

# THE AI-CYBERSECURITY CONUNDRUM

## TELLING CYBERSECURITY STORIES IN THE AI BOOM

Despite the hype, IT decision-makers aren't jumping on AI platforms just yet: usage of AI in businesses is steady year-on-year, and interest is remaining flat.<sup>1</sup>

At the same time, IT leaders are looking for ways to be more effective in their use of technology. Surely AI could hold the answer? If so, what's holding back its adoption?

One answer could be a perception that the AI platforms currently available don't offer enough security protections.

How can security vendors show that AI solutions will increase efficiencies while maintaining data security?

Changing perceptions and forging trust can be tough at the best of times, but especially so when focusing on a topic which is already provoking so many opinions.

While earned media should provide a strong channel to demystify the topic and showcase AI expertise, media reporting around the technology has plateaued, with many journalists reporting fatigue.

But, as a channel to reach and influence ITDM audiences, it remains important.

<sup>1</sup>Source: Global Web Index data on IT decision maker and C-suite representatives within businesses

To get this message across using earned media channels, security vendors need to:



**Become a trusted voice** – offer a constructive and clear perspective, corroborating any claims made and bringing in examples of your company's own innovations (ideally in practice) to verify expertise



**Understand nuance** – bland, all-encompassing views that are created at a global level won't have an impact in local markets. Make the effort to understand the detail in the UK and across Europe, tailoring the message accordingly



**Don't just claim it, show it** – AI reporting is moving on from the hypothetical. If an AI-related innovation can't be demonstrated, consider whether now is the right time to show it



**Reassure on privacy and security** – while the regulatory landscape is still catching up, businesses can use the time now to show the steps they are taking to protect data. Proactivity will help influence policy and provide reassurance



**Tell an evolutionary story** – as media grow fatigued of talking about AI and seek new topics, help to bridge this gap. By sharing viewpoints on how AI will influence say quantum computing or digital twins, it offers a thoughtful, more rounded story

If you're looking for new ways to cut through with your cybersecurity story, contact Zeno London for advice.



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