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Global markets are changing

Digital trust is the confidence users have in the ability of people, technology and processes to create a secure digital world. Digital trust is given to companies who have shown their users they can provide safety, privacy, security, reliability, and data ethics with their online programs or devices.

Explore our infographic to see how digital trust is shaping the future of society and accelerating progress to a more sustainable world.

Inspire trust, reduce risk and accelerate progress.

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Government

Food and retail

Manufacturing

Sustainable transformation

Digital trust

Trustworthy AI

Cybersecurity & privacy

Digital supply chain

Digital governance & risk

Healthcare
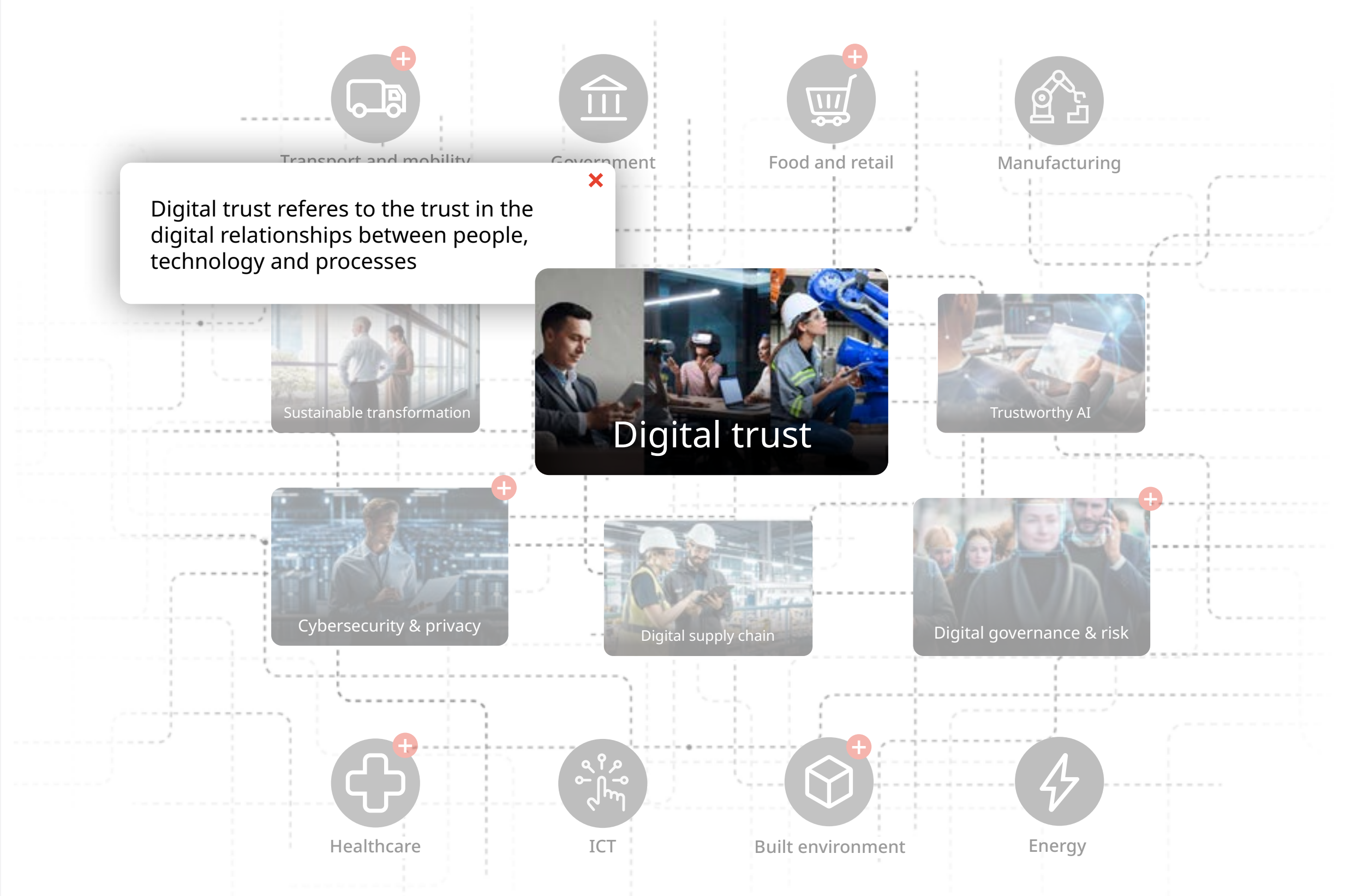
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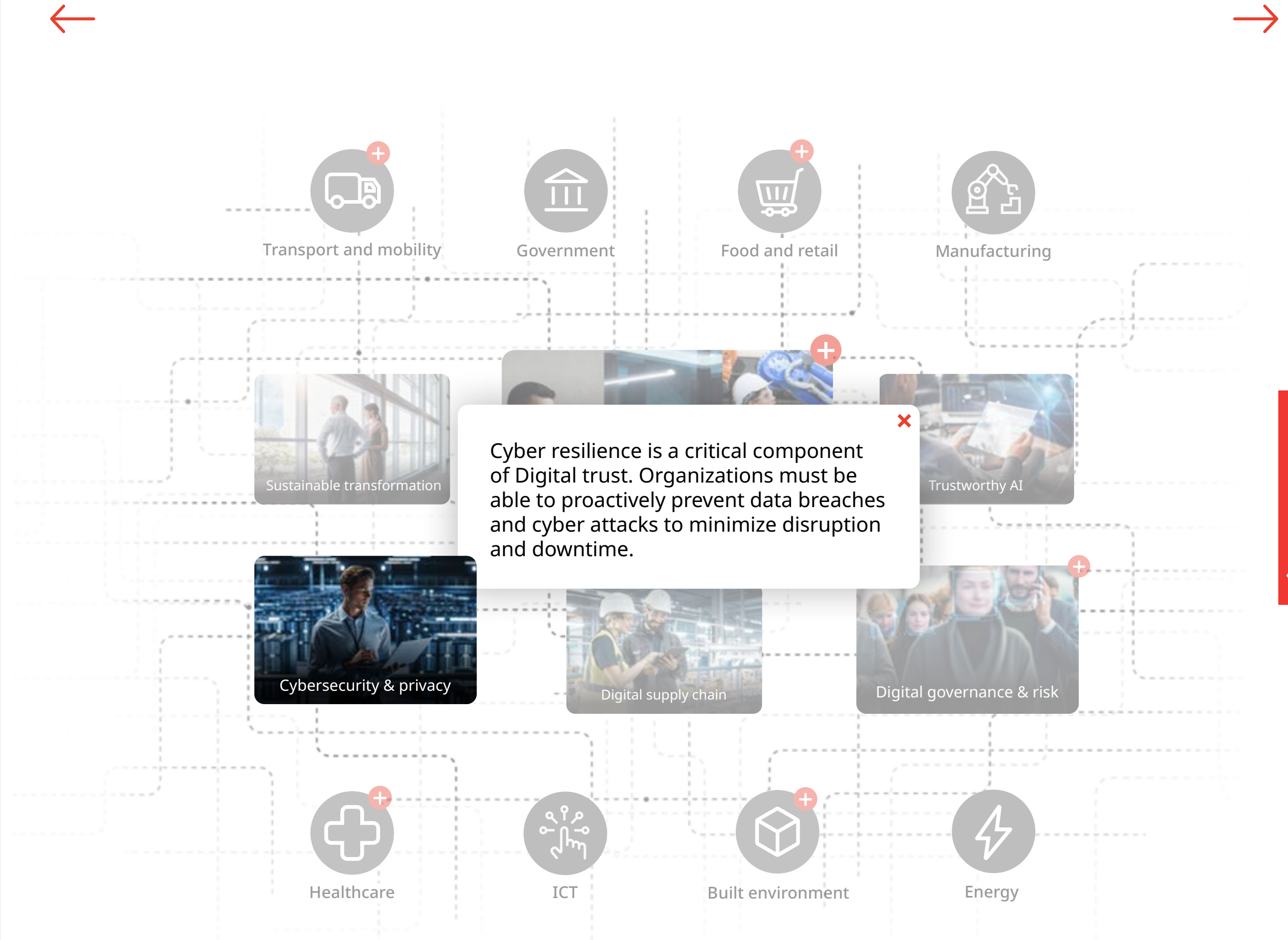
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Cyber resilience is a critical component of Digital trust. Organizations must be able to proactively prevent data breaches and cyber attacks to minimize disruption and downtime.

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To drive positive change, organizations need governance frameworks that support the creation of digital ecosystems and ensure investments in cyber resilience align with business strategies and risk appetite.

