

**AWECOMM**  
people innovate. business evolves.

## Securing The Customer

Taking relationships to the next level

**Change Is Coming!**





# Hackers Attack Every 39 Seconds

- *Security Magazine*



43% of cyber attacks target  
small business

*- Small Business Trends*

63% of cyber attacks target  
private companies

*-BakerHostetler 2016 Data Security Incident Response Report*




A nighttime photograph of a city skyline reflected in water. The buildings are illuminated with warm lights, and several boats are visible in the foreground. The sky is dark blue with some clouds.

Cybercrime damage costs to hit \$6 trillion annually by 2021

- Dark Reading



A black and white photograph of a museum hallway. The walls are covered in large, detailed murals depicting various scenes, including people in historical attire and industrial settings. At the end of the hallway, there is a display case containing a model of a building. The floor is made of large, light-colored tiles.

75 percent of employees have admitted stealing  
from their employers at least once

*- U.S. Chamber of Commerce*

While 38% admit to stealing from employers at  
least twice.

*- U.S. Chamber of Commerce*




The FBI estimates employee theft costs businesses about **7 %** of their expected margins

*- Federal Bureau of Investigations*



**85% of employees admitted to taking company documents and information they had created**

*- Federal Bureau of Investigations*







55% of organizations say that privileged users are their biggest insider threat risk.

*- Verizon 2018 DBIR*

# The Fraud Triangle



# 1.) Process, Procedure & Control

- Create and communicate data policies
- Classify and mark all data
- Define processes and procedures for sensitive data
- Utilize EEC's
- Connect HR to IT

## 2.) Protecting Systems and Data

- Restrict access
- Track access
- Use a document management system
- Control data exporting
- Properly dispose of data
- Restrict personal storage devices
- Take company equipment upon termination
- Do not treat a vendor like an internal employee

## 3.) Monitor and Alert

- Set access monitoring and reporting on all sensitive files
- Monitor internet usage for spikes to external file storage services like Drop, Onedrive, Google Drive
- Set internal alerts for large data downloads
- Set alerts for configuration changes or password changes on important systems and accounts
- Setup anonymous tip system, but investigate thoroughly before taking action

