RSA Conference 2016

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Connect to Protect

SESSION ID: STR-T11

Customer Centric Security and Architecture—a CISO/CTO Study

Tien-Ti Mak
Chief Technology Officer
Australia Post

Troy Braban
Chief Information Security Officer
Australia Post
@troybraban

GROUND RULES FOR TODAY

Aussies have weird accents

Audience participation mandatory

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OUR STORY SO FAR

We have been changing for 200 years and always delivering.

And always motivated to help people, customers and community deliver a better future.

Everyone, Everywhere, Everyday.

1809

2015

…and always delivering

1914 FIRST AIR MAIL

AUSTRALIA 70c

*Change is
not new*

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The pace of change is

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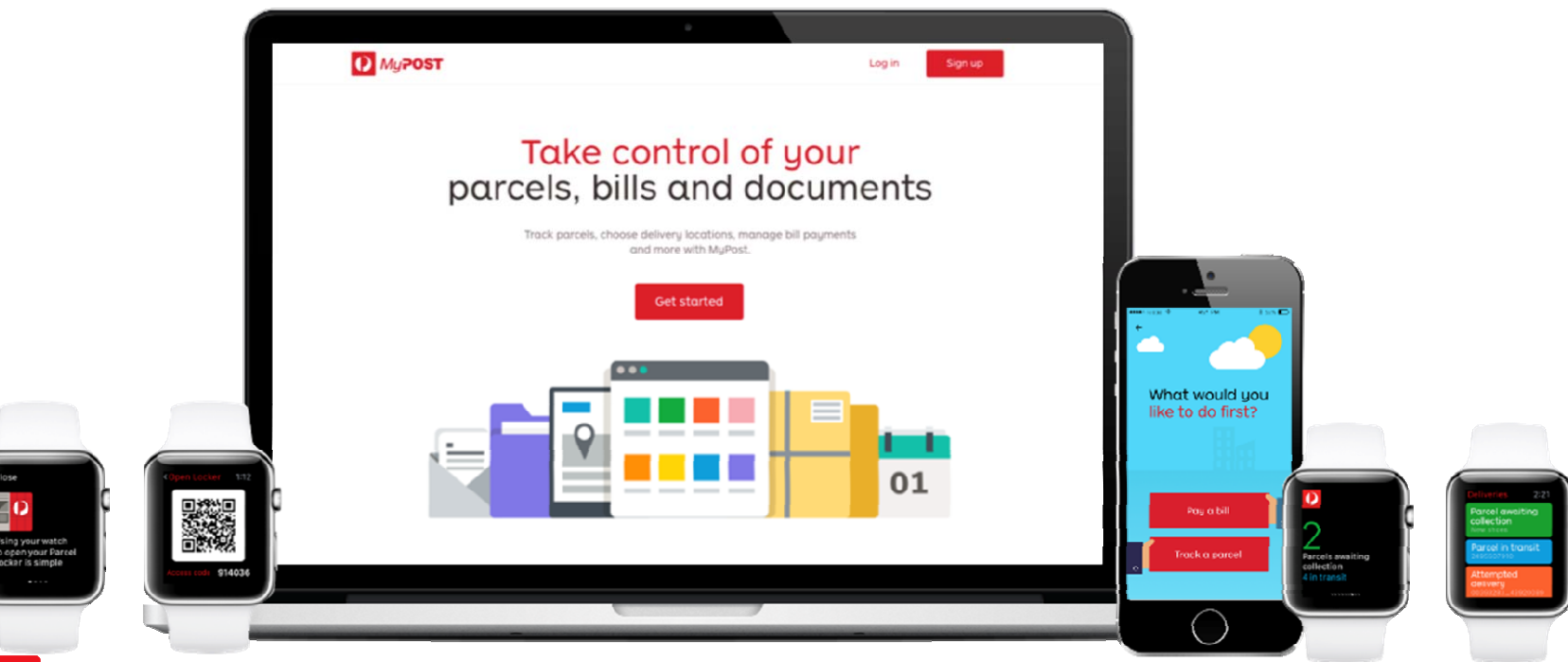*and power has shifted
to consumers*

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EMOTION

USTRALIA POST HAS CHANGED TOO

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HEN CISOS & CTOS DON'T THINK "CUSTOMER"...

"Someone calling themselves a customer says they want something called service."

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"*Ten years ago, few EA leaders mentioned their external customers or customer experience…*

Today, they consider customer experience an important element of design."

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