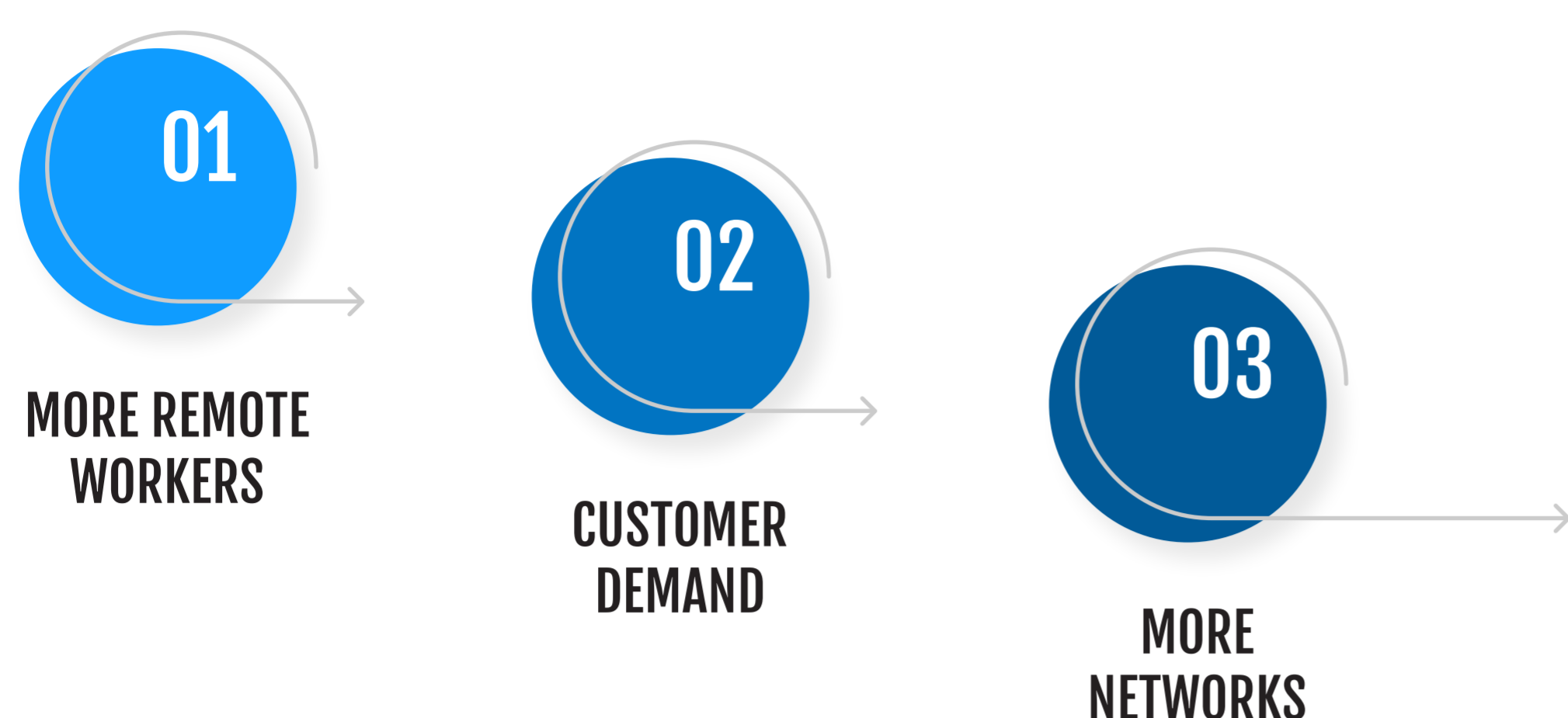


2024 STATE OF DIGITAL TRUST

A CONSENSUS FOCUS

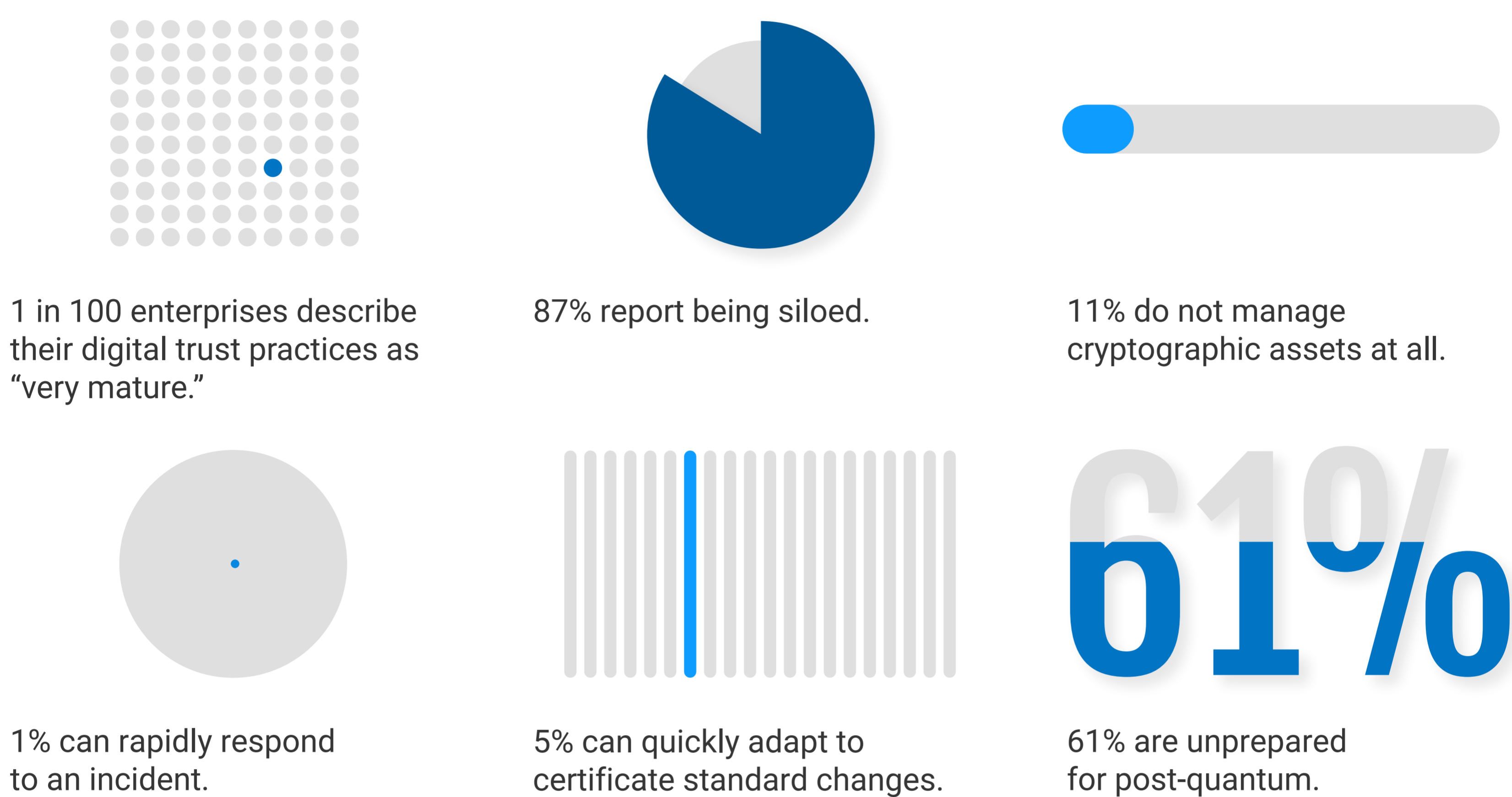
Top three topics driving interest in Digital Trust:



PLUS:

- Faster pace of business
- Increasing threat surface
- More bad actors & exploits
- More interconnected world

ROOM TO GROW



DIGITAL TRUST MATURITY BY USE CASE

Percentage of respondents who rated their practices in each category as "very mature"

- Enterprise Trust – 1%
- IoT & Connected Device – 14%
- Software Trust – 5%
- Document (eSignature) Trust – 4%



LEADERS VS. LAGGARDS

Percentage of respondents who rated their practices in each category as "very mature"



LEADERS:

Top 33% of scores in all categories

LAGGARDS:

Bottom 33%

ENTERPRISE TRUST

75% LEADERS: 75% can respond "very quickly" to an outage

