

# RSA<sup>®</sup>Conference2022

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## Cybersecurity as a Business Conversation

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# ***TRANSFORM***



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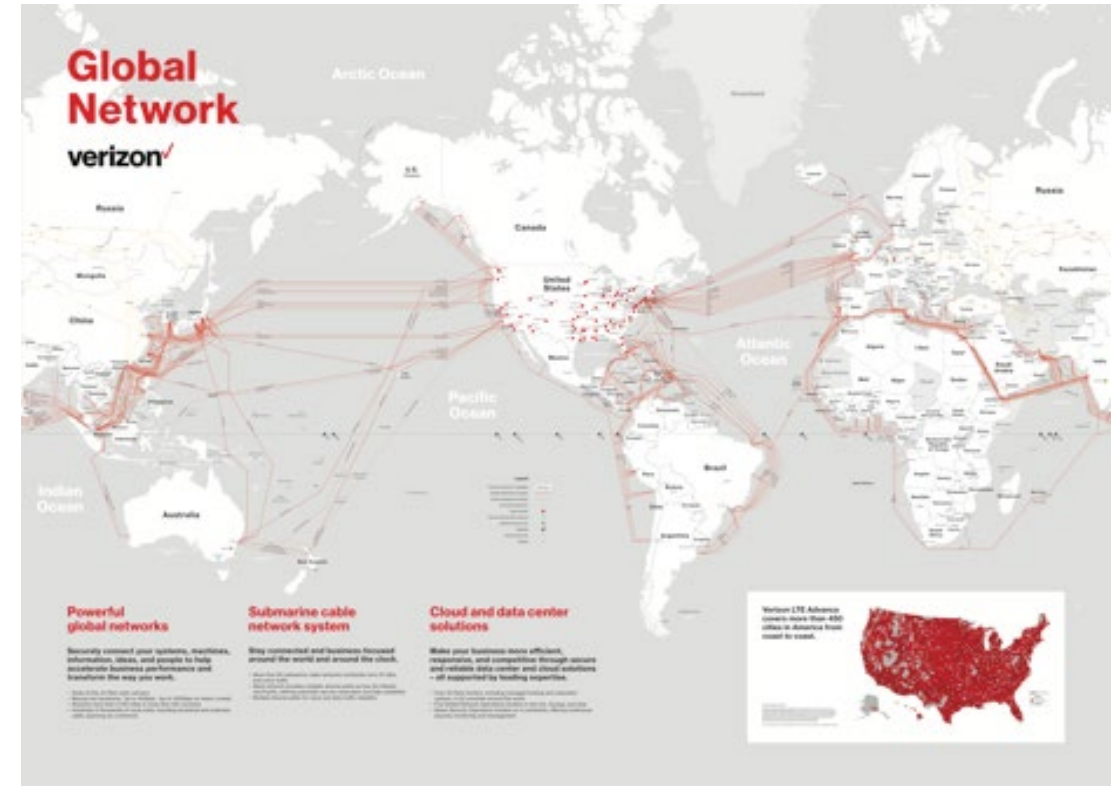
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# Cybersecurity starts with visibility...

- We often sit in between the threat actors and their targets – having visibility into the battleground of the most sophisticated cyberattacks.
- This gives us perspective into the sources and nature of an attack so that we can investigate it, contain it and deal with it decisively.
- And intelligence from network gives us better insight into emerging threats allowing us to help our customers prepare for what's coming.



# And we also need real-world data...



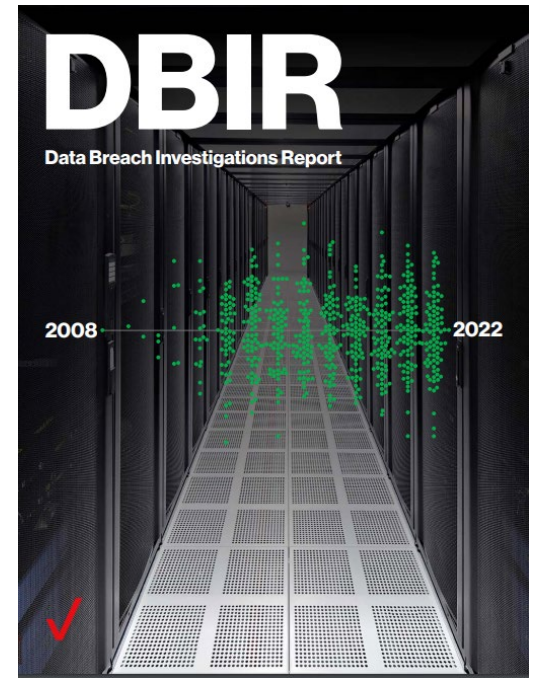
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# Data --> Measure what matters...

