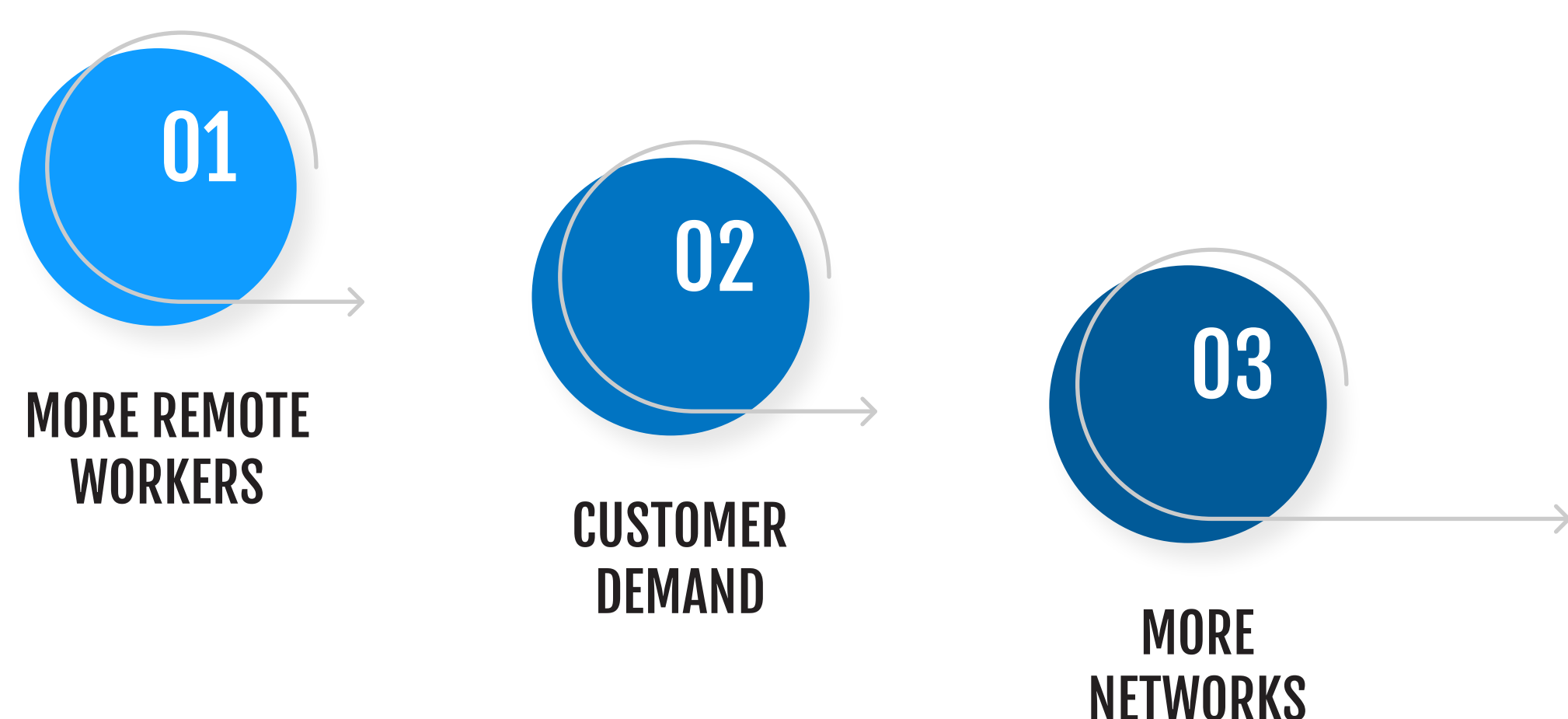


# 2024 STATE OF DIGITAL TRUST

## A CONSENSUS FOCUS

Top three topics driving interest in Digital Trust:



