Discuss why Cyber Security is now a global issue and why it is important for companies to invest in Cyber Security.

We can easily argue that the digital revolution that we are currently living is one of the most important change in human history since the industrial revolution. Three decades ago, no one could have ever imaged that we'll be living in a world were banks entire system, planes could fall from the sky, supermarkets could close just because someone switch every digital and electronic device off (Meeuwisse, 2015).

According to Mckinsey Global Institute (2018), data-fuelled applications are projected to generate global economic activity of around $13 trillion by 2030. Therefore, companies whether large or small sizes have to prepare themselves for the coming changes.

Currently only large organisations are putting great emphasis on their cybersecurity solutions. However, as pointed out by Mckinsey above the digital economy is growing in such rate that companies need systems and processes that can protect from cyber-attacks.

In a recent survey more 87% of business reported that implementing a robust cybersecurity strategy would improve their profitability (Barr, 2021)

Adobe Systems is one of the most successful company in the digital economy. People used their software for production, publishing and more. As most successful companies Adobe had stored their customer information such as addresses, credit card, names etc… After a cyber-attack in 2013 the company was forced to admit that 38 million accounts were stolen from their database. The users started legal action against Adobe Systems for not protecting their information (The Irish Times, 2013)

We can clearly see that the incident highlighted that even large organisation like Adobe didn't have in place a powerful cybersecurity solution in order to protect valuable data properly.

In terms of reputation customer which had their information stolen and also people in the cybersecurity field or world will always raise doubt when it comes to provide their information to Adobe.

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