## VERIS Framework:

- Answers the “*Who*”, “*What*”, “*Where*”, “*Why*”, and “*How*” for Security Incidents and Data Breaches.
- Set of metrics designed to provide a common language for describing security incidents in a structured and repeatable manner.
- Helps **bridge the “data gap”** in intelligence, allowing organizations to have a **more accurate quality and increased quantity of risk data**.

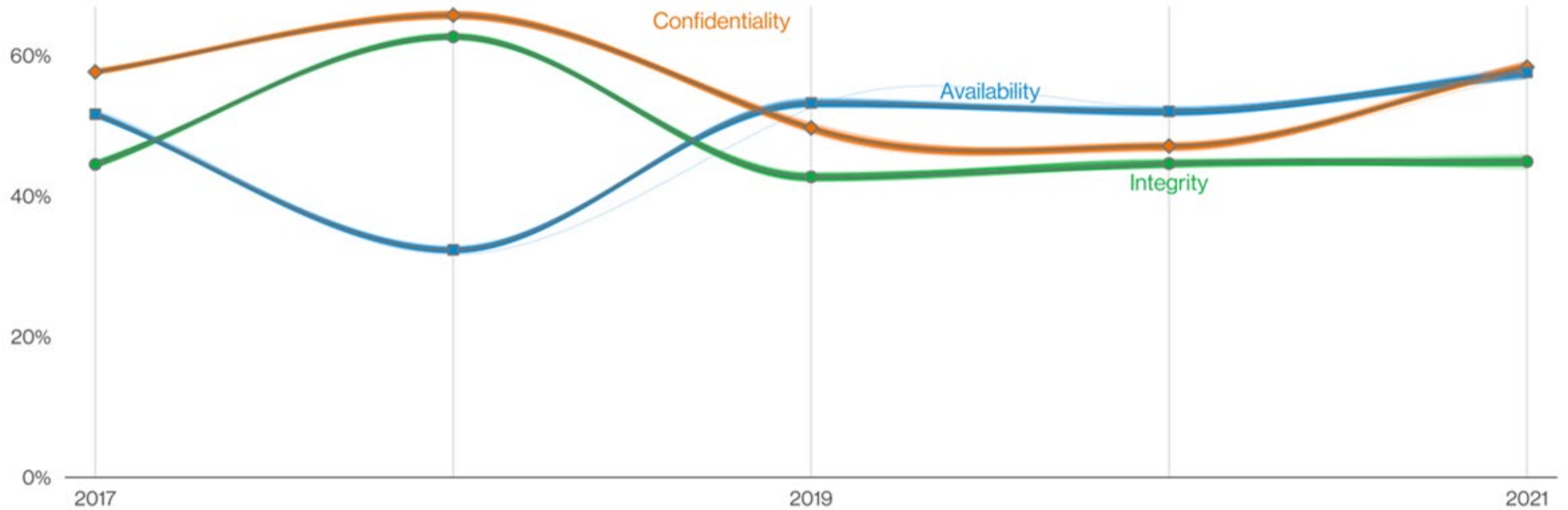


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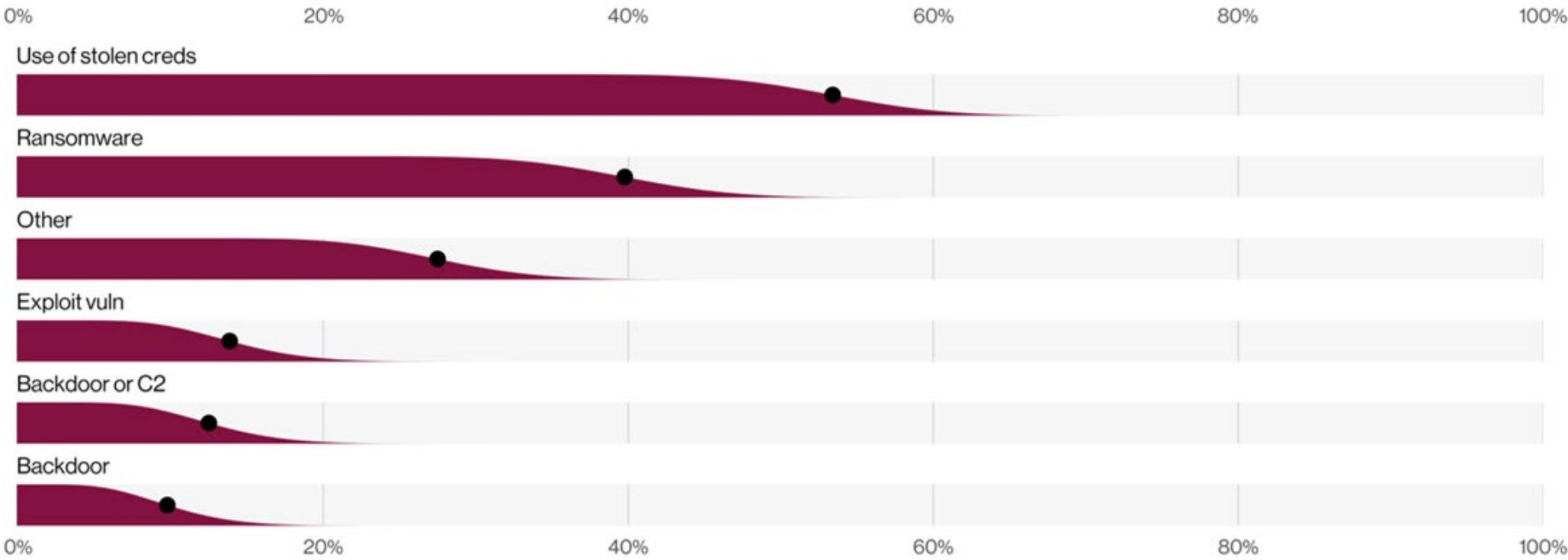
## What does the data tell us?



