The Top Predictions of Cybersecurity for 2024

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Gartner®

> **“In order for individuals, institutions, industries, and societies to not only survive but also thrive, it is essential to make peace with uncertainty.”**

— N. Taleb, “Antifragile: Things That Gain From Disorder,” Penguin Random House, 2012

Volatility, Uncertainty, Complexity and Ambiguity (VUCA)

Evolving roles

Emerging technology

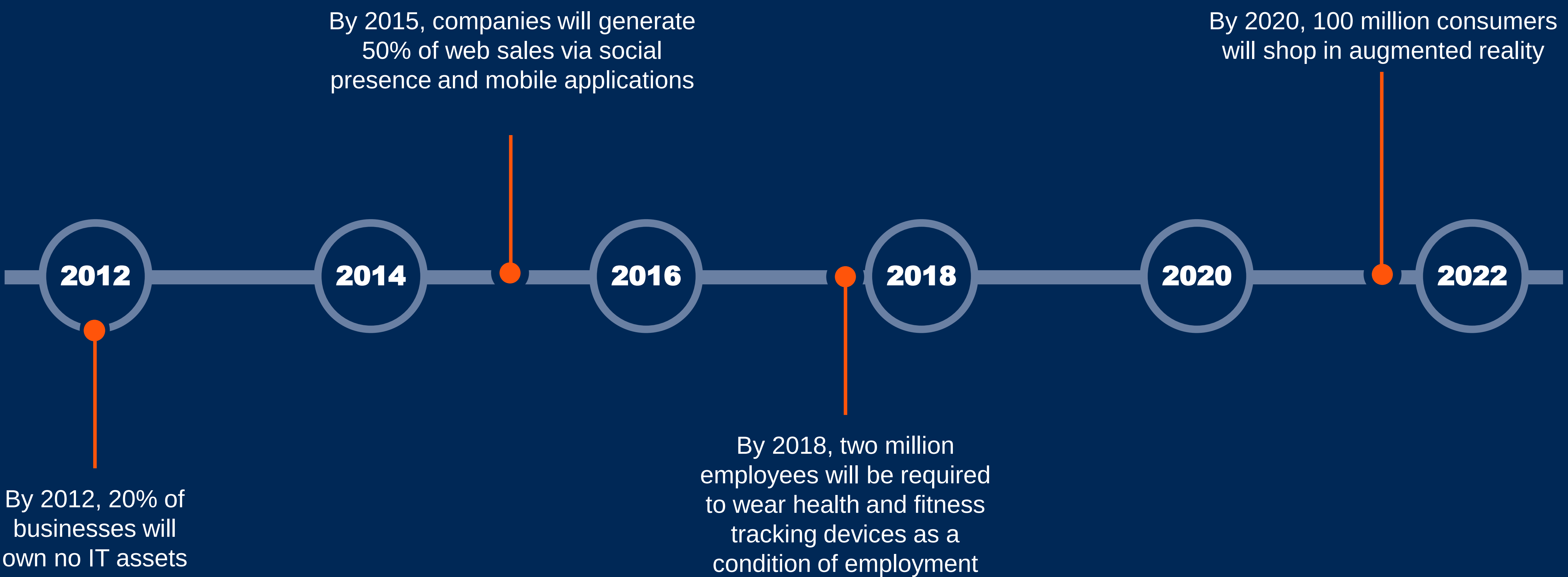
Resilience

Cyber-physical systems

Evolving identity risks

Battling misinformation

Strategic Planning Assumptions — History



By 2012, 20% of businesses will own no IT assets

By 2015, companies will generate 50% of web sales via social presence and mobile applications

By 2018, two million employees will be required to wear health and fitness tracking devices as a condition of employment

By 2020, 100 million consumers will shop in augmented reality

What Does the Future Hold?

Top Predictions of Cybersecurity for 2024+

CISO legal exposure	Battling malinformation	GenAI closes skills gap	Scoping zero trust
2027	2028	2028	2026
GenAI integration	Identity response	DLP and insider risk	Application security
2026	2026	2027	2027

1

By 2027, two-thirds of global 100 organizations will extend D&O insurance to cybersecurity leaders due to personal legal exposure.

Analysis: William Candrick, Alissa Lugo, Lisa Neubauer and Andrew Walls

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Implications

- Regulators now view cyber risk as a core business risk.
- New laws and regulations expand CISOs’ legal exposure.
- Enterprises must clarify the scope of the CISO role.

Actions

- Redefine the CISO role.
- Consider financial and legal benefits to protect the CISO.
- Clarify roles and responsibilities.

2

By 2028, enterprise spend on battling malinformation will surpass $500 billion, cannibalizing 50% of marketing and cybersecurity budgets.

