

Making Leaders Successful Every Day





Agenda

- › 2014 Cybercrime Year in Review
- › 2015 Predictions
 - Social media
 - Security and Privacy
 - Governance Risk and Compliance
 - IAM, Fraud, Cybersecurity
 - Security Budgets and Law suits

2014 in Review

Year of the State Sponsored Hacker

兵信息化素养
事高科技人才

打赢—新时期军事斗争准备
打赢未来信息化战争不靠装备优势



State of Cybersecurity

- ▶ **69%** of US executives are worried that cyber threats will impact growth.
- ▶ **82%** of companies with high-performing security practices collaborate with others
- ▶ **59%** are more concerned about cybersecurity threats this year than in the past
- ▶ **49%** have a plan for responding to insider threats
- ▶ Banking and finance invest **\$2,500** per employee in cybersecurity
- ▶ Retail invests **\$400** per employee in cybersecurity

Cyber Crime Victims 2014



SONY
PICTURES



 **CHS** Community
Health Systems

JPMorganChase



2014 Cyber Crime Review - Sony

› Sony Pictures Entertainment

- More than a week of downtime
- Malware rendered computers unusable
- Threatened harm to employees and families
- “It’s a valid business decision to accept the risk. I will not invest \$10 million to avoid a possible \$1 million loss.” – Jason Spaltro, SVP of Information Security
 - › Bragged about convincing security auditor that weak passwords were ok

2014 Cyber Crime Review – Home Depot

› Home Depot

- Executive Management was not paying attention to cardholder data.
- “We sell hammers.” was the security strategy
- Being the second retailer to suffer a breach (Target was the first) gives them less cover
- Insured for the breach but the current cost is at \$86 million dollars

2014 Cyber Crime Review – CHS

› Community Health Systems

- 206 Hospitals across the US
- 4.5 million patients effected
- Hackers are known for taking medical device information
- Stole actual patient information of specific doctor's records
- State Sponsored Attack
- Chinese group called APT 18
- Could cost the company \$150 Million

2015 Predictions

Where do you go from here?

Predictions Agenda

- ▶ *Social Media*
- ▶ *Security and Privacy*
- ▶ *GRC*
- ▶ *Identity, Fraud and Cybersecurity Management*
- ▶ *Security Budgets and Law suits*

Social Media

What is the future of social media?

Adam Coleman

Читать

Timeline

Detail

k? #AskJPM

18/11/2012 at 19:57

via Twitter for iPad

Gotta say love that SURFACE
Have bought 12 already for
Christmas gifts. #FavoriteThing



Oprah Winfrey
@Oprah



@KennethCole
Kenneth Cole

Millions are in uproar in #Cairo. Rumor is
they heard our new spring collection is
now available online at
<http://bit.ly/KCairo> -KC

4 hours ago via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by stevenhoam and 98 others



id prayers are with the
terrible tragedy.

Follow

AWEARNESS

2015 Promises Social Evolution Rather than Revolution

- ▶ People will grow more willing to interact with brands in social media
 - Facebook user likes has grown 50%; on Twitter that number has risen 119%, and on Pinterest it's up 157%
- ▶ Privacy issues will continue to make headlines but won't deter user adoption.
- ▶ Tighter regulation will provide clarity for companies to increase social media use.
- ▶ Team up to protect your brand and demonstrate value to the business
- ▶ Conduct regular social audits to find and fix your weaknesses.
- ▶ Simulate crises to ensure you're prepared for when disaster strikes.

Security and Privacy

What do we have to look forward to in security and privacy?



Data Security And Privacy

▶ State-Sponsored Medical Records Theft Will Rise In 2015

- Look for healthcare, medical device, oncology, and research data breaches from state-sponsored attacks to increase
- World Health Organization predicts that the cancer growth rate will grow by 70% worldwide over the next two decades

IAM, Fraud and Cybersecurity

Is convergence the key?



Identity Management, Fraud Management, And Cybersecurity Converge

- 2015 will be the year of IAM convergence and biometrics rebirth
 - Fraud management and customer-facing IAM will converge.
 - Customers will demand increased focus on security, but not at the expense of experience.
 - Phone authentication and fraudster recognition will help plug cross-channel security holes.
 - Trusted identity providers will become a reality in the US.

Security Budgets

Will budgets increase in 2015?



Security Budgets Will Increase, As Will Breach Costs, Fines, And Lawsuits

- › Retail Security Budgets Will Increase By Double Digits In 2015
 - 53% of technology decision-makers at retail firms said they had increased their security budgets from 2013 to 2014
- › At Least 60% Of Enterprises Will Discover A Breach Of Sensitive Data
 - 45% of security decision-makers in enterprises experienced at least one breach of sensitive data during the past 12 months
 - 50% reported that they did not experience a breach
 - 60% of enterprises will discover a breach, the actual number of breached entities will be much higher, as high as 80% or more

Thank you

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