# Breaches of the CIA... triad.

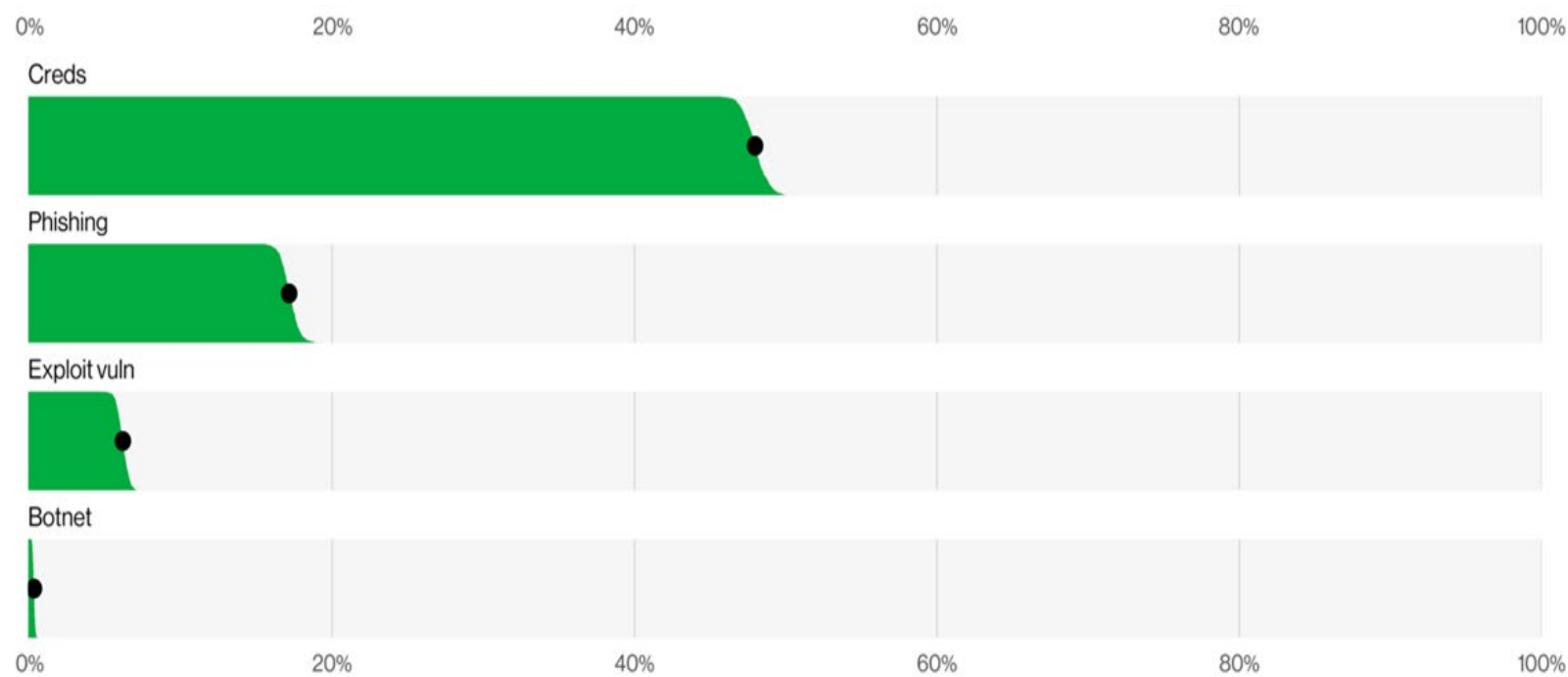


# Supply chain & 3rd parties increasing our risk





