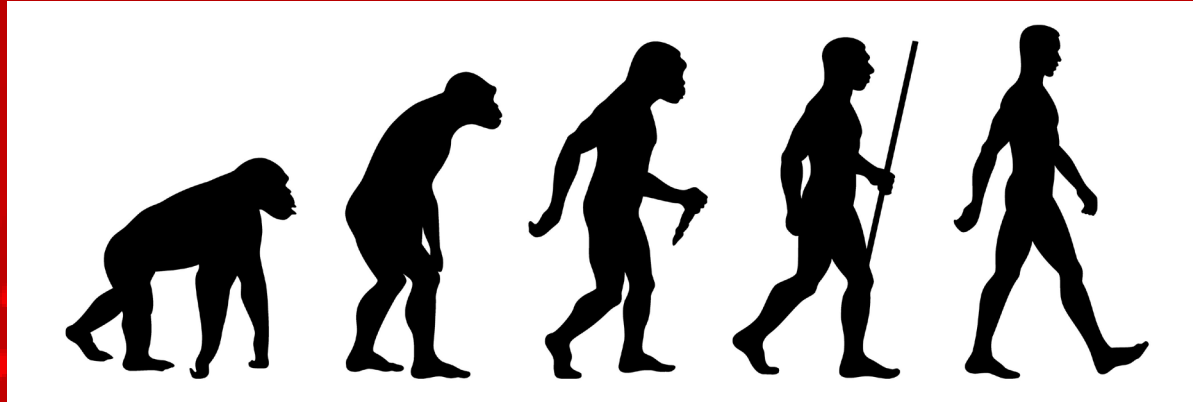


Cybersecurity has evolved...



**Has Your Business?
Have YOU?**

Michael Knight
Independent Cyber Cosmetics Consultant

#XCH19

@TheChannelCo

Cybersecurity – Of Yesteryear

What you used to Need:

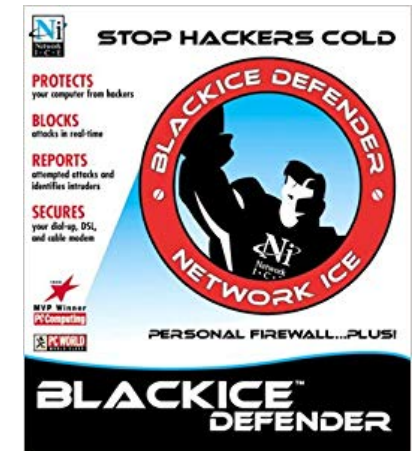
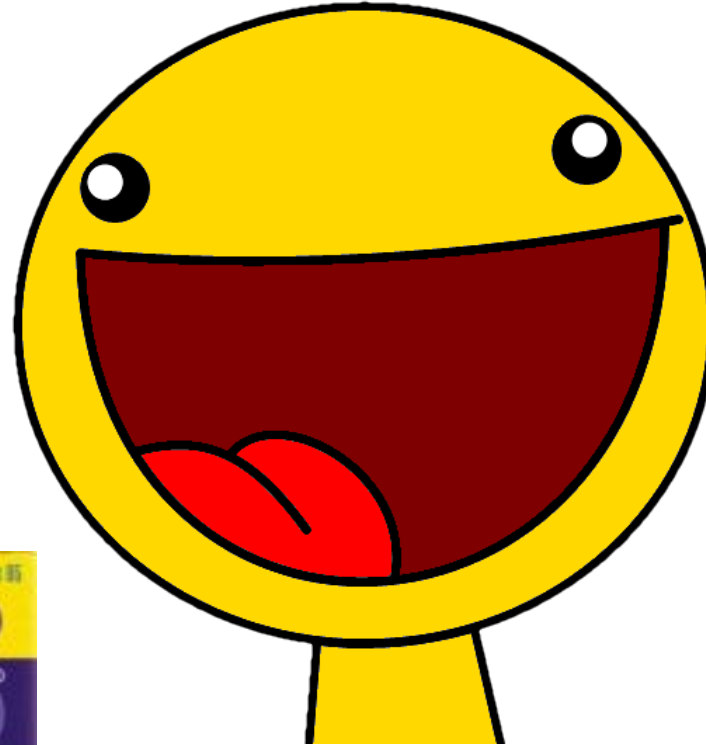
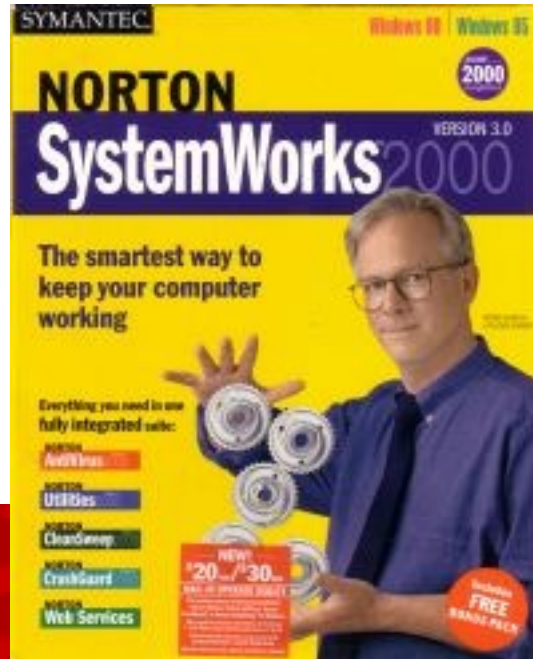
Firewall/Router: NAT/ACL

