

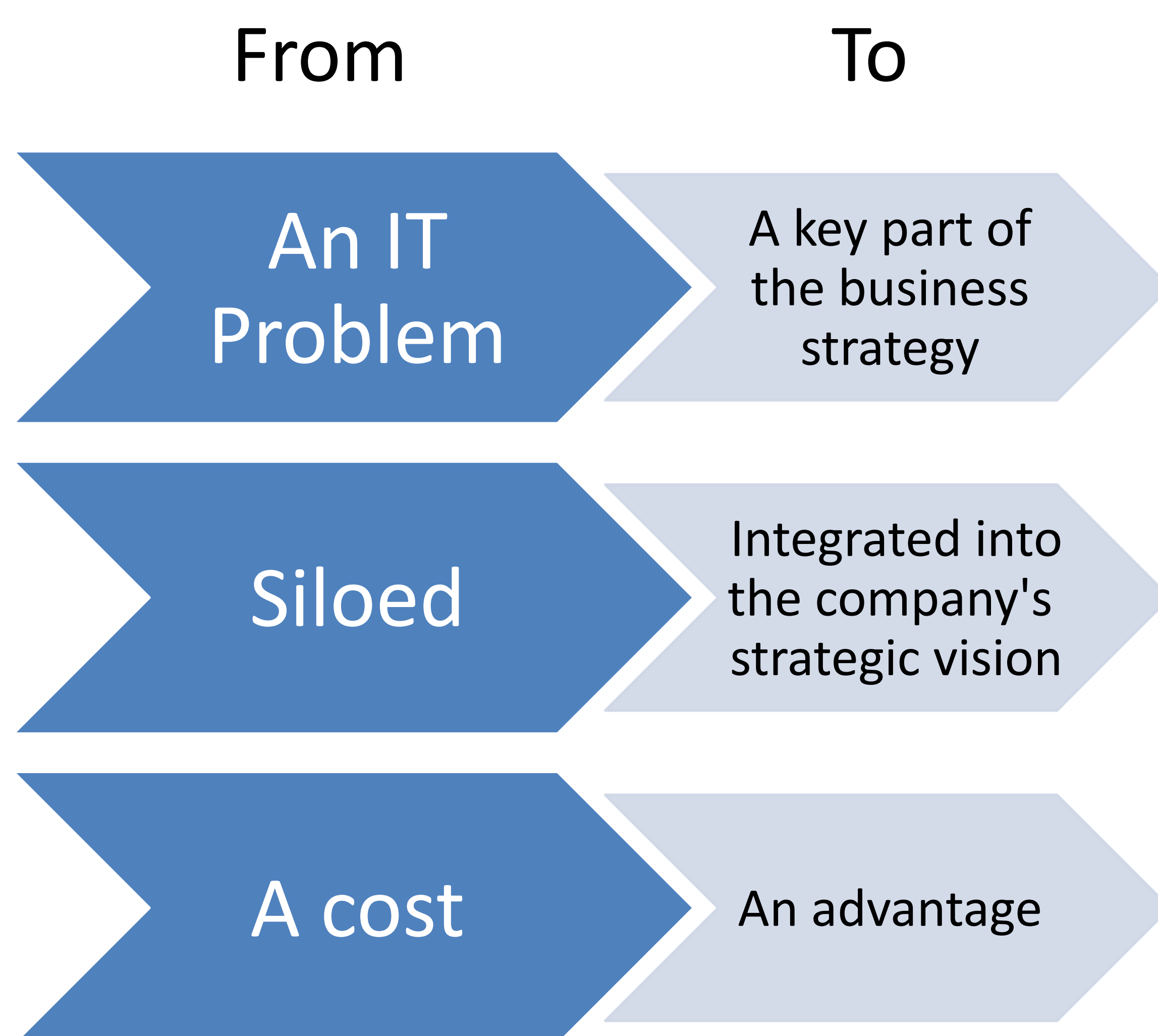
Case Studies of how Cybersecurity can create a Competitive Advantage

Cybersecurity can be used to create a competitive advantage

Business leaders **often face tough decisions** as they look to build innovative products that help **create a competitive advantage**, either through **differentiation** or through **cost** as they try and gain market share.

Traditionally, as these business leaders think through their strategies, one area they often overlook is the potential for **Cybersecurity to create the advantage they are searching for** as they seek to gain market share.

In this research project we **focus on key examples of companies leveraging Cybersecurity** as an opportunity to create differentiated products and services **through capabilities or cost** and separate themselves from their competition.



Companies are leveraging Cybersecurity to create advantages

This project **extends our previous research** around Cybersecurity as a Competitive Advantage by analyzing **different examples of companies** that are using Cybersecurity to differentiate its products from competitors and offer its **customers a stronger value proposition**.

We purposefully chose companies and are looking for companies that are not Cyber focused, but differentiation focused.

Learn from these companies to identify how you can start to leverage Cybersecurity as a competitive advantage in your own company.

Current Companies



An online banking company using Cybersecurity as a key differentiator through new and unique capabilities



The electric distribution division of a digital automation and energy management company that is using cyber capabilities to add more value to its products and services

There are opportunities and barriers to adopting Cybersecurity as a competitive advantage

- Increasingly, more companies are beginning to think outside of the box and using Cyber capabilities to create a competitive advantage
- These companies face challenges both internally and externally in communicating the advantages of Cybersecurity in creating a differentiated strategy
- There are certain market forces that need to be present in order to create that advantage



We need your help

- We are seeking additional companies for this paper. Do you have a project in your company where cybersecurity is being leveraged as a competitive advantage? We'd love to talk with you and gather your perspectives
- Please share your thoughts and insights with us. Send a note to Dr. Pearlson at kerip@mit.edu or Jonathan Muniz & jonmuniz@mit.edu



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