

Vulnerable economy no place for security scare tactics

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Exploiting businesses' fear, enhanced by the economic downturn, is the wrong approach to the market for IT security software vendors. Scare tactics are being used by many vendors, despite there being no evidence that an economic downturn results in, for example, an overall increase in spam or disgruntled ex-employees misappropriating data.

Looking at these example arguments, why would certain types of spam increase in a downturn? Scams such as these often want people to commit to ill-advised investments – surely something that is less likely to happen when everyone's belts are tightened? And while there is always a risk of a proportion of ex- or current employees abusing their network access rights, there is no reason why this quotient should increase during a slowdown.

The correct message for the channel is a simple one – cost-efficient and high-performance products. SMEs want vendors to help maintain their IT security levels, while also taking into account their financial concerns. Scaremongering will soon be seen for what it is – a desperate resort from vendors with products that have little substance or are over-priced.