

Annex A: Media Factsheet

What is MAP?

Analogous to navigating with the help of a map, MAP is a tri-phased thematic/industry-based initiative that aims to help enterprises across sectors to strengthen their cyber security posture, defence and response to cyber threats and enhance digital trust in a digitally connected business landscape.



Broad level introduction to help enterprises understand the importance of Cyber Security and stay up to date with various threats and domains of cyber security beyond basic protection.



Targeted 'bite size' activities to help businesses identify areas and relevant initiatives to begin.



1-on-1 consultation and guidance tailored to the specific needs of enterprises so they can implement the right programmes and address their business priorities.

How does MAP help businesses?

The MAP is designed to achieve three outcomes:

- Break down cyber security implementation into modular steps and encourage more companies to embark on the journey.
- Address business-specific concerns through customised journey of change to suit companies of differing sizes and readiness.
- Create flexible transformation pathways that allow companies to enter and exit at each stage.

MAP has benefited more than 500 participants from 300 companies across all sectors.

For more information on MAP, please visit www.sbf.org.sg/what-we-do/digitalisation-transformation/map-initiative