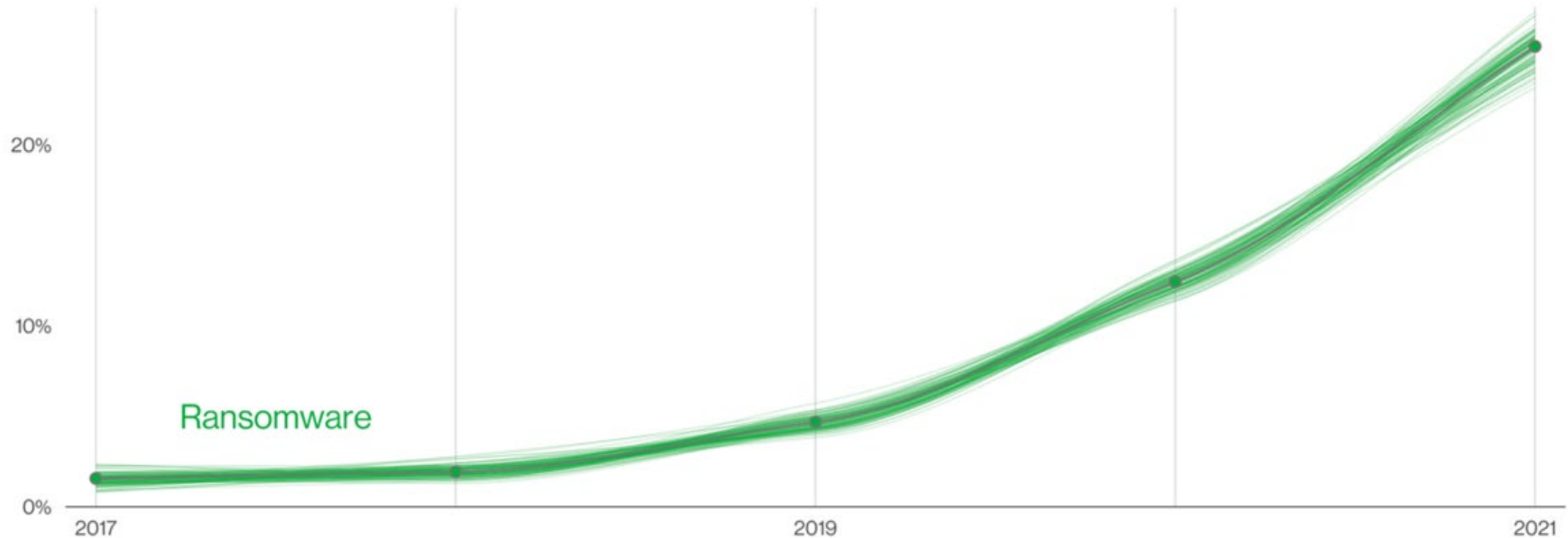
# The fork in the road that leads to your estate



Select enumerations in non-Error, non-Misuse breaches (n=4,250)

