

RSAConference2016

San Francisco | February 29 – March 4 | Moscone Center



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Mapping RSA Conference Speaker Submissions to Security Market Trends

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Agenda



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- A peek behind the curtain of the RSA Conference submission process
- A graphical view: the 2016 word cloud
- Big trends, topics and ideas
- Key dates for RSA Conference

Submission Topics 2016



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| | | |
|--|--|---|
| Advanced Targeted Attacks | Identity Management | Research |
| Application Security & DevOps | Insider Threats | Security Analytics & Incident Response |
| Awareness & Education | Internet of Things | Security Services |
| Big Data | Law | Security Trends |
| Cloud Security | Metrics | Social Engineering |
| Cybercrime | Mobile Security | Social Networking |
| Cyber Warfare | Network Security | Strategy & Architecture |
| Data Security | Physical Security & Critical Infrastructure | Supply Chain Security |
| Endpoints | Policy & Government | Threat Intelligence |
| Governance, Risk & Compliance | Privacy | Virtualization |
| Hackers & Threats | Professional Development | War Stories & Case Studies |

Tracks Created from Submissions



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| | | |
|--|--------------------------------|---|
| Analytics & Incident Response | Human Element | Privacy |
| Application Security & DevOps | Identity | Professional Development |
| C-Suite View | Industry Experts | Protecting Data & Applied Crypto |
| Cloud Security & Virtualization | Law | RSAC TV Studio |
| Governance, Risk & Compliance | Mobile Security | Security Mashup |
| Hackers & Threats | Policy & Government | Security Strategy |
| Hackers & Threats Advanced | Practitioner's Dilemma | Technology Infrastructure & Operations |

Quick Overview



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- Hot topics:
 - Internet of Things (IoT) security
 - Data sovereignty and legislative volatility
 - Cyber Insurance
 - Privacy vs. Security
- Of particular intrigue
 - Breaches – implications of the theft of persistent PII

2015 Submission Titles + Quick Abstract





Other Interesting Trends



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- Overall maturity in many submissions – moving from “hacks” to “let’s talk about how to manage risk”
- More “agile” security
- Second year where frequency of “cloud” and “mobile” drop as words as they become ubiquitous
- The term “Big Data” shrinks
- INAMOIBW used liberally
- Less “Point of Sale” submissions than last year (when it surged)

- Year 2 of IoT Surge!
 - Cars, cars, and more cars...
 - Most ICS submissions we have ever recieved
 - Hacking of every Thing: baby monitors, medical devices, cars, ...
 - Legislation discussions around IoT safety standards
 - More maturity around the topic – how to defend devices, architectures, frameworks
 - Surprisingly little on “Smart City” given data from RSA Conferences outside the US

Data Sovereignty and Legislative Volatility



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- Many submissions on the implications of new and pending legislation
- Data sovereignty was an important topic – speculation on future moves, architectures for managing, etc.
- Designing for potentially disruptive legislative changes (Safe Harbor, the use of data for analytics, etc.)



- Huge surge in submissions on Cyber Insurance
- Practical discussions on how to think about policies, planning for potential claims, “rating” companies,...
- Sessions actually focused on using cyber insurance as a tool in risk management, making tradeoffs, etc.
- Reconciling cyber insurance with supply chain security: requirements, etc.

Privacy vs. Security



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- Seeing privacy and security communities work together
- Tradeoffs between individual privacy and “group” safety coming to a head
- Debates on privacy legislation—EU at epicenter but spreading
- The implications of a company or a country “going dark”
- Cultural realities

Of Interest: Breaches – Implications of the Theft of Persistent Personal Data



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- **Well understood:** implications of stolen credit card data
 - Active underground market: easy to sell CC numbers but low revenue per record
 - Time pressure: need to monetize stolen data quickly before breach discovered, cards deactivated, cards expire, etc.
 - Impact to the victim typically low/recoverable
- **Not well understood:** implications of breaches like Ashley Madison, OPM, healthcare providers, ...
 - Attackers have the luxury of time: monetization still possible years later
 - Potential for ransomware, “protection” subscriptions, extortion, etc.
 - Data exceptionally valuable in spear phishing
 - Data cannot be “reset”

Upcoming Key Dates



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- Jan 3: Crowdsourcing submissions close at 11:59 pm PT
- Jan 12: Peer2Peer facilitator notifications sent
- Jan 26-Feb 9: Crowdsourcing public voting
- Jan 29: Discount deadline to attend RSA Conference 2016
- Feb 10: Crowdsourcing presenters announced
- Feb 29-Mar 4: RSA Conference 2016 in San Francisco



See you at RSA Conference!!

