

# STATE OF DIGITAL TRUST 2022

Digital trust is the foundation of modern business relationships—especially as transactions increasingly require sensitive information to be shared online. To succeed and lead in the digital environment, enterprises must ensure safe, reliable and trustworthy online interactions.

ISACA surveyed 750 professionals in the Asia-Pacific region who hold assurance, governance, risk, security or privacy roles to learn how enterprises are approaching digital trust. See key findings below, and access five takeaways on how to advance digital trust in the free survey report at [www.isaca.org/state-of-digital-trust](http://www.isaca.org/state-of-digital-trust).



## Digital Trust Is Essential in the Asia-Pacific Region

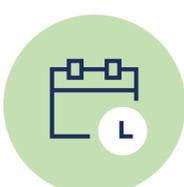
**96%** say digital trust is important to organizations

**82%** say digital trust will be even more important five years from now

### KEY COMPONENTS OF DIGITAL TRUST



QUALITY



AVAILABILITY



SECURITY AND PRIVACY



ETHICS AND INTEGRITY



TRANSPARENCY AND HONESTY



RESILIENCY

## Top Roles in Digital Trust

While senior executives have ultimate responsibility, each of these roles are critical to digital trust. This creates opportunities for professional growth and leadership in digital strategy.



**80%** IT strategy/governance



**65%** Risk and compliance



**77%** Security



**52%** Audit

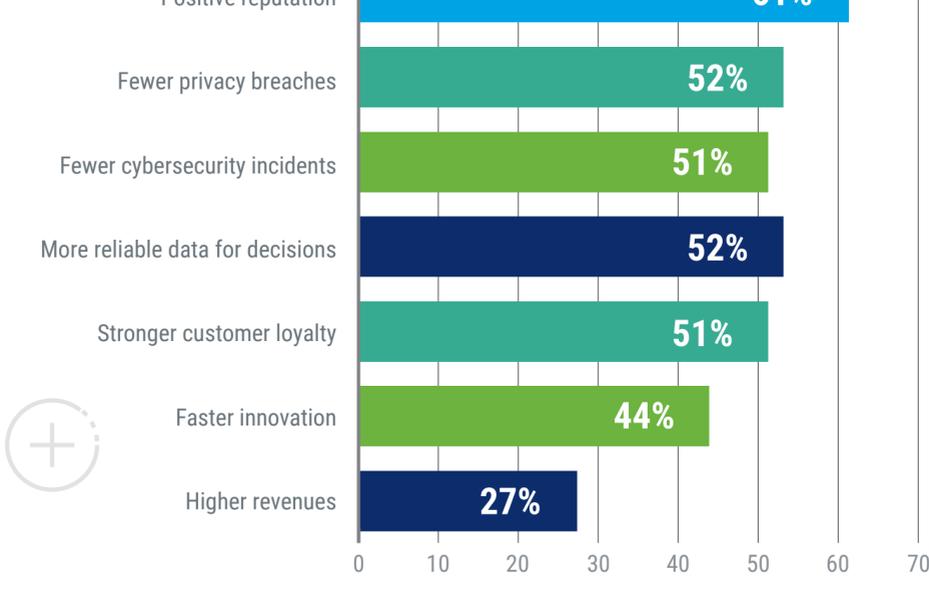


**66%** Information technology



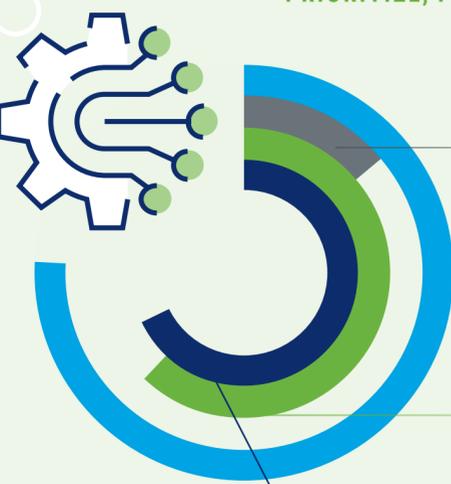
**46%** Privacy

## Benefits of Digital Trust



## How Enterprises Can Improve Digital Trust

PRIORITIZE, PLAN AND COLLABORATE:



**ONLY 14%** Strongly agree that there is **SUFFICIENT COLLABORATION** among digital trust fields in their organization

**76%** Agree that digital trust is very or extremely important to **DIGITAL TRANSFORMATION**

**62%** Say having a **DIGITAL TRUST FRAMEWORK** is very or extremely important

**68%** **PRIORITIZE** digital trust

## Assign responsibility and train employees:

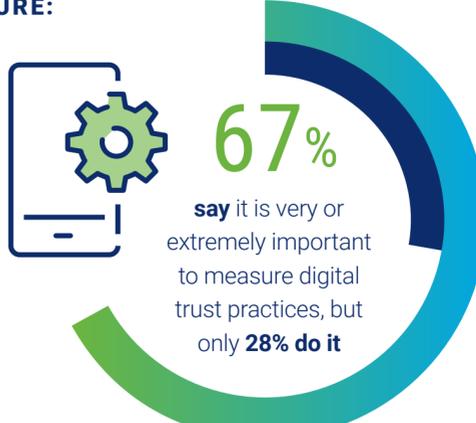


### MEASURE:

**80%** say that organizations achieving a high digital trust score from independent assessments will be more successful

**37%** benchmark against similar enterprises

**40%** use customer/client research such as surveys and focus groups



## Digital Trust Career Development



**54%** Say digital trust is very or **extremely relevant to their job role**

Professionals rely on associations such as ISACA to enhance their knowledge in digital trust and add value, including to:

**82%** Stay current with industry trends

**77%** Be recognized as a thought leader

**71%** Access tools and resources

**64%** Earn recognized credentials

Establishing an effective ecosystem of digital trust is a collaborative effort and a continual evolution. To reap the benefits of digital innovation and transformation, identify **why** change is needed, **what** needs to change and **how** to accomplish the change.

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