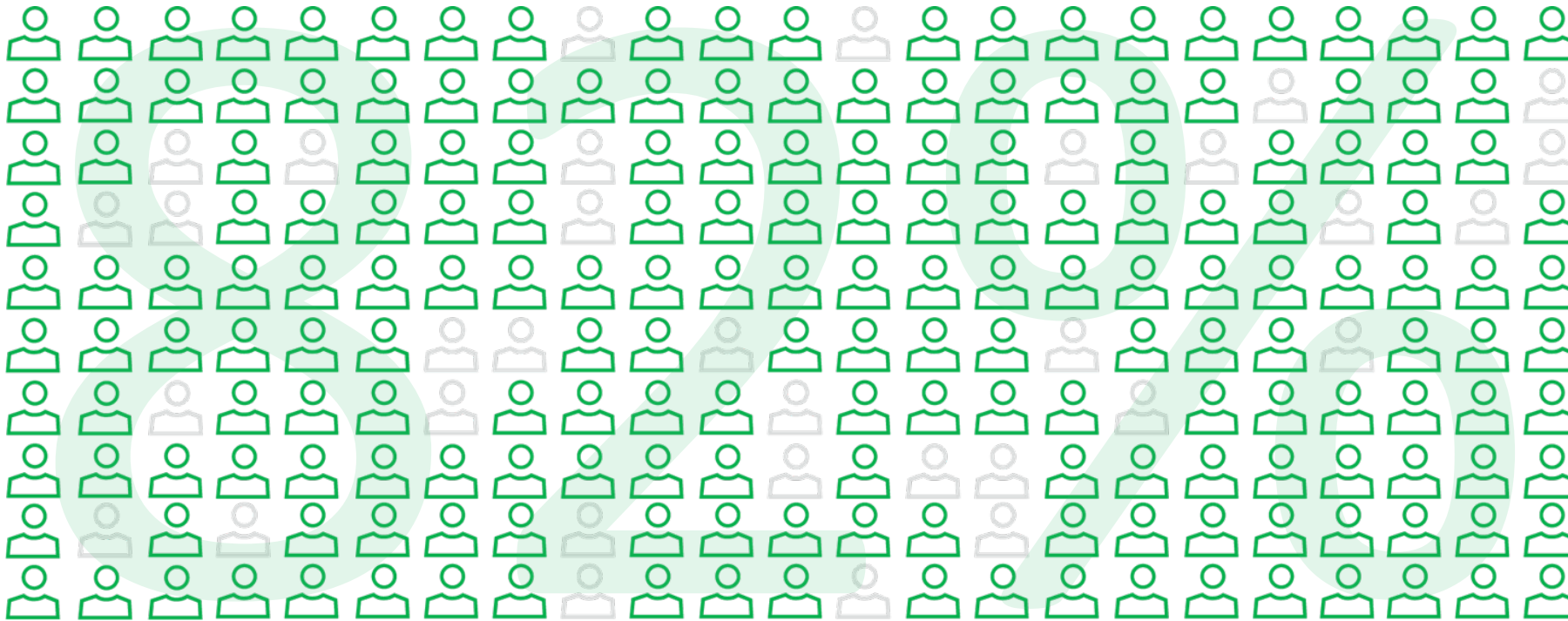


# Unfortunately, crime does pay \$\$\$\$...



- 13% year-over-year increase
- Increased more than last 5 yrs combined
- Ransomware continues to evolve
- Organizations continue to pay