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Opportunity:

Digital healthcare delivers more flexible, inclusive and cost-effective services with improved patient outcomes and quality of working life for clinicians. All whilst bringing smarter, sustainable and more inclusive healthcare to society.
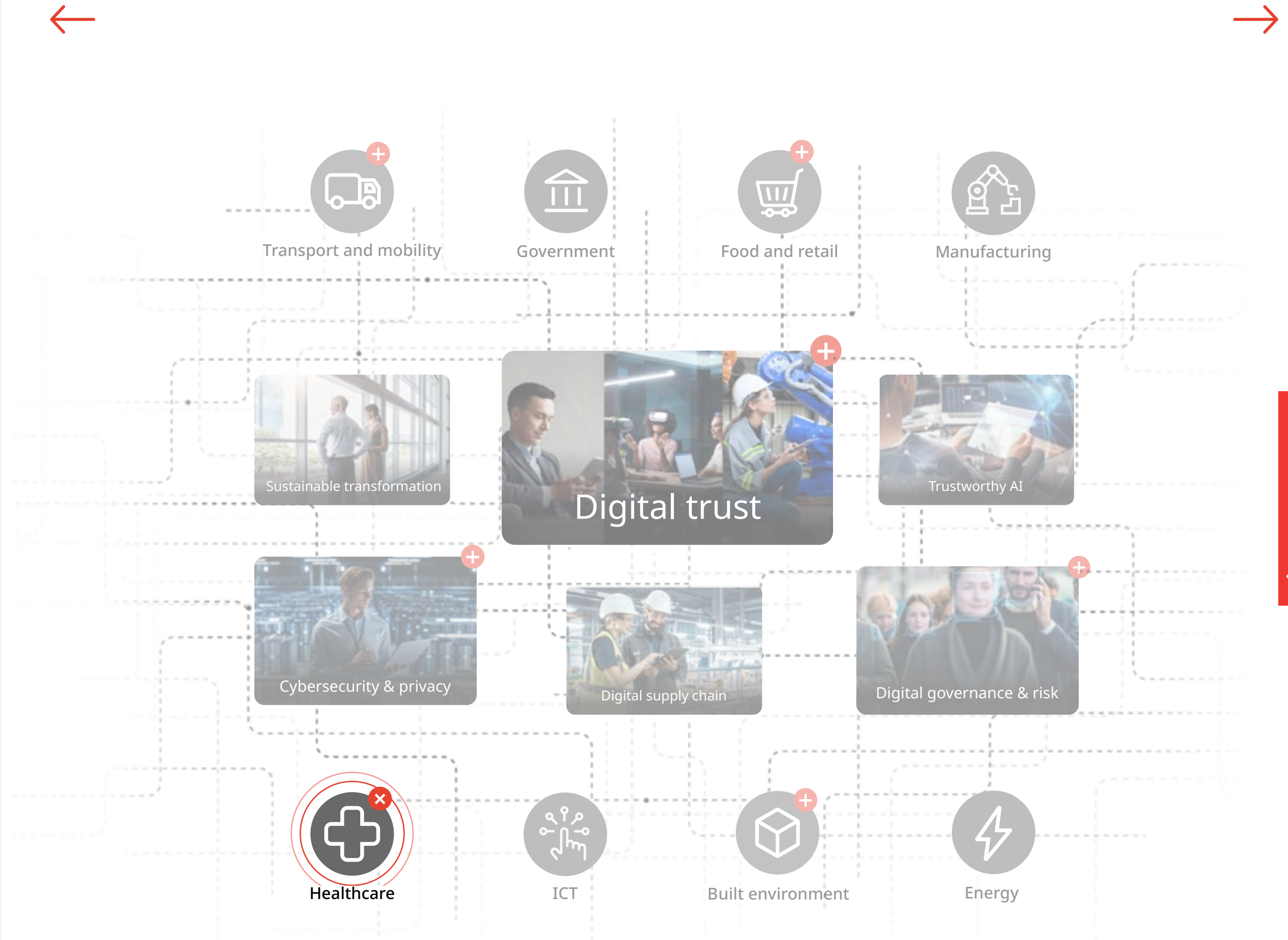
Challenge:

Building digital trust involves safeguarding high-risk personal health information (PHI), ensuring privacy compliance, and mitigating cybersecurity risks amidst an increasingly complex digital landscape.

Addressing the challenge:

Establish stringent data protection protocols, maintain transparency in data practices, adhere to regulatory standards, and invest in advanced cybersecurity measures to foster digital trust in healthcare.