Analysis: Dave Aron and Leigh McMullen

Implications

- Cybersecurity — social engineering, spear phishing and deep fake fraud.
- Marketing — campaigns and reputation attacks led by corporations or lobbyists impact marketing.
- AI — overwhelming filtering systems through mass production of subversive content.

Actions

- Consistently raising awareness before the board and executive committee.
- Define responsibilities for governing, devising and executing enterprisewide programs.
- Invest in tools and techniques leveraging “chaos engineering.”

3

By 2028, the adoption of GenAI will collapse the skills gap, removing the need for specialized education from 50% of entry-level cybersecurity positions.

Analysis: Nader Henein and William Dupre

Implications

- Advent of GenAI Augments how organizations will hire.
- Mainstream platforms already offer conversational Augments but will evolve.
- This will change how we teach, how we hire and how we specialize.

Actions

- Focus on internal use cases that support users as they work.
- Track homegrown and vendor-provided Augments at the task and role level.
- Coordinate with HR partners.
- Identify adjacent talent.

4

Through 2026, 75% of organizations will exclude unmanaged, legacy and cyber-physical systems from their zero-trust strategies.

Analysis: Katell Thielemann

Implications

- Cloud-based security and dynamic policy enforcements are often undesirable in production or mission-critical environments.
- Not all CPS traffic is IP-based.
- Many older systems have no or limited authentication capabilities.

Actions

- Apply the basics of a zero-trust (ZT) philosophy, but tailor it to non-IT environments.
- Brainstorm with CPS operators and engineers to adapt a ZT strategy to production environments.
- Ask ZT vendors to demonstrate exactly which risks are mitigated for your environment and how.

5

By 2026, enterprises combining GenAI with an integrated platforms-based architecture in security behavior and culture programs will experience 40% fewer employee-driven cybersecurity incidents.

Analysis: Richard Addiscott

Implications

- Hyperfocused engagement with employees results in improved security behavior and culture program adoption.
- Integration of GenAI capabilities with platform-based architecture can respond to employee behavior.
- Continuously trained LLM supports risk reduction and executive sponsorship.

Actions

- Create a cross-functional working group comprising a suitable cross-section of your organization’s employees.
- Pilot GenAI capabilities augmented by data from multiple sources.
- Leverage GenAI capabilities securely to personalize the communications.

6

Through 2026, 40% of IAM leaders will take over the primary responsibility for detecting and responding to IAM-related breaches.

Analysis: Oscar Isaka and Henrique Teixeira

Implications

- Privilege misuse and stolen credentials remain a top threat.
- IAM leaders often focus on operational metrics.
- CISOs and C-level executives have limited visibility into IAM.

Actions

- Leverage identity threat detection and response practices to build improved capability.
- Provide visibility to the board by leveraging protection -level targets.
- Collaborate with the CISO to align IAM and security initiatives.

7

By 2027, 70% of organizations will combine data loss prevention and insider risk management disciplines with IAM context to identify suspicious behavior more effectively.

Analysis: Andrew Bales

Implications

- Organizations forgo disparate controls, making standalone data loss prevention unappealing.
- Vendors are consolidating user-behavior-focused controls and data loss prevention.
- Combination of controls with context from IAM improves the accuracy of risk mitigation.

Actions

- Identify data and identity risks as the primary driver for data security.
- Evaluate vendors that can address multiple use cases.
- Build multifaceted policies that include layered detection from IAM, IRM and DLP.

8

By 2027, 30% of cybersecurity functions will redesign application security to be consumed directly by noncyber experts and owned by application owners.

Analysis: Christopher Mixter, Deepti Gopal and William Dupre

Implications

- Increased volume equals increased exposure (low code/no code).
- A gap exists between security resources and application teams.
- Increased demand of AppSec professionals.

Actions

- Develop communities of practice.
- Take a minimum effective expertise approach.
- Create a new, high-value role — the “application security product manager.”

Top Cybersecurity Predictions for 2024+

Legal

2/3

of global 100 organizations will extend D&O insurance to cybersecurity leaders.

2027

Malinformation

50%

of marketing and cybersecurity budgets cannibalized to battle malinformation.

2028

GenAI

50%

of specialized education for entry-level cybersecurity positions will not be required.

2028

Zero trust

75%

of organizations will exclude unmanaged and legacy systems from ZT strategy.

2026

Integration

40%

fewer employee-driven cybersecurity incidents from GenAI integration with security behavior.

2026

Identity

40%

of IAM leaders will be responsible for responding to IAM-related breaches.

2026

Insider risk

70%

of organizations will combine DLP and insider-risk disciplines.

2027

AppSec

30%

cybersecurity functions will redesign application security.

2027

> **“The future is already here. It is just unevenly distributed.”**
>
> — William Gibson

Volatility

Uncertainty

Complexity

Ambiguity

A different future awaits …

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