

Deloitte.

Customer +Cyber

Excellent experiences. Integrated security.

Digital platforms are the front door to customer growth, uniting marketing, sales, service, and commerce to deliver consistent, brand-aligned experiences that build loyalty and trust. That same connectivity increases exposure to disruption and reputational risk across channels and platforms.

Deloitte's Customer +Cyber unifies customer experience and cybersecurity to protect digital journeys, embed security and privacy into experience design, and address risk across the customer ecosystem. The result is resilient, revenue-critical engagement that enables compliant data sharing and confident innovation.

The opportunity

Personalization is at the core of providing excellent experiences —yet it also exposes you to risk.

As digital platforms, online services, and websites become essential gateways for revenue and engagement, any disruption can result in immediate financial loss, operational downtime, and lasting reputational damage. Securing these core processes is not just about meeting regulatory requirements—it's central to protecting the business functions that drive growth and sustain your competitive advantage.

Deloitte's Customer +Cyber services

We enable secure digital experiences by embedding security and privacy into the design and delivery of marketing, commerce, sales and service platforms.

Deloitte works with your team to understand their challenges and ambitions, ensuring that our specialists are well positioned to design and deliver security, privacy and customer-centricity at every stage.

Define

Align cybersecurity strategy to business priorities and regulatory needs. We assess risk, set clear principles, and ensure security, privacy and consent are considered from the start.

Design

Architect secure digital platforms and customer and citizen journeys. We build in strong identity management, embed privacy controls, and enable secure, seamless experiences—designing solutions for compliance and resilience.

Build and Operate

Implement and continuously monitor protections in live environments. We safeguard customer data, detect and respond rapidly to threats, maintain regulatory compliance, and drive continuous improvements that adapt to new risks and business needs.

The Deloitte **Customer +Cyber** difference

Protection across the digital ecosystem by identifying and remediating vulnerabilities

Customized security strategies tailored to your organization's customer and citizen engagement landscape

Cybersecurity embedded through every phase, supporting rapid design and launch of new products

End-to-end Customer +Cyber solutions that unify security and data sharing, bridging silos

Real-time threat detection and response across all user-facing platforms, helping safeguard brand reputation

C-suite empowerment to innovate and drive long-term customer value and sustainable growth

Reduce risk, build trust

Investing in customer-centric cybersecurity not only reduces risk—it builds lasting trust, supports business continuity, and enables differentiated, data-driven experiences in a secure and resilient environment.

Experience

Frictionless, secure omnichannel journeys that are still personalize.

Trust

Privacy-forward transparency and “trust by design” that increases loyalty.

Protection

Proactive adversary detection + rapid response that safeguards reputation.

Compliance

Audit-ready evidence and automated controls that reduce exposure.

Efficiency

Integrated ways of working that cut duplication and costs..

Agility

Built-in security and compliance that speed releases and adapt to change.

Get started with Deloitte's **Customer+ Cyber** services

To learn more, visit www.deloitte.com/cyber or contact our team today.

John Gelinne

Global Cyber Incident Readiness, Response, and Recovery Leader
Managing Director, Deloitte & Touche LLP
jgelinne@deloitte.com

Mark Lush

Global Customer Leader
Deloitte Consulting LLP
mlush@deloitte.com

#1

Security Services provider worldwide for 12 years based on revenue in Gartner® Security Services report.¹

Named a leader in Worldwide Cybersecurity Incident Response by IDC MarketScape.²

Named a leader in Worldwide Data Protection and Governance Services by IDC MarketScape³

Endnotes

1. Gartner, Market Share: Security Services, Worldwide, 2024, By Rahul Yadav, Shailendra Upadhyay, Akshita Joshi, Tarun Rohilla, Bryan Haley, 25 April 2025. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.
2. IDC MarketScape: Worldwide Incident Response 2025 Vendor Assessment, by Craig Robinson and Scott Tiazkun, November 2025, IDC #US51802227
3. IDC MarketScape: Worldwide Data Protection and Governance Services Vendor Assessment by Cathy Huang, October 2025, IDC #US52973625

About Deloitte

Deloitte provides leading professional services to nearly 90% of the Fortune Global 500® and thousands of private companies. Our people deliver measurable and lasting results that help reinforce public trust in capital markets and enable clients to transform and thrive. Building on its 180-year history, Deloitte spans more than 150 countries and territories. Learn how Deloitte's approximately 460,000 people worldwide make an impact that matters at www.deloitte.com.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more. This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms or their related entities (collectively, the “Deloitte organization”) is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser. No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL and each of its member firms, and their related entities, are legally separate and independent entities.

© 2026. For information, contact Deloitte Global.