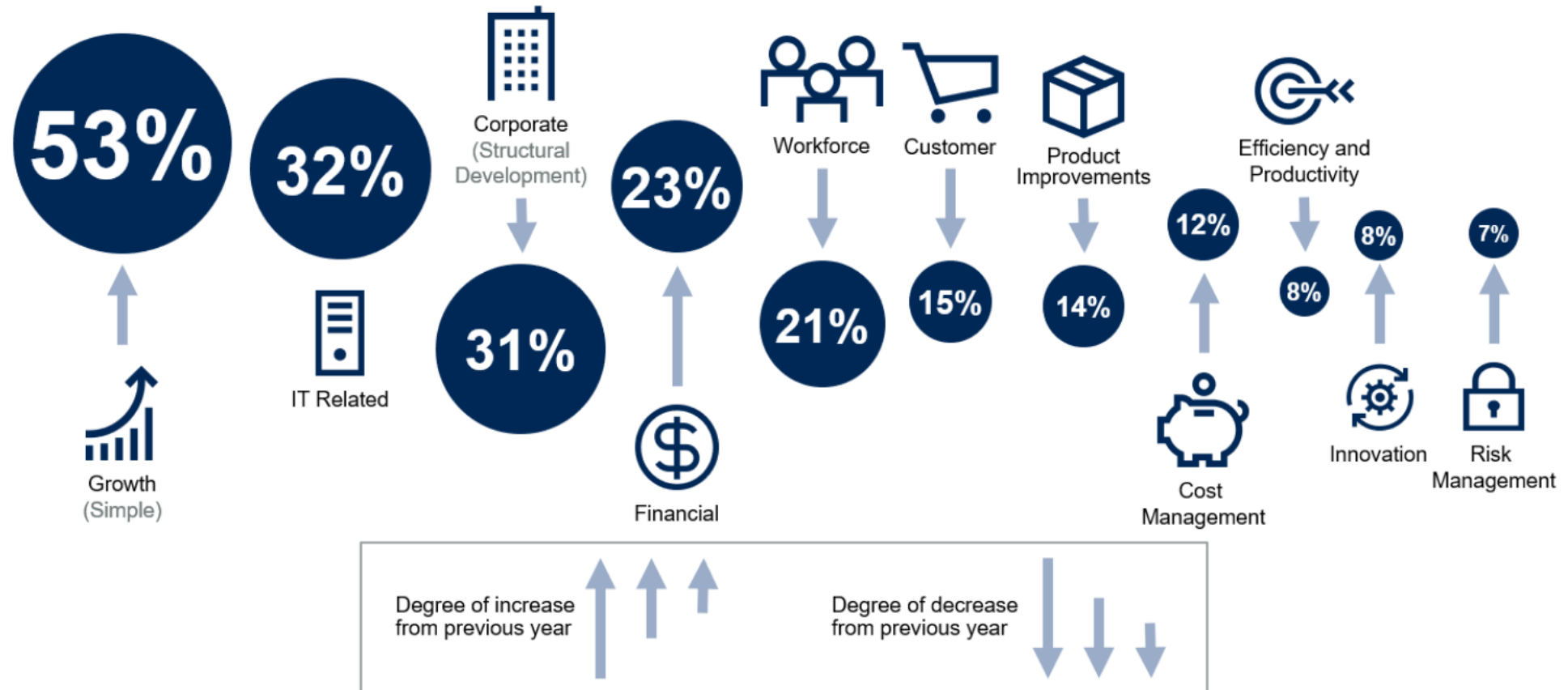
## 4.) Tools & Products

- Gallup Q12 surveys
- O365 +Auditing
- Teams / SharePoint migrations
- GPO – 2 factor – SSO
- BitLocker
- Training

# Gartner Survey Results - 2019

## Business Priorities — Top 11

Percentage of Respondents Ranked by Summary Top Three Mentions



### nanoschematic

DNA contains the genetic information that allows all modern living things to function, grow and reproduce. However, it is unclear how long in the 4-billion-year history of life DNA has performed this function, as it has been proposed that the earliest forms of life may have used RNA as their genetic material. RNA may have acted as the central part of early cell metabolism as it can both transmit genetic information and carry out catalysis as part of ribozymes. This ancient RNA world where nucleic acids would have been used for both catalysis and genetics may have influenced the evolution of the current genetic code based on four nucleotide bases. This would occur since the number of different bases in which an organism is able to store information is a result of the number of different bases it has available.

# The DNA of IT is Changing



# The IT Budget

IT budget as a percentage  
of overall revenue



Source: Deloitte 2016–2017 Global CIO Survey, N=1,081, 747, 1,133.

Deloitte Insights | [deloitte.com/insights](https://deloitte.com/insights)