59% LAGGARDS: 59%

6X LEADERS: 6x better prepared for post-quantum

IoT & DEVICE TRUST

0 LEADERS: 0 compliance issues

50% LAGGARDS: 50% have compliance issues

95% LEADERS: 95% report improved customer acquisition

SOFTWARE TRUST

0% LEADERS: 0% report software supply chain compromises

77% LAGGARDS: 77% report software supply chain compromises

80% LEADERS: 80% use a formal process to access cryptographic keys

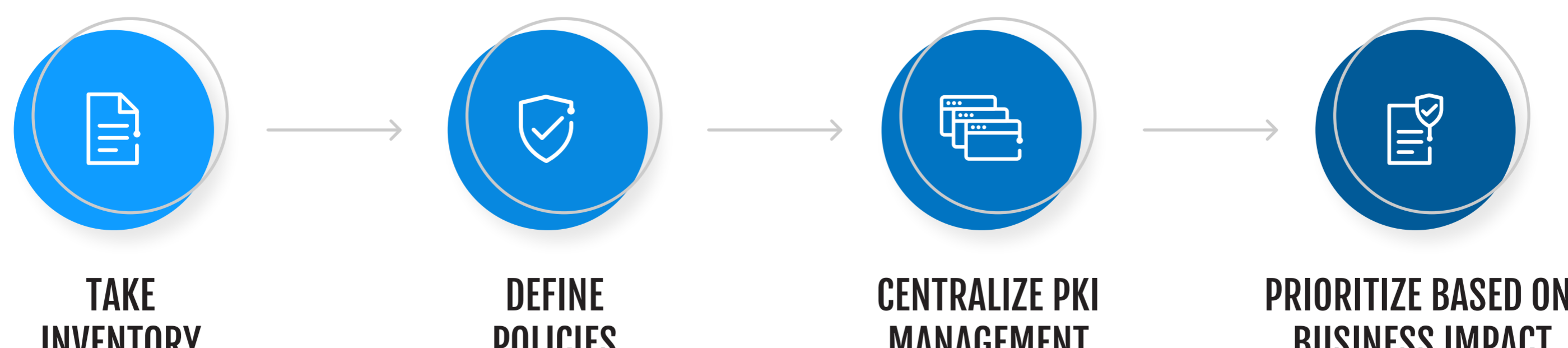
DOCUMENT (ESIGNATURE) TRUST

84% LEADERS: 84% report an increase in brand reputation

20% LAGGARDS: 20% report an increase in brand reputation

4X LEADERS: More than 4x likely to report increased profit

4 STEPS TO STRONGER DIGITAL TRUST



THE BEST WAY TO BECOME A LEADER?

Work with the world leader in digital trust solutions. Contact DigiCert today.