



What's Next for Customer Trust?

Transparency as the New Currency in Cybersecurity (2025)

Swipe ⋮⋮⋮



Trust is the Deciding Factor

- 88% of enterprise buyers say transparency is their #1 security provider criterion. (Forrester, July 2025)
- Modern clients demand visible protection-not just promised safety.



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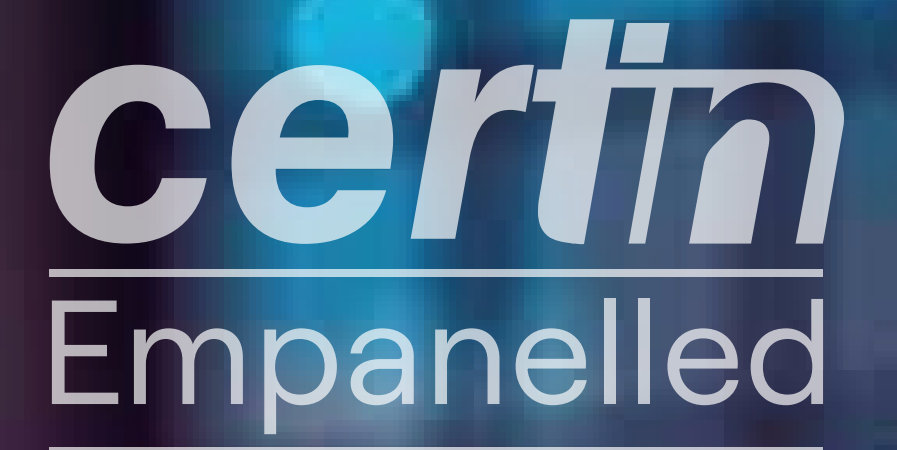
Where Trust Gets Broken

- Hidden or delayed incident disclosures.
- Confusing, jargon-heavy reports.
- Lack of visibility into vendors' own practices.
- Reactive, not proactive communication.

Client Success : “Clients remember crystal-clear updates, not marketing claims. Proactive reporting is the new differentiator”



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Strategy : 1

Real-Time, Self-Service Dashboards

- Give clients web dashboards with live project, threat, and compliance status, every hour, not just quarterly.

“Our SaaS clients log in 24/7 to see risk and remediation progress, not wait for PDFs”



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Strategy : 2

Humanized, Proactive Communication

- Plain-language alerts for vulnerabilities and breaches.
- Quarterly video walk-throughs. (not just email summaries)
- Instant answers via smart AI chat or a personal success manager.



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Strategy : 3

Open Book Security Proof

- Invite client audits, real-time compliance checks, and live demos of security controls.
- During a 2025 insurance pitch, our open-book SOC tour doubled the win rate over legacy vendors.



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Trusted by Security Leaders

“By giving clients access to live dashboards and open-book security reviews, we improved transparency scores and client retention within three months.”

-CTO, Leading SaaS Enterprise.

Trusted by Leading Brands



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What's Next in Transparency at Every Step

Future-ready brands make security clear and accessible at every client touchpoint.

Contact our team for a security assessment.



Book a meeting