



# CERTES BLOG

BUILDING A TRUSTWORTHY DIGITAL ECONOMY

# SAFEGUARDING OUR DIGITAL PROSPERITY

CERTES NETWORKS Blog Post  
September 2019

For CEOs, the task is clear: **Build a trustworthy digital economy that safeguards our future prosperity.** The stakes have never been higher as the internet faces many challenges, according to Group Chief Executive, Omar Abbosh, Accenture Communications, Media & Technology.

Since its introduction, the Internet has been a fundamental pillar of the modern world, a catalyst for increased connectivity and innovations that continue to evolve and drive economic growth.

But today, the Internet is facing many challenges. Malicious cybercriminals threaten the security of the digital economy, which becomes more fragile with each attack. The Internet, which was once a tool for information sharing and communication, has grown increasingly complex, and new, digital innovations are outpacing the ability to keep it secure. Trust in our digital economy now hangs in the balance, putting significant value at risk.

A trusted digital economy could stimulate 2.8 percent in additional growth for large organizations over the next five years, translating into \$5.2 trillion in value creation opportunities for society as a whole. CEOs can capitalize on this opportunity and build a new digital economy that stands on a foundation of trust.



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