# Overall Trends

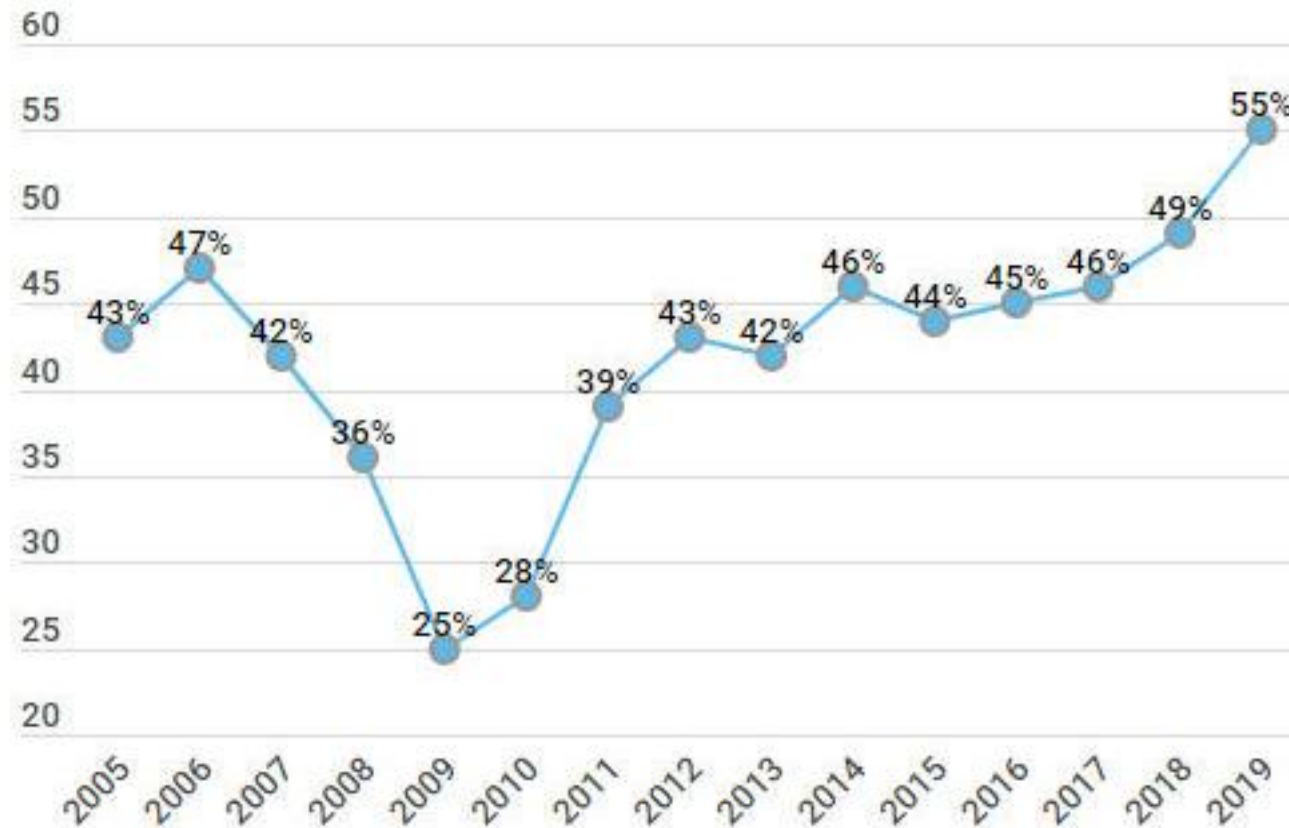
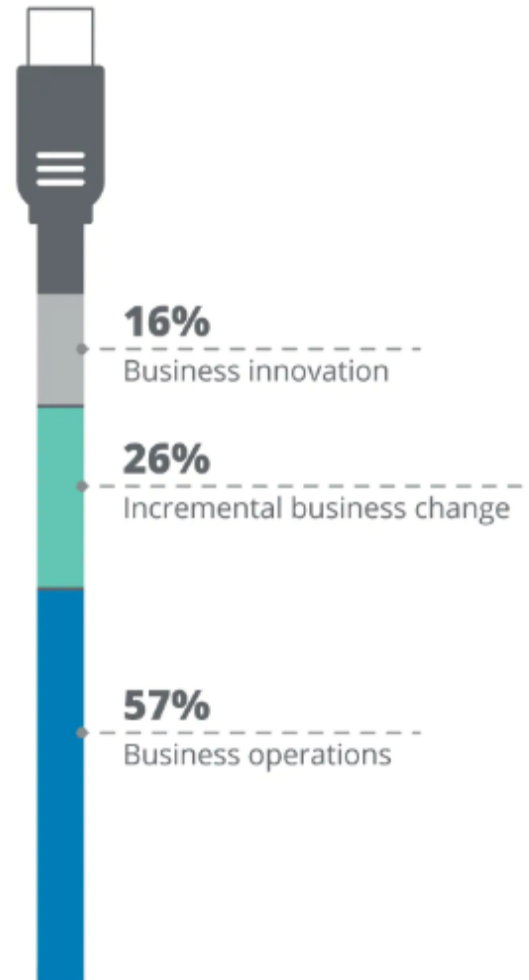


