20	1	6	7	6	8	5	2	2	12
None of our business data are digitally stored	3	2	2	2	2	8	5	1	9	12	12	13	12	8	9	13
We have fully functioning and updated protection in place	3	6	3	5	10	9	3	3	10	8	10	9	6	7	11	10
I haven't thought about this and have no opinion today	2	3	4	3	4	19	4	13	13	11	9	11	11	1	10	6
Don't know	3	4	2	2	7	4	2	4	11	10	13	12	8	12	13	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	Switzerland	Austria	Germany	Ireland	Italy	Portugal	Spain	Turkey
CEO/Owner	47.0	60.5	59.0	42.0	60.0	43.5	52.0	44.0
CFO/Treasurer	20.5	13.5	16.5	14.0	14.5	15.5	16.0	15.5
COO/Head of operations	18.5	16.0	16.0	13.0	16.0	22.0	15.5	24.5
General Manager	14.0	10.0	8.5	31.0	9.5	19.0	16.5	16.0
Full-time employees								
0 employees	4.5	3.5	3.0	2.0	7.0	1.0	8.0	0.5
1 to 9 employees	45.5	56.5	27.0	33.0	48.0	49.0	41.5	59.5
10 to 19 employees	22.5	17.0	25.5	28.0	22.5	20.5	23.5	17.0
20 to 49 employees	7.5	8.0	14.5	7.0	7.5	9.5	7.0	13.0
50 to 99 employees	15.0	10.0	23.0	24.0	13.5	16.5	15.5	7.5
100 to 250 employees	5.0	5.0	7.0	6.0	1.5	3.5	4.5	2.5

Sample Composition 2/2

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



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

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