

ENTERPRISE COLLABORATION INSIGHT

SECURITY & ADOPTION:

How critical is each initiative to your organization?

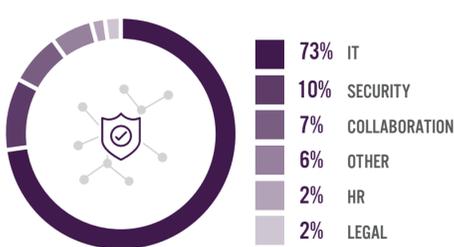
When it comes to enterprise collaboration, Wiretap believes both **security** and **adoption** are critical — and success means having both in perfect balance. In a survey exclusive to Wiretap, we asked 750 IT professionals* what mattered to them, and the following infographic illustrates what we learned.

AS YOU ROLL OUT ENTERPRISE COLLABORATION, WHAT IS IMPORTANT TO YOUR ORGANIZATION?

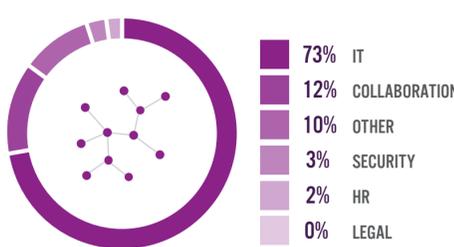
60% SECURITY

40% ADOPTION

Who are the 60% that indicate **security** is important?



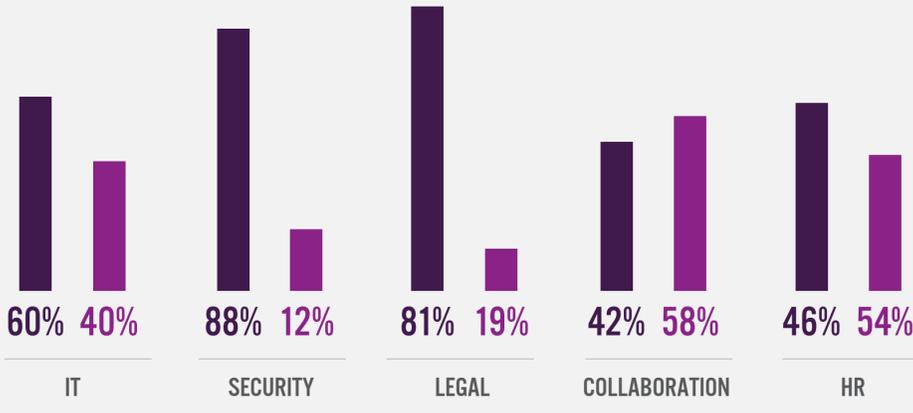
Who are the 40% that indicate **adoption** is important?



LET'S BREAK IT DOWN BY ROLE

Here's a breakdown of the **security** and **adoption** question by organizational role:

INDICATE SECURITY IS IMPORTANT (Dark Purple)
INDICATE ADOPTION IS IMPORTANT (Light Purple)



A VIEW BY NUMBER OF USERS

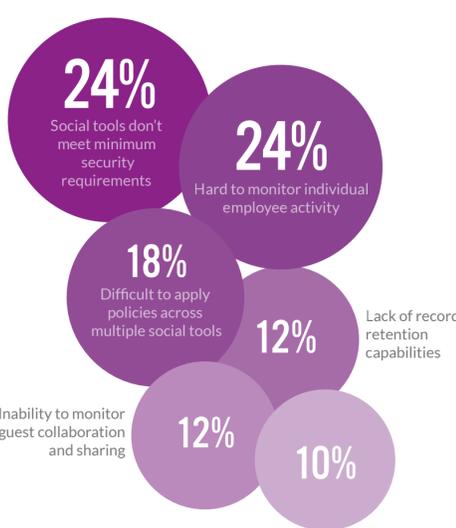
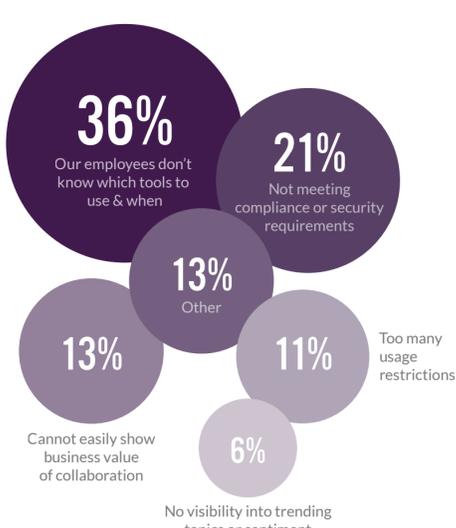
Here's a view of the **security** and **adoption** question based on number of ESN users within an organization.