Computer Anti-Virus

Client-based
Anti-Spam



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What you need now:



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The Current State – Cybersecurity:

Massive Outages and Financial Damage due to Cyber Security Breaches or Distributed Denial of Service (DDOS) Attacks propagated by MACHINES (IIOT, IOT)

Weaponized, Malware For Profit Cloud Services (SATAN), Pornspoitation and MORE!

Mirai Malware infects +500,000 Devices

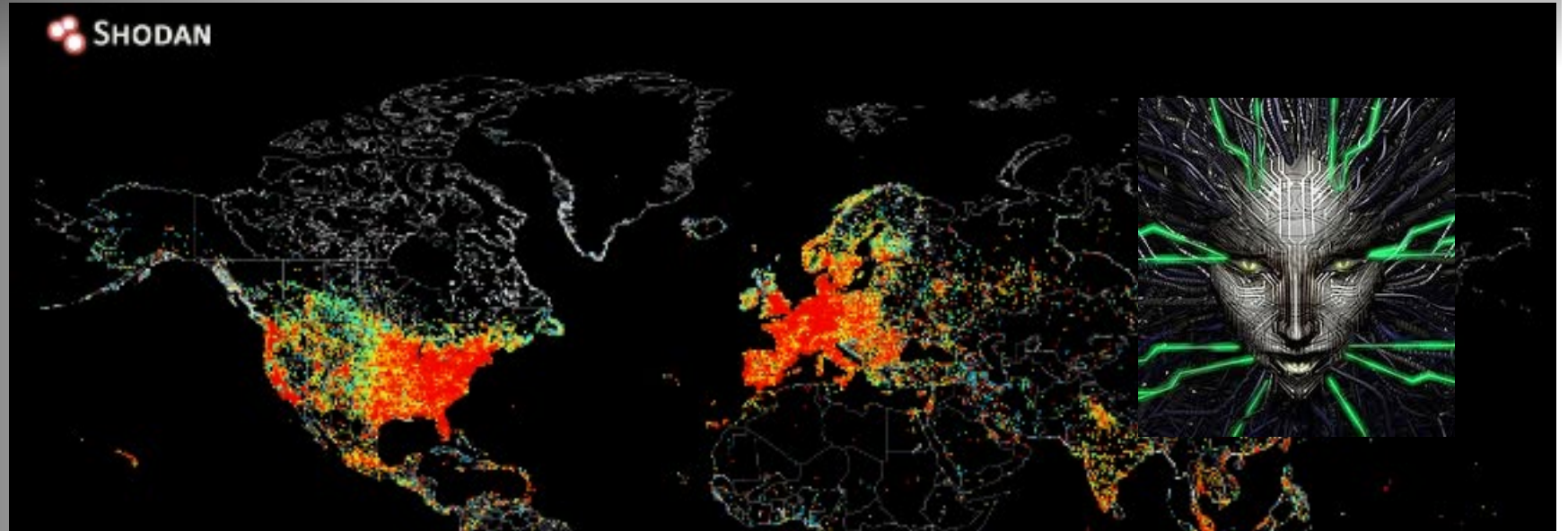
IOT BotNet Launches
1.5 Tbps DDOS Crippling
Critical DNS Infrastructure

