

# THE FUTURE OF CYBERSECURITY: **TRENDS FOR 2024**

Understanding the influence of AI-powered attacks, data security and compliance, hybrid and remote work, and cloud security.



# Securing the digital realm

The future of cybersecurity holds promise and challenges alike. As technology advances, so do the tactics employed by cyberattackers. With a focus on innovation and vigilance, you must ensure your business remains secure and in control.

In this ebook, we will delve into the four key trends that are currently influencing the cybersecurity landscape. We will also spotlight the essential technologies necessary to fortify your security. Our exploration will include a deep dive into:



## **AI-powered attacks**

Stay one step ahead in the cybersecurity battle as artificial intelligence drives a new wave of sophisticated attacks.



## **Data security and compliance**

Discover the latest in data security and compliance to protect your information and maintain regulatory integrity.



## **Hybrid and remote work**

Navigate the changing landscape of hybrid and remote work environments with insights into secure and flexible collaboration.

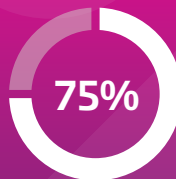


## **Cloud security**

Learn how to ensure the safety of your data and operations as cloud technologies continue to transform the way we work and store information.

# Role of AI in modern cyberthreats

As AI and machine learning technologies advance, cyber adversaries are harnessing their capabilities to create increasingly sophisticated and automated attacks. The prospect of AI-driven threats raises critical concerns about the future of cybersecurity.



**of security professionals witnessed an increase in cyberattacks over the past 12 months with 85% attributing this rise to generative AI.<sup>1</sup>**

Are you prepared to defend against attacks that can adapt and learn in real time, exploiting vulnerabilities with remarkable precision?

The increasing adoption of the Zero Trust model, where trust is never assumed, represents a fundamental transformation in the way organisations secure their networks.

Whether you are looking for robust encryption, backup and recovery systems, secure VPNs or stringent email security protocols, Insight offers a host of cybersecurity solutions to safeguard your business against this emerging menace.



## Data security and compliance essentials

Data security and compliance are paramount in today's digital age where information reigns supreme. With data breaches continuing to make headlines, the cost of non-compliance and data breaches has been substantial, reaching an average of \$4.45 million.<sup>2</sup>

Robust encryption, access controls and diligent record-keeping are essential to ensure adherence to evolving privacy regulations:

**75% of the world's population** will have its personal data covered under modern privacy regulations.<sup>3</sup>

The global file transfer market is expected to grow to a **\$40 billion industry by 2024.**<sup>4</sup>

Annual budget of large organisations for privacy will **exceed \$2.5 million by 2024.**<sup>5</sup>

Organisations are facing growing scrutiny over how they handle and protect customer data. Maintain trust and focus on your core operations without the constant worry of data breaches and regulatory violations.

[Connect with an Insight expert](#) to learn more about disaster recovery strategies, endpoint protection, and identity and access management solutions.

# The shifting workplace

Hybrid and remote work environments have undergone a transformative evolution, accelerated by the global events of the past few years.

By the end of 2023, 39% of global knowledge workers will work hybrid, up from 37% in 2022.<sup>6</sup> The surge in remote work has exposed organisations to increased cybersecurity risks. But with modern infrastructure and application security, you can minimise and mitigate these risks.



Insight offers comprehensive cybersecurity tools that act as your digital fortress while empowering your workforce:



**Identity and Access Management (IAM)** with multifactor authentication and user access controls.



**Encryption and VPNs** that keep your digital assets secure.



**Endpoint protection** to defend your devices against online threats.



**Application security** for defending your system against vulnerabilities.

# Cutting-edge cloud security

As organisations continue to migrate their critical data and operations to the cloud, ensuring its protection is imperative.



39%

of businesses experienced a data breach in their cloud environment in 2022 — an increase of 4% from the previous year.<sup>7</sup>

Integration of AI and machine learning into cloud security measures plays a pivotal role in detecting and mitigating threats. Advanced cloud security includes:



**Data and application protection** for data at rest and in transit.



**Cloud disaster recovery** for efficient backup and restoration processes.



**Vulnerability assessment** to close security gaps.



**Cloud Security Posture Management (CSPM)** for continuous monitoring and alerts.

Maximise your cloud efficiency through consistent management, strategic security choices and vigilance against evolving cyber risks.

# Security that never sleeps

In today's interconnected digital world, the battle for data protection and network security demands 24/7 vigilance.

## IT services and solutions for all.

With Insight as your security partner, you will stay one step ahead of evolving cyberthreats. Rely on our technical experts. You will gain assistance in making the essential investments to secure your organisation effectively.

You'll get:



**Comprehensive  
data protection  
strategies**



**Optimisation**



**Sustained  
compliance**



**Improved  
future  
forecasting**

Count on Insight to provide a rich selection of cybersecurity technologies from renowned brands, delivering the confidence and security you need.

**Connect with an Insight  
expert today.**



# About Insight

Insight is a Fortune 500 solutions integrator helping organisations accelerate their digital journey to modernise their business and maximise the value of technology. Insight's technical expertise spans cloud and edge-based transformation solutions, with global scale and optimisation built on 35 years of deep partnerships with the world's leading and emerging technology providers.



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<sup>1</sup> Voice of SecOps (2023). Generative AI and Cyber Security: Bright Future or Business Battleground, Fourth Edition.

<sup>2</sup> Cost of a Data Breach Report (2023). IBM.

<sup>3</sup> Rimol, M. (2022, May 31). Gartner Identifies the Top Five Trends in Privacy Through 2024. Gartner.

<sup>4</sup> Sharetru (2023, Sept. 27). Emerging trends in secure file sharing for 2024.

<sup>5</sup> Rimol, M. (2022, May 31). Gartner Identifies the Top Five Trends in Privacy Through 2024. Gartner.

<sup>6</sup> Goasduff, L. (2023, Mar. 1). Gartner Forecasts 39% of Global Knowledge Workers Will Work Hybrid by the End of 2023. Gartner.

<sup>7</sup> Thales (2023). Thales Cloud Security Report.