Chart: Harvey Nash-KPMG



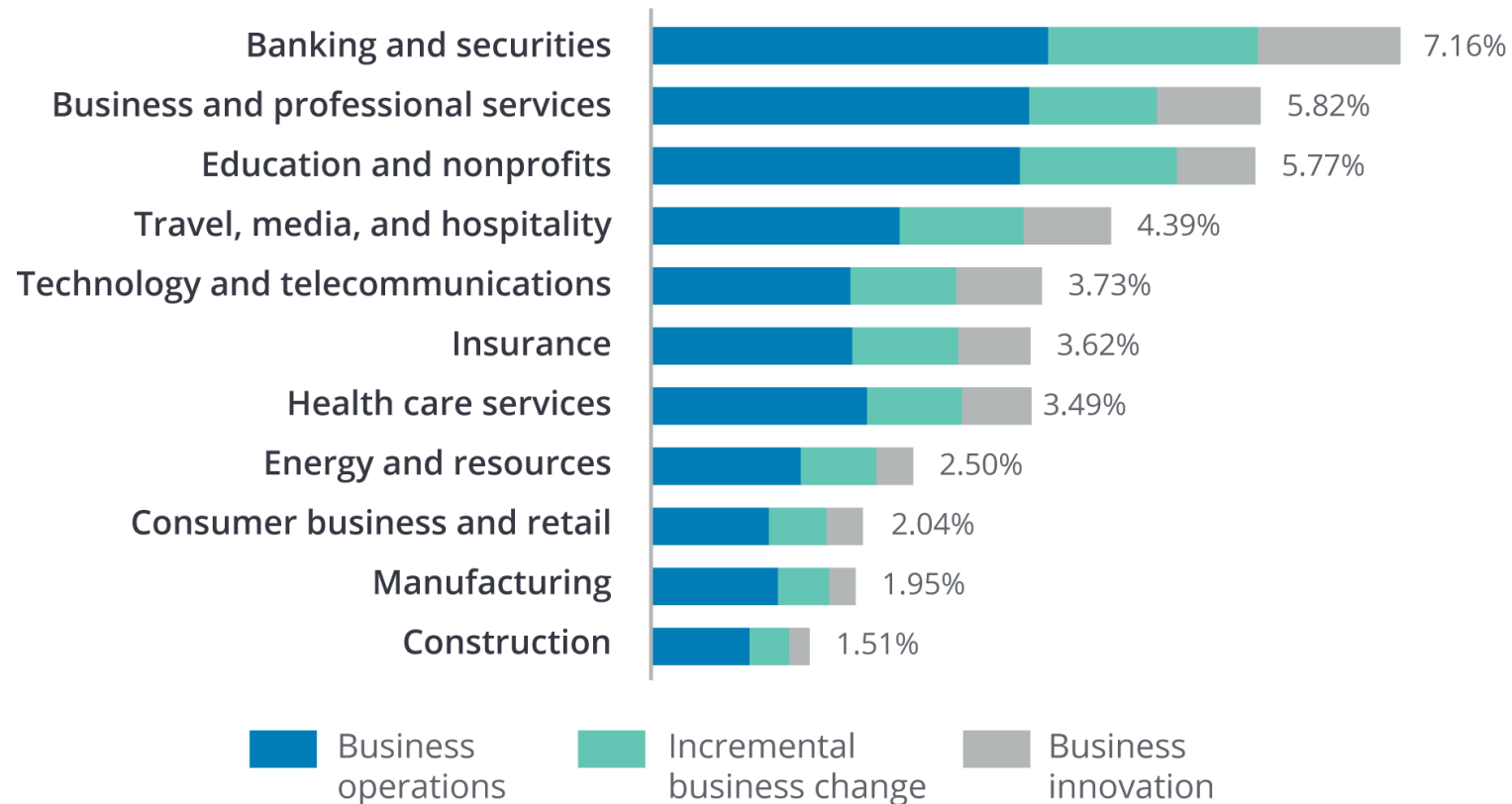
# The IT Budget



Source: 2016-2017 Global CIO Survey, N=1,081.  
Deloitte Insights | [deloitte.com/insights](http://deloitte.com/insights)