# Pole, Process, and Technology...

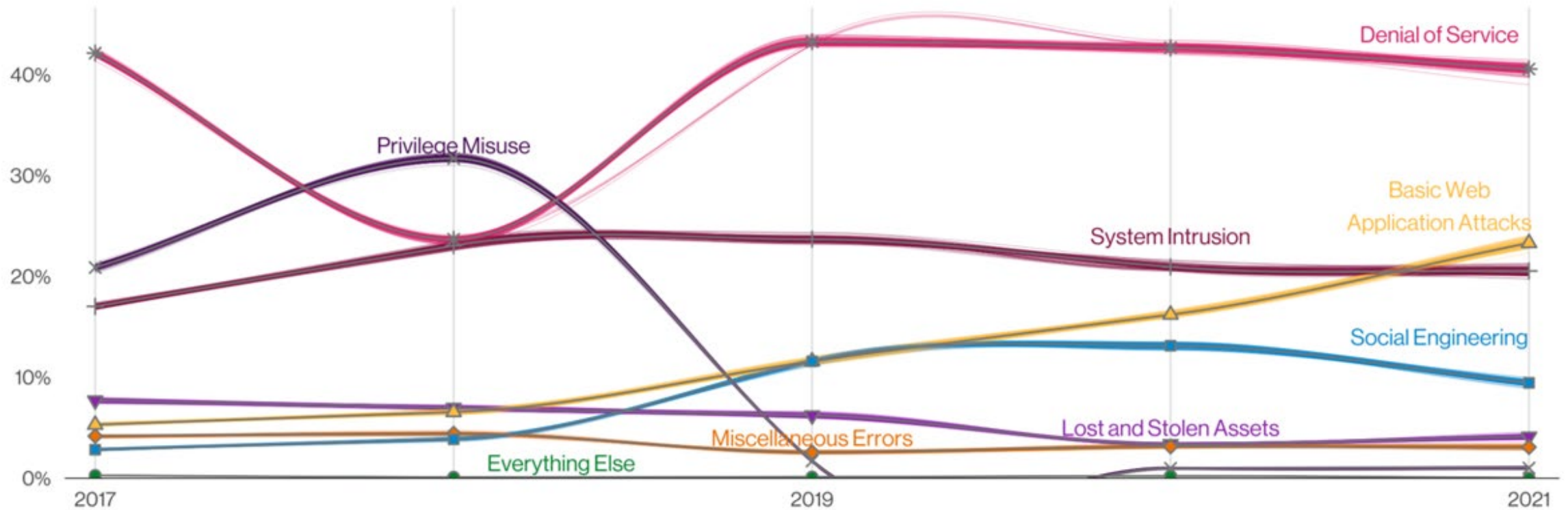


The human element in breaches (n=4,110)  
Each glyph represents 25 breaches.

Made up of Social attacks,  
Error and Misuse, but...

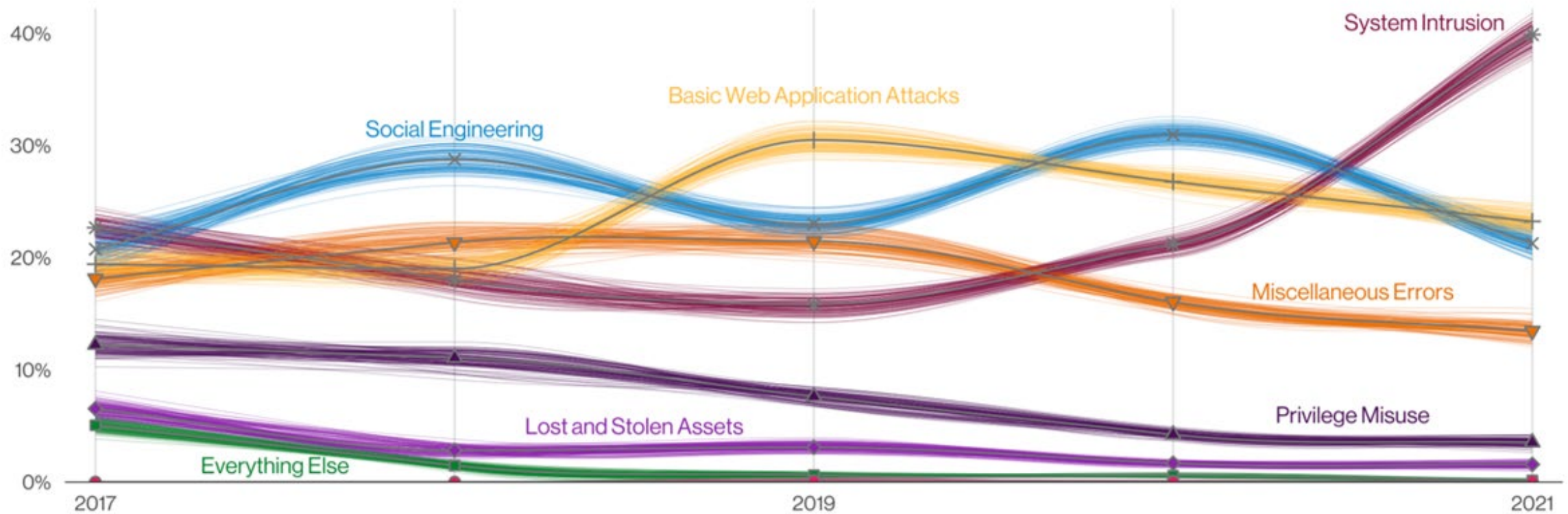
Social attacks – such as  
Phishing and pretexting –  
were responsible for the  
majority.