### PLUS:

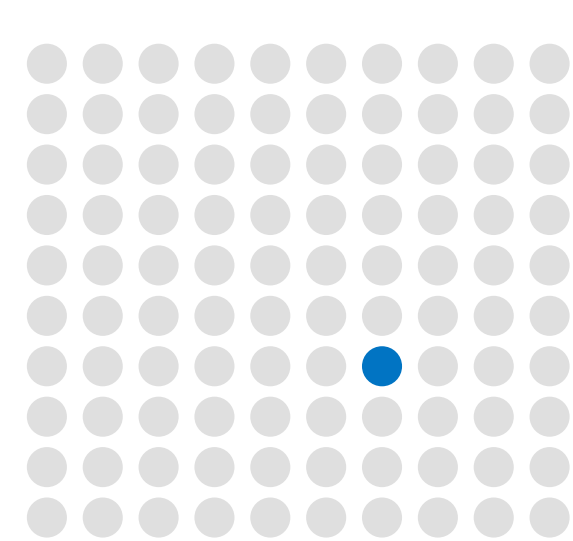
Faster pace of business

Increasing threat surface

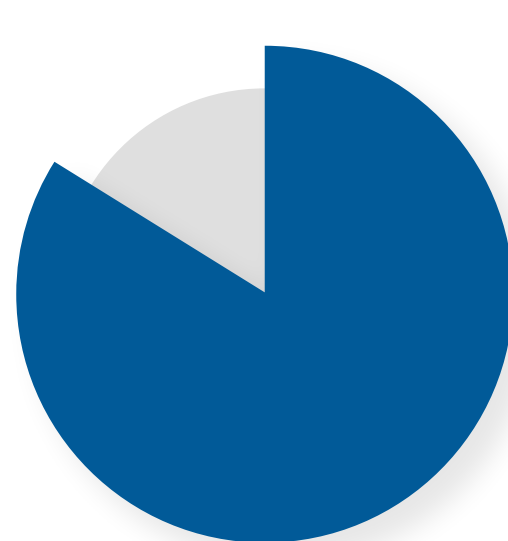
More bad actors & exploits

More interconnected world

## ROOM TO GROW



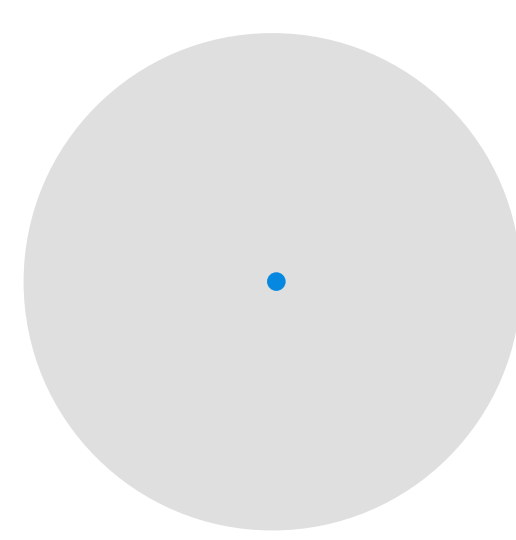
1 in 100 enterprises describe their digital trust practices as “very mature.”



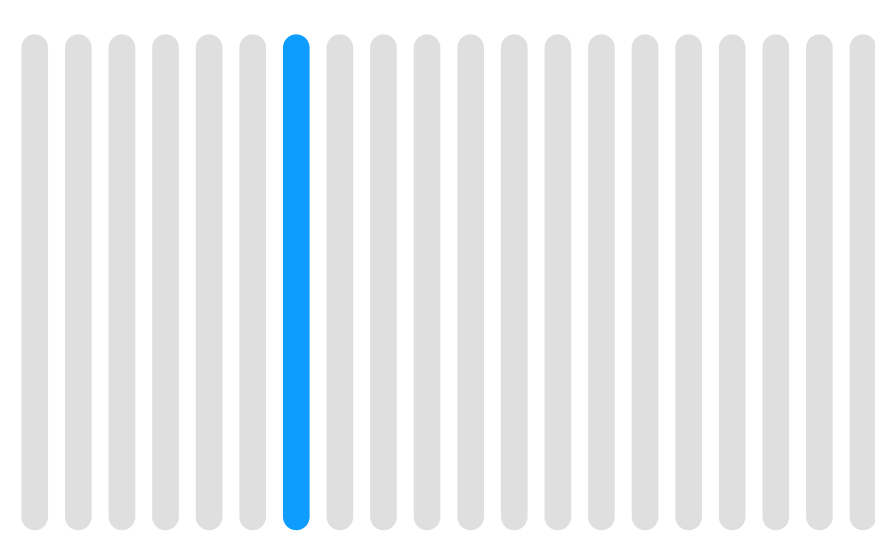
87% report being siloed.



11% do not manage cryptographic assets at all.



1% can rapidly respond to an incident.



5% can quickly adapt to certificate standard changes.



61% are unprepared for post-quantum.

## 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



TAKE  
INVENTORY



DEFINE  
POLICIES



CENTRALIZE PKI  
MANAGEMENT



PRIORITIZE BASED ON  
BUSINESS IMPACT

## THE BEST WAY TO BECOME A LEADER?

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