# Refining Your Budget

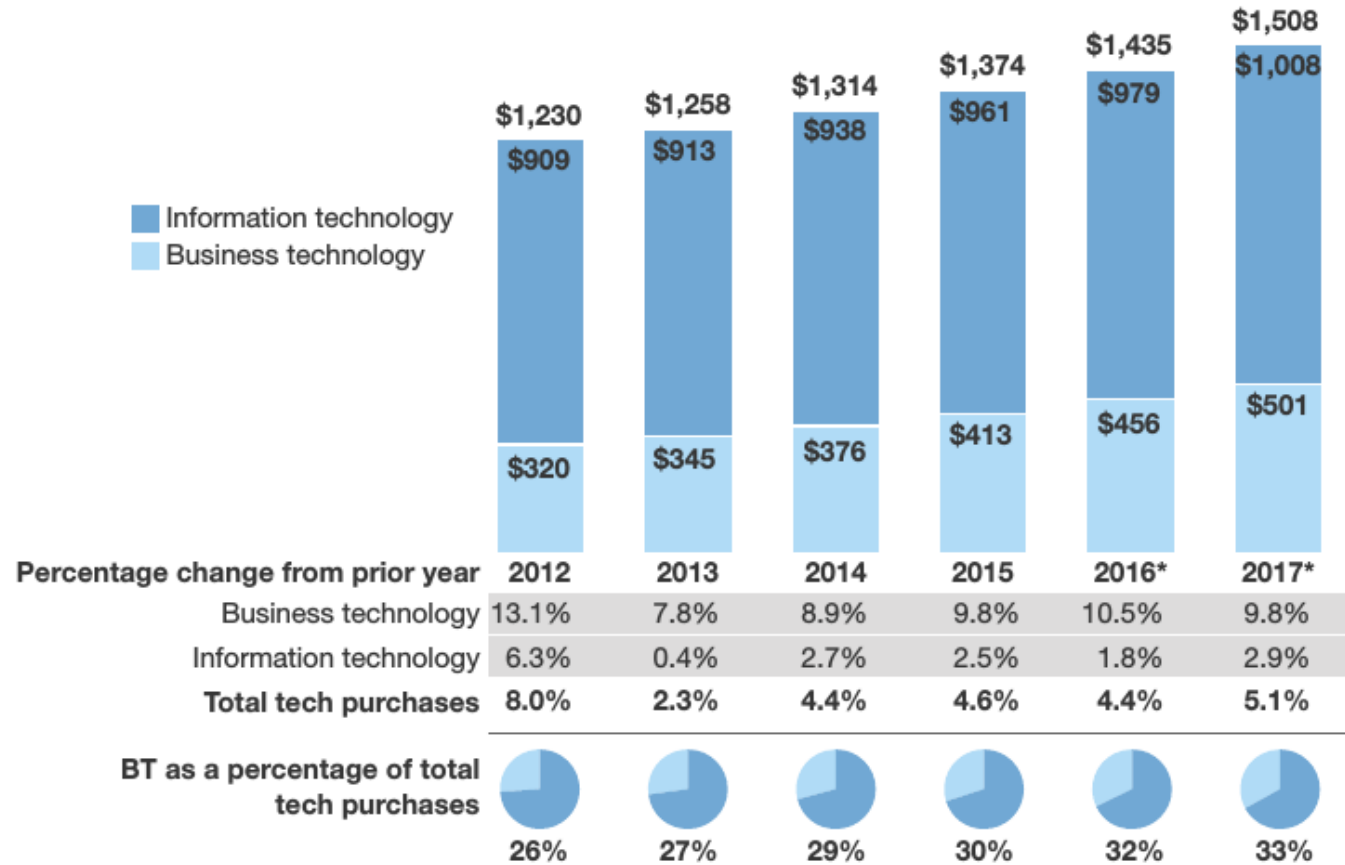


Source: 2016–2017 Global CIO Survey, N=1,081.

Deloitte Insights | [deloitte.com/insights](https://deloitte.com/insights)

