



The Art of War: How incident strategy leads to Digital Transformation

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Knowing your Enemy

«Knowing your enemy and yourself, do not fear, because you will win in many battles» - SunTzu, The Art of War (512 BC)



“We have to operate knowing that they’re going to get inside sometimes”.

“The question is how do we limit their effectiveness and conduct secure business operations knowing they are watching.”

Rich Barger, ThreatConnect’s intelligence Officer, Frontiers Magazine 2016

The Digital Transformation Enabler

“The transformation stage that digital usages inherently enable new types of innovation and creativity in a particular domain, rather than simply enhance and support traditional methods.”

In a “struggling” economy organizations operate under a business philosophy:

- ✓ Innovation
- ✓ Creation of value

And are confronted with difficult challenges:

- ✓ Constant change of their Business support environment
- ✓ Increasing complexity



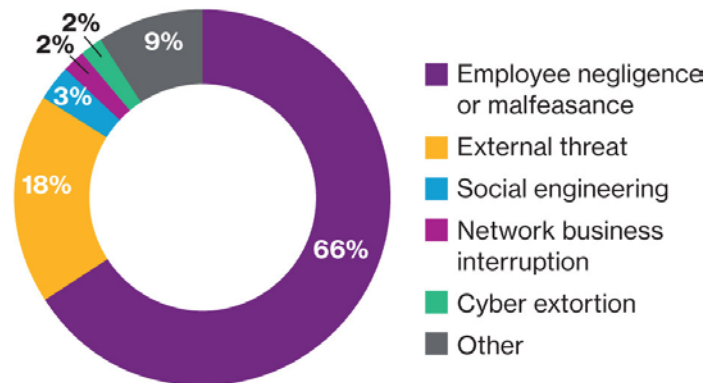
Digital Transformation disruptive technologies and DCX

"The re-alignment of, or new investment in, technology and business models to more effectively engage digital consumers at every touchpoint in the customer experience lifecycle."



Digital Customer Experience (DCX) is greatly compromised by "incidents" leading to:

Figure 1. Percentage of claims by breach



Source: Willis Towers Watson cyber insurance claims data



"Organizations need to increase DCX confidence level and thus win over competition while ensuring reputation, business operations and avoiding financial loss."

Incident Risk – What are the possibilities you say?



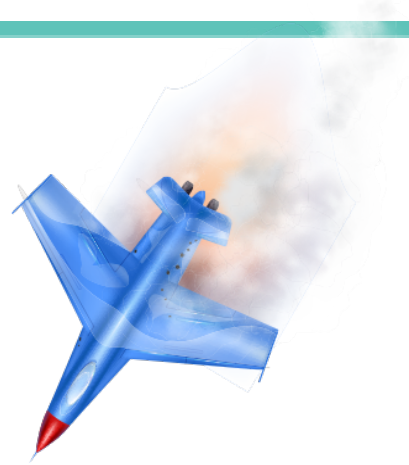
Death from a failed
parachute?

1
in
100K



Strike by
Lightning?

1
in
576K



Death from a
plane crash?

1
in
5.3M



Death from a
Shark Attack?

1
in
300M

And the Winner is.....



Data Breach

1 in 4

65%



Organizations believe that advance attacks exist today

46%



Organizations identified a Data Breach by chance

33%



Organizations realized that breach more than 2 years after the incident

Dark Web – Digital Commodities Value

Digital Information Categories	\$\$\$\$\$\$\$\$
Credit Card#(with CVV or w/o)	\$5 - \$15
Identity Card (SSN, BankAccount, ...)	\$20 - \$30
Web Bank Account with funds at least \$5,000	\$500
Compromised PC	\$5 - \$25
Phishing Web site hosting – per page	\$3 - \$5
Verified PayPal account with funds	\$50 - \$1000
Skype Account	\$10
World of Warcraft account	\$10
Medical Record	\$150-1300
Loyalty Account	\$20
Private Personal Information (Loans, Positions, etc.....)	Just name a price...

