

What Data and Security Buyers Indicate Is Important

KEY FINDINGS FROM
THE DATA SECURITY
& COMPLIANCE BUYER
BEHAVIOR SURVEY

THE THREAT LANDSCAPE

VULNERABILITIES UNDER ATTACK

- **44%** of zero-day exploits now target data exchange systems¹
- Third-party breaches have **doubled to 30%** in 2025²
- **Legacy file sharing platforms** are in the crosshairs due to antiquated security controls



COMPLIANCE DRIVES DECISIONS

THE COMPLIANCE FACTOR

- **31%** of buyers cite compliance capabilities as their decisive selection factor
- **56%** rate security certifications as "extremely important" during vendor discovery
- Nearly **1 in 4** reject vendors over compliance-related security concerns



THE INFORMATION GAP

SECURITY BLIND SPOTS

- **Over half** of professionals struggle to get adequate security information during evaluations
- **63%** seek detailed security info before even talking to vendors
- **59%** lack proper governance for third-party data exchanges

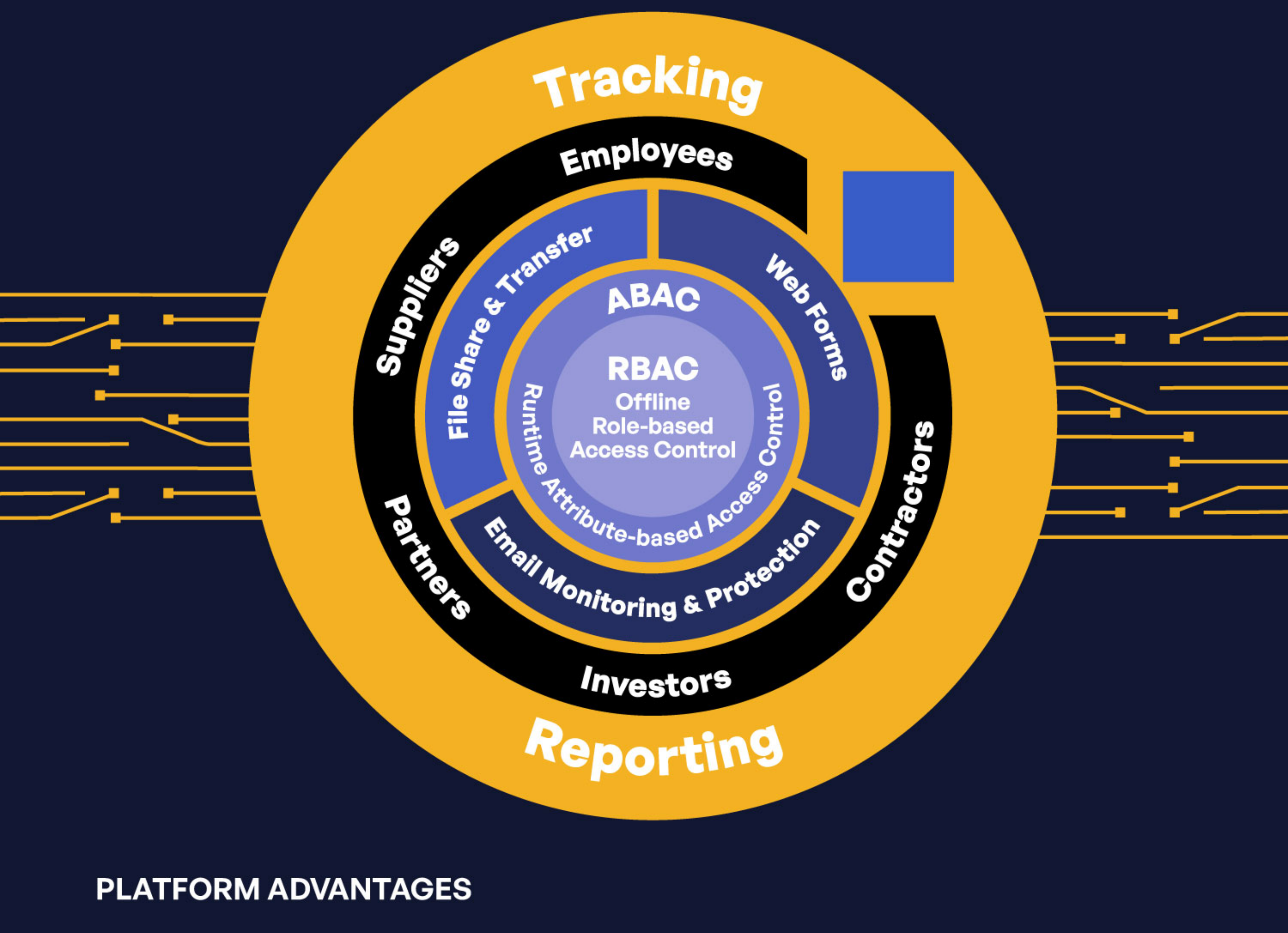


WHAT MATTERS MOST

DECIDING FACTORS

- **Security** dominates vendor selection decisions
- **Integration capabilities** are deal-breakers for **39%** of buyers
- **Two-thirds** prioritize vendor reputation and stability
- **30%** highlight vendor stability as high priority

KITEWORKS PRIVATE DATA NETWORK



PLATFORM ADVANTAGES

- Zero-trust architecture authenticates, encrypts, and monitors every exchange
- Comprehensive compliance framework includes FedRAMP Moderate and High, SOC 2 Type II, ISO 27001, 27017, and 27018, and other validations
- Seamless integration with existing enterprise systems
- Unified approach to managing private data risk

See Kiteworks in Action

Schedule a personalized demo to discover how your organization can strengthen your data security:

[kiteworks.com/demo](https://www.kiteworks.com/demo) or scan QR code.



¹ "2024 Zero-Day Exploitation Analysis," Google, April 29, 2025.

² "2025 Data Breach Investigations Report," Verizon, May 2025.