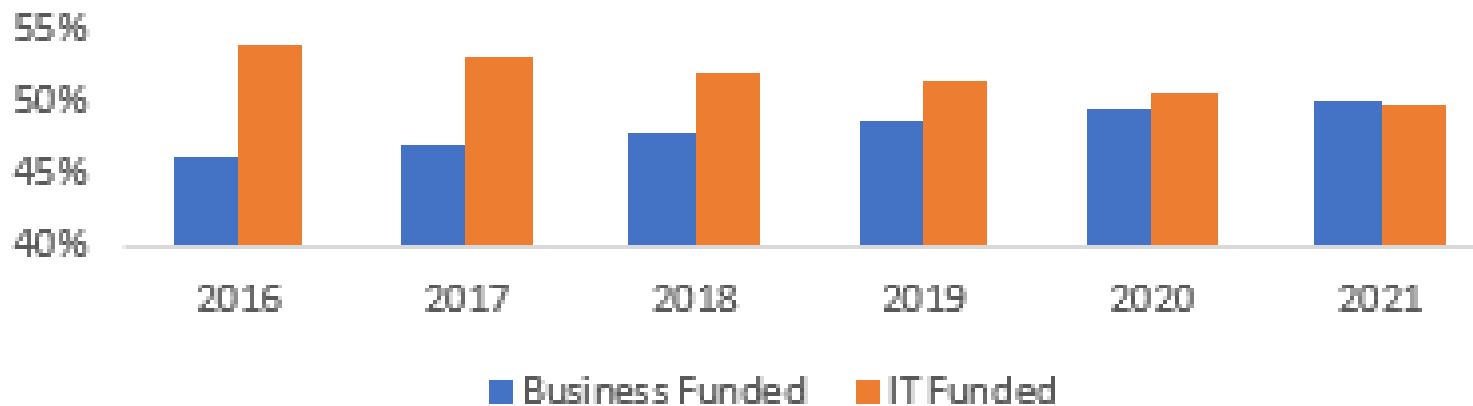
# Long Term Trends

**US business and government total purchases of tech goods, services, and staff**  
(US\$ billions)



# Long Term Trends

**Share of IT- vs Business-Funded IT Spending  
in Western Europe  
(2016–2021)**

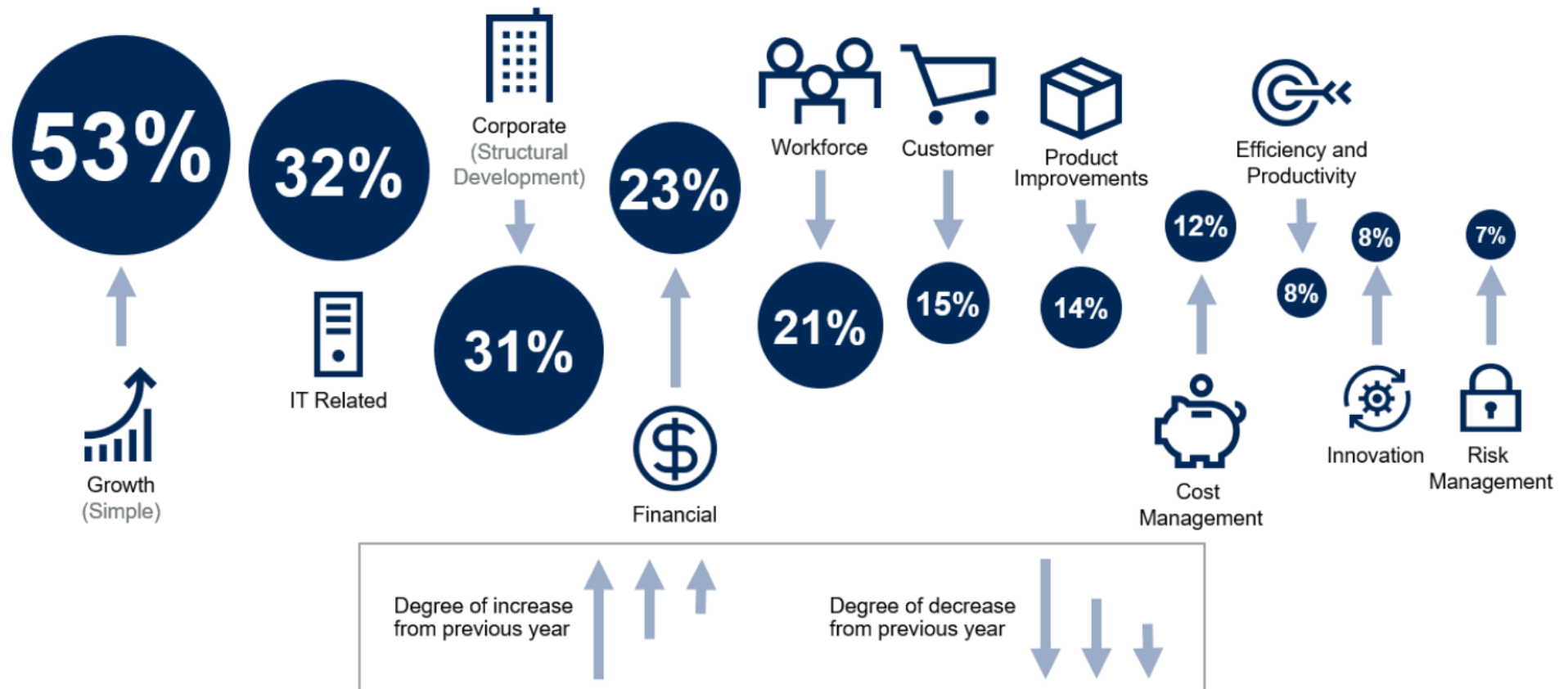


**Change / Acceptance =  $\frac{\text{Perceived Reward}}{\text{Perceived Risk}}$**

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# Example: Selling The Bigger Picture

O365 Solution with advanced communications, SharePoint Migration, OneDrive Migration, Workstation Encryption, Auditing