Arbor Networks survives
1.7TBbps DDOS Attack

Equifax exposes
143 million identities

Leon County Schools & San Diego Unified:
100,000+ Student Records Breached

Shodan – Internet Device Search Engine



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The **Business Opportunity** of Stolen Identities:

Student Identities: \$300.00 per Credential

The **Basic Security** Numbers:

Breach Timeframe from Inception to Discovery: 90-180 Days

The **Business Opportunity** of Cybersecurity:

2021 Global Cybersecurity is expected to reach: **USD 181.77 billion**

2022 Global Cybersecurity is expected to reach: **USD 231.77 billion**



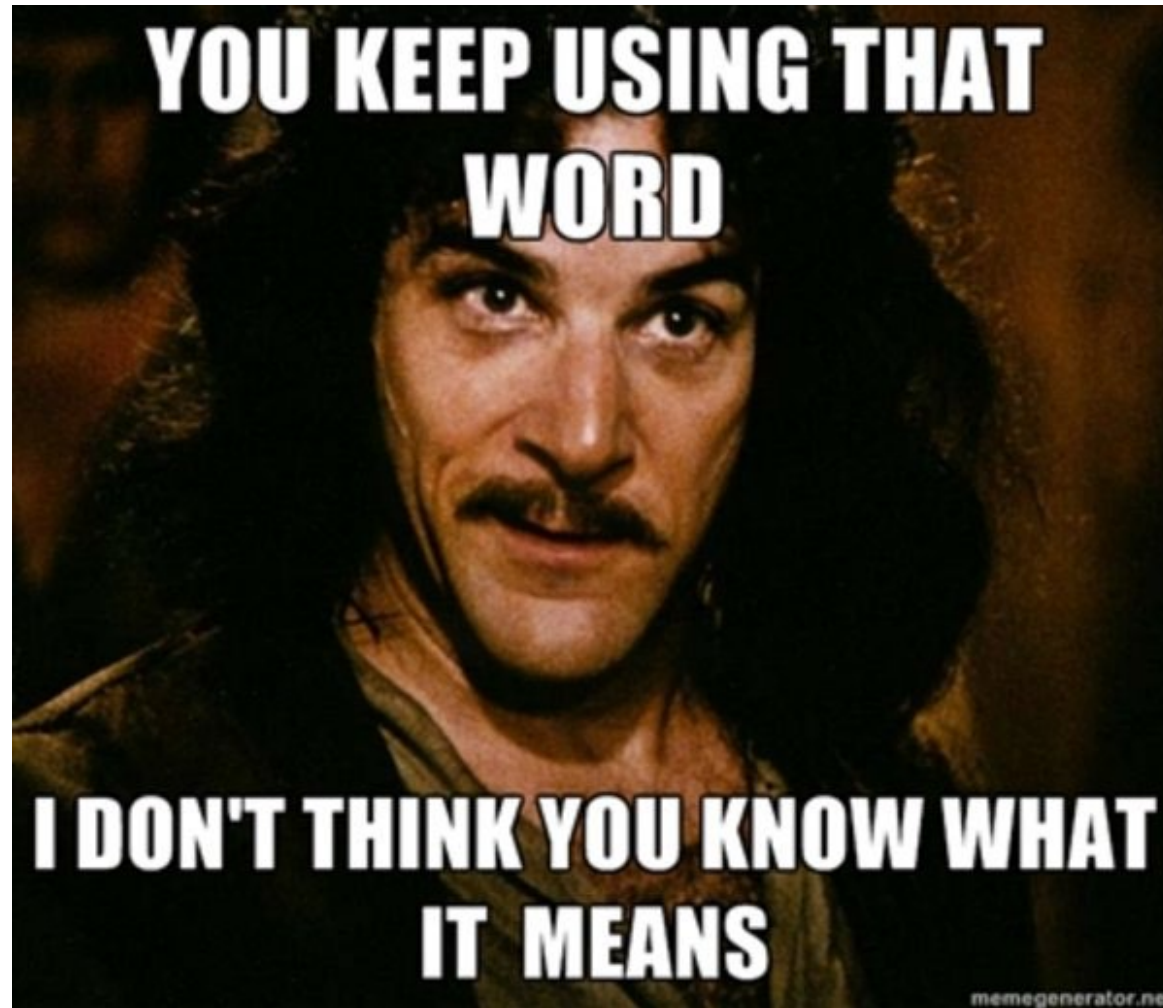
IF THIS IS YOUR COMPANY/SALES CYBER PITCH...