WHAT ARE THE KEY CHALLENGES ORGANIZATIONS FACE?

Of those that said **security & compliance** was important to them, they indicated they faced the following challenges:

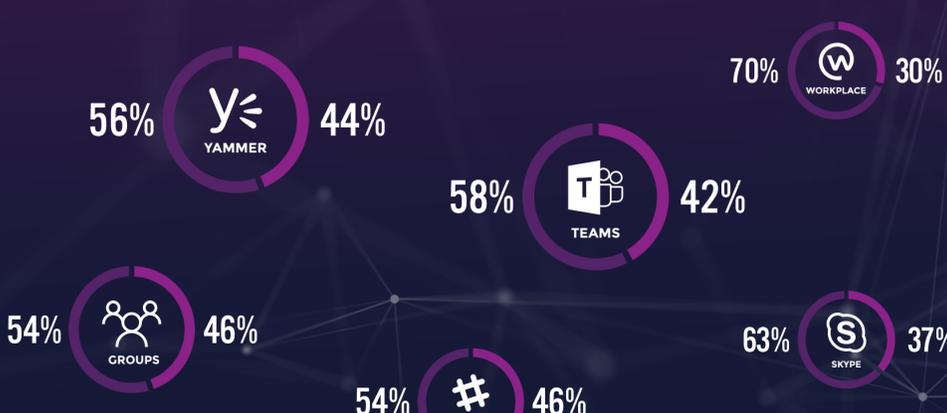
Of those that said **adoption** was most important to them, they indicated they faced the following challenges:



BREAKDOWN BY TOOL

Here's a view of the **security** or **adoption** question based on what tool is being used within an organization.

INDICATE SECURITY IS IMPORTANT (Light Purple)
INDICATE ADOPTION IS IMPORTANT (Dark Purple)



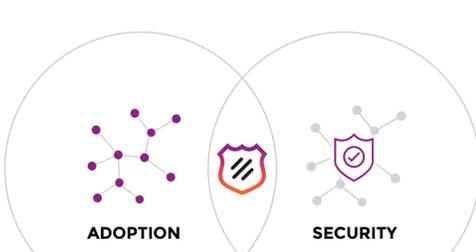
WIRETAP'S TAKE:

SECURITY & ADOPTION MUST LIVE IN PERFECT HARMONY

If you're implementing enterprise social collaboration and messaging tools, you'll definitely need broad adoption to reap the benefits inherent in better collaboration. But with that scale, security concerns can emerge: What if data is accidentally shared externally? What if regulatory policies are ignored?

Why not have the best of both worlds?
With Wiretap, you can.

Wiretap provides enterprise-grade security that frees you to focus on growth, reducing the barriers to collaboration and encouraging adoption.



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HEAR WIRETAP'S LEADERS TALK MORE ABOUT SECURITY AND ADOPTION:



*About the survey: The survey was conducted at the Microsoft Ignite trade show in Orlando on September 25-27, 2017, at the Wiretap trade show booth. Respondents were attendees of the show, and were visiting the booth to learn more about Wiretap's technology, as well as engage in the Wiretap booth experience.

The survey results are based on 750 respondents that answered the question: "What is more important to you regarding enterprise social tools — Security or Adoption?" The results of the survey were worked into this infographic. While we believe the survey has enough participants to be statistically valid for the purpose of the illustrations herein, this is not intended to be a representative statement on the market as a whole.

Note: For the purpose of the illustrative nature of this infographic, some numbers were rounded up or down by .5%.