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Opportunity:

The digital evolution in the built environment sector, from digital design and construction tools through to Smart Cities, enhances efficiency, sustainability, and data-driven decision-making for all stakeholders.
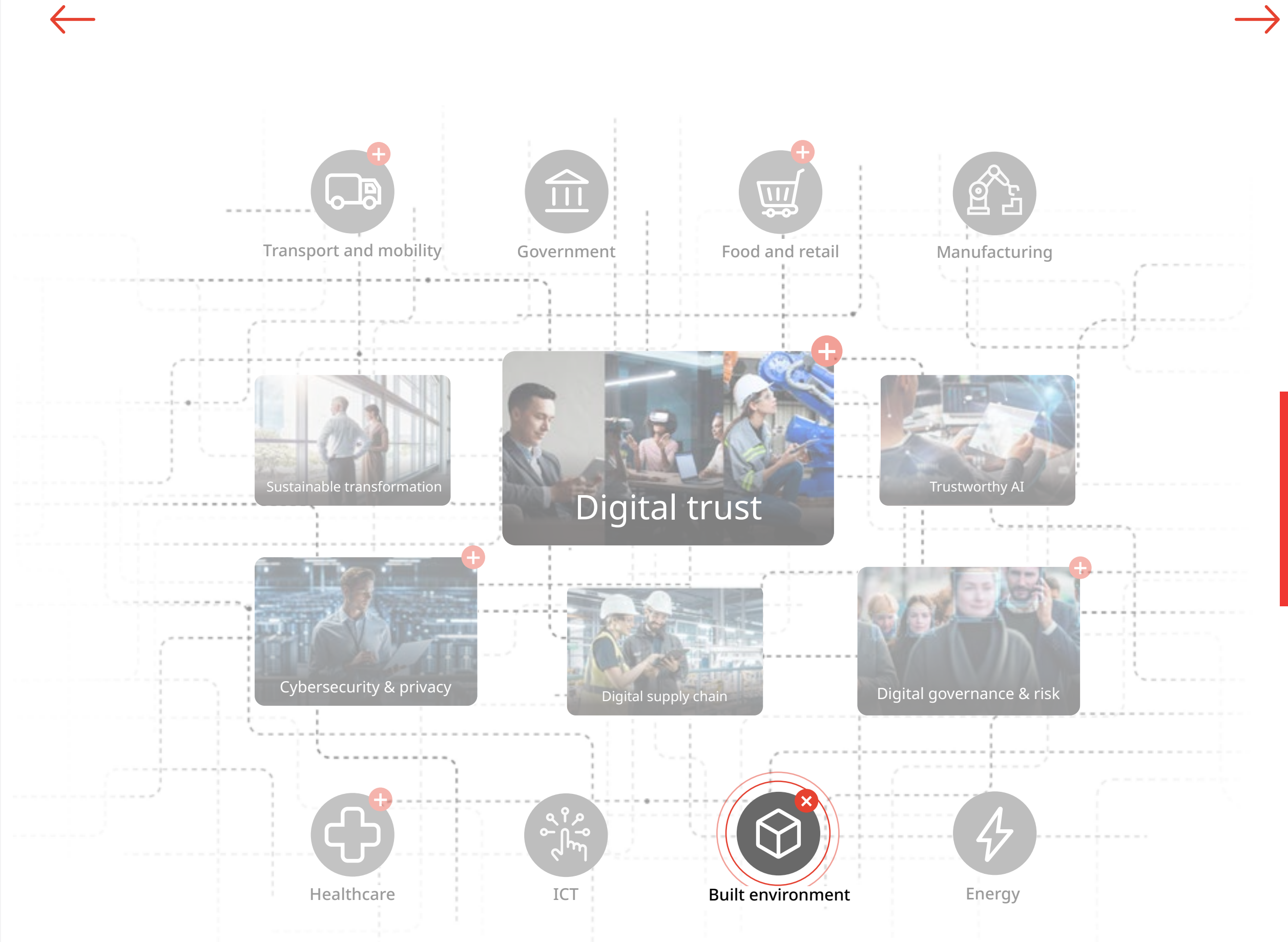
Challenge:

Ensuring digital trust necessitates that those built environment tools and solutions protect sensitive data and ensure its interoperability throughout the life of a project.

Addressing the challenge:

Implement robust cybersecurity measures, establish industry-wide data standards, promote data-sharing collaborations, and offer training to encourage widespread digital transformation in the built environment sector.