HEY DID YOU HEAR ABOUT THE LATEST BREACH?

YOU HAVE NOT EVOLVED...



Let's **TALK** Security **TERMS**



HOW DO WE EVOLVE WITH **CYBERSECURITY**?



Define a Methodology to Address the **Challenges**

Redefinition

*Tech allows for the creation of new tasks,
previously inconceivable*

Modification

Tech allows for significant task redesign

Augmentation

*Tech acts as a direct tool substitute,
with functional improvement*

Substitution

*Tech acts as a direct tool substitute,
with no functional change*

Create

Evaluate

Analyze

Apply

Understand

Remember

Phase:	Technology Example: Migrating Standard Practices
Substitution	Migrate to a central Syslog Server. Review Logs as required. Look at Alerts Get Vulnerability Assessment Report Quarterly.
Augmentation	Implement Unified Threat Management, IDS/IPS, Malware Detection, GEO-IP and Reputation Blocking. Couple with Central Logging. Review Alerts and Standard Device Reporting. Review Vulnerability Assessment on an on-going basis.
Modification	Implement Next Generation AV (Endpoint Detection and Response), NetFlow/sFlow Network Visibility Aggregation with Deploy SIEM-Lite. Integrate deep integrated Vulnerability Assessment Quarterly Penetration Testing.
Redefinition	Integrate all Security Components into Cloud SIEM and Policy Manager, Leverage 3rd Party Security as a Service (perhaps IaaS), Enable Complete Visibility into All Network Domains (Including Public Cloud), User and Application Actions with AI-driven Policies and Automated Response (North-South, East-West, etc.) with Monthly Pen Tests and Red Team/Blue Team Practice.

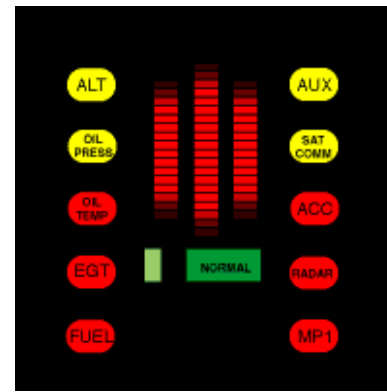
A Tale of Two Customers To **Evolve** or Not to **Evolve**...

- K12: A Cyber Opportunity Met with **Lack of Desire to Change** and **Administrative Resistance** that lead to continued cyber **failures**.
- SMB: An Cyber Opportunity Met **Open-Mindedness** an **Embracing of Change** that lead to major **positive business outcome**.





Hi. I'm Bob Demarzo.
And I approve of this message.



Thanks for your time.

Let's make our Cybersecurity Turbos Go!

@TheChannelCo

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2. Tap on THIS session

3. Rate session on scale of 1 – 7

4. Write a comment (if you want)

5. Hit Submit!