More Digitization Opportunities



Lower Total Cost of Ownership



OpEx vs. CapEx



More Collaboration  
Better Communication



More Stable  
More Redundant



Better Able to Serve Customers  
Any Time, Any Where



Latest, Most  
Productive Tools



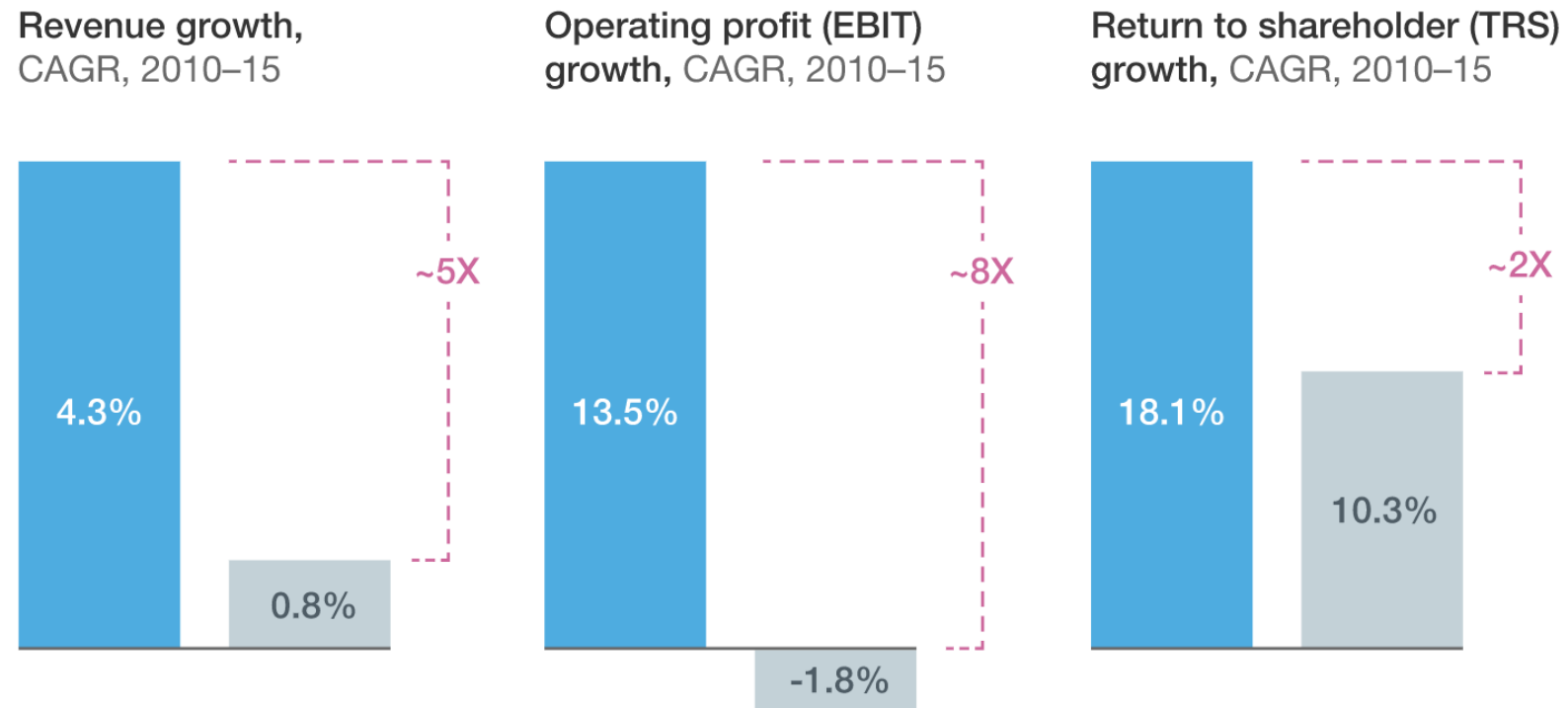
Adds Monitoring, Auditing,  
End-Point Security, and Greater Compliancy

Make  
Me a  
Digital  
Leader



# Digital Leader Performance

■ Top-quartile digital B2B companies ■ Rest of B2B sample



McKinsey&Company | Source: McKinsey Digital Quotient®, Capital IQ



# Sell Solutions Into The Opportunity

- Growth
- Profit
- Agility
- Culture
- Stability
- Iterative Improvement
- Innovation



**Thank you!**

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(7 being highest!)

4. Write a comment (if you want)

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