# Incident patterns' change over time

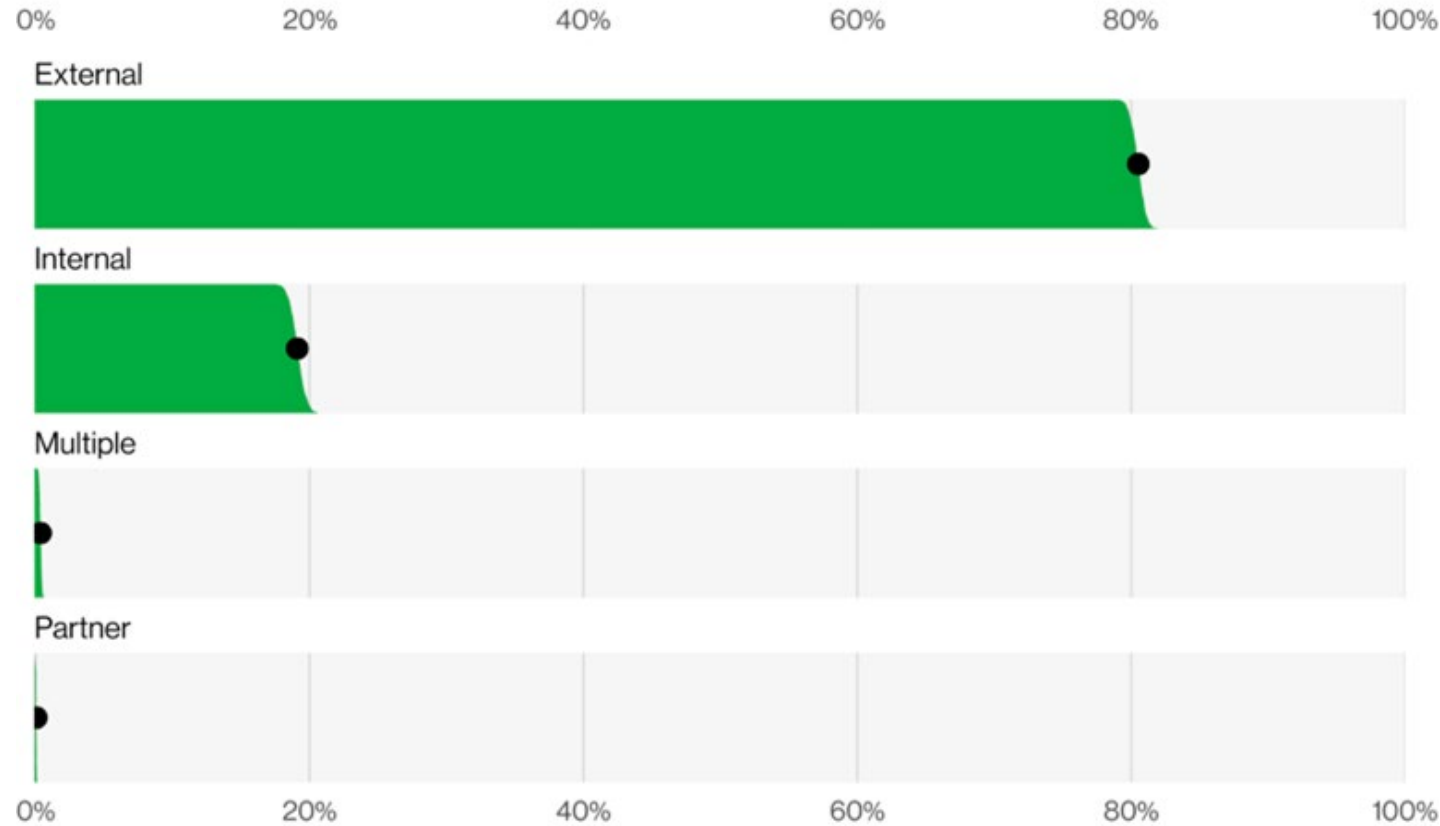




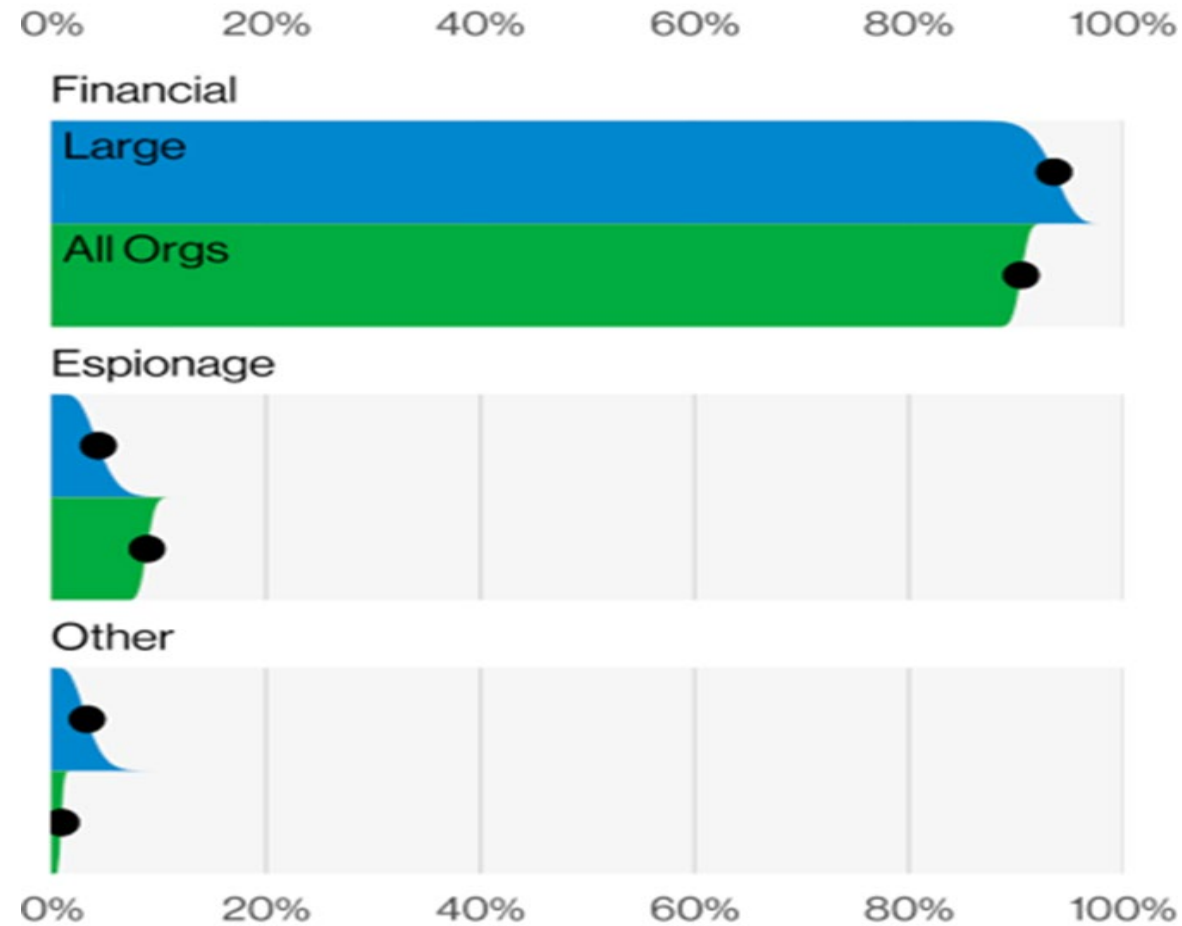
# Breach patterns' change over time



# Watch for the external actors, but insiders too



# Show me the [motivation] money!



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Interesting stuff, but...  
How do we apply it?





## Your mission, if you choose to accept it...

- Cyber hygiene, cyber hygiene, cyber h y \_ \_ \_ \_ \_
- Password managers (indiv.) / PAM (enterprise)
- Executive Breach Simulations
- Integrated threat intelligence
- Establish an ecosystem of cybersecurity partners
- Quantify your risk & stay out of the weeds!
- Measure what matters → VERISCommunity.net
- Monthly Intelligence Briefing (3<sup>rd</sup> Wed of Mo. → BrightTalk.com)



*Now with MITRE ATT&CK mapping!*

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## Questions?

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## Thank you!

## Let's continue the conversation at Verizon booth N5657 ...

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