Source: IthacaLabs™ Cyber-Threat Intelligence – Dark Web 2017

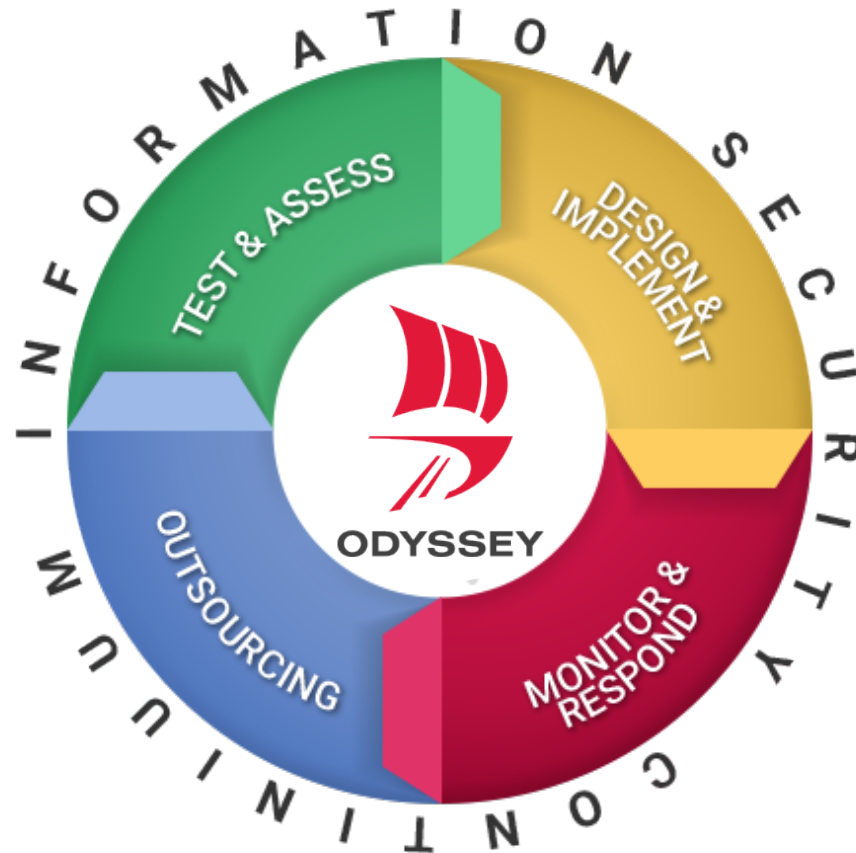
Adopt an Incident Strategy to enable Digital Transformation

Test & Assess

Identify, Analyze and Evaluate the impact that emerging threats, vulnerabilities and/or procedures might have on your organization's information security posture and Business Operations.

Outsourcing

Adopt a **holistic** delivery approach designed to offer a modular suite of Services, to satisfy your **business needs** and **risk**, to **successfully complement** your internal resources.



Design & Implement

Design and recommend **strategies** and **solutions** which directly address the risks and priorities identified.

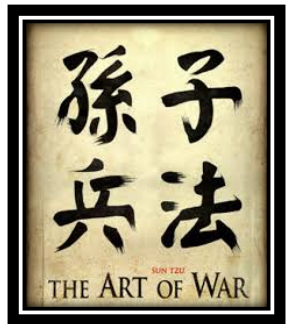
Monitor & Respond

Monitor and analyze in **real time** to effectively and proactively respond to suspicious **activity** and **data breaches**.

The Cybersecurity landscape is evolving every day...with new incidents!

“Digital transformation has created unique marketplace challenges and opportunities, as organizations must contend and take advantage of what technology provides. Implications of digitization for revenues, profits and opportunities have a dramatic upside potential.”

- **Predict, Detect, Prevent and rapidly Respond** to cyberattacks for protecting your data, trade secrets, reputation and business investments into the “Digital Era”
- **Meet Compliance requirements**



“Know your enemy and yourself”



A photograph of a sailboat named 'ODYSSEY' sailing on a blue sea. The boat is white with a large yellow sail. A crew of about ten people, all wearing red jackets and some with white accents, are on deck. One person is at the helm, another is pulling a rope. The boat is moving, creating white foam in the water. In the background, a coastal town with buildings is visible under a cloudy sky. A dark horizontal band is overlaid across the middle of the image, containing the text.

Impossible Challenges, Possible Solutions



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