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Food and retail

Opportunity:

Digitization in the food and retail sector optimizes supply chains, improves customer experience, and fosters transparency. This leads to increased trust in safe and sustainable products and brands.
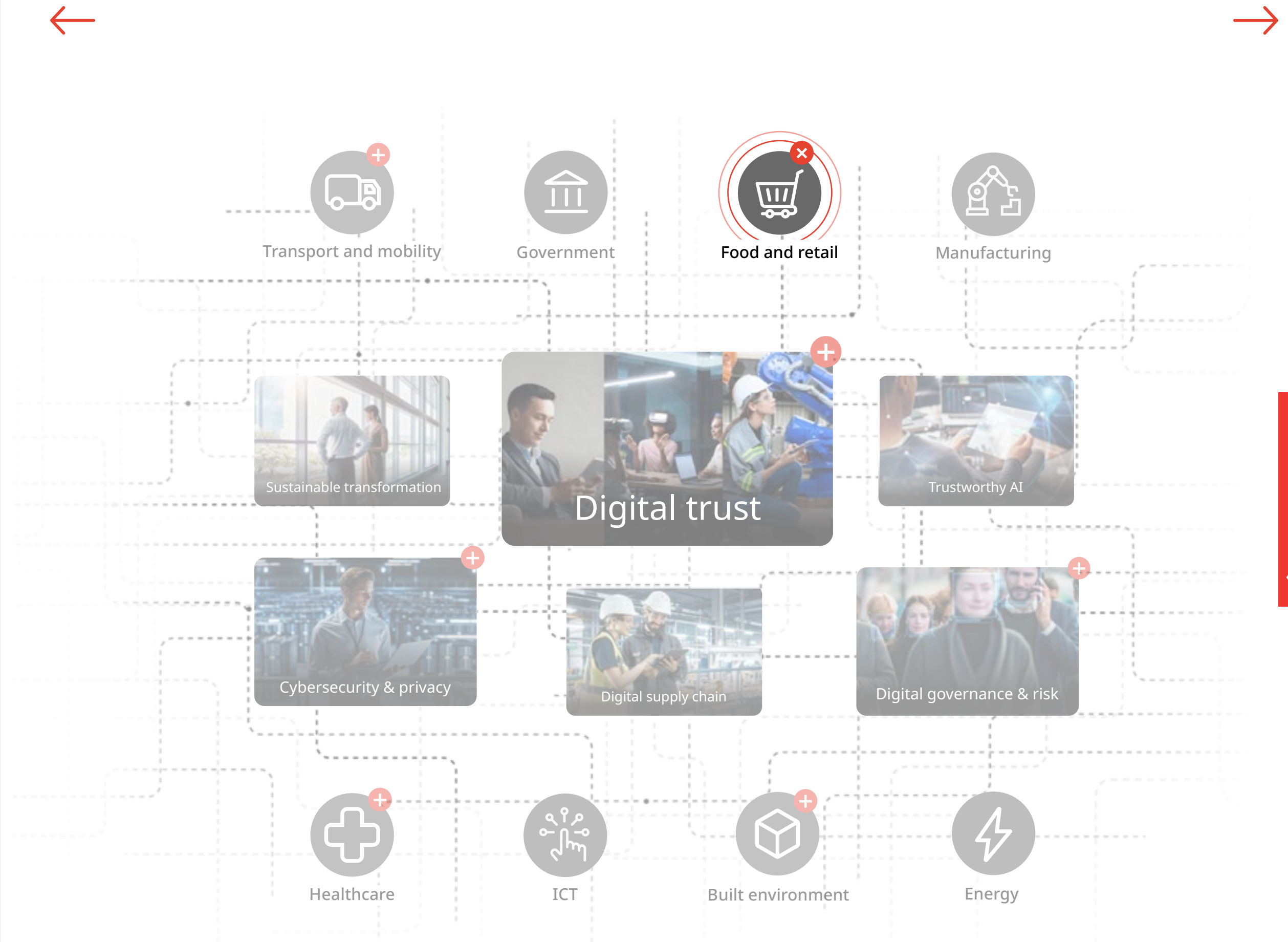
Challenge:

Building digital trust requires protecting consumer data, ensuring food safety and product authenticity, and addressing cybersecurity threats in an ever-evolving digital landscape.

Addressing the challenge:

Implement robust data protection and privacy best practices and measures, adopt blockchain technology for traceability, conduct regular security audits, and promote industry-wide standards to enhance digital trust in the food and retail sector and to accelerate the journey to a more sustainable future.

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Transport and mobility

Opportunity:

Digitization brings an exciting future in transport and mobility. Enhanced seamless connectivity fosters autonomy and sustainability, improving efficiency and strengthening user experience.

Challenge:

Ensuring digital trust in the mobility sector requires safeguarding user data, preventing cyber threats and financial impact, and protecting lives by successfully creating autonomous systems.

Addressing the challenge:

Implementing robust data protection best practices and cybersecurity protocols to protect sensitive information and user privacy. Fostering transparency through clear data handling policies and transparent communication with users can build trust in autonomous mobility solutions. These steps will help expedite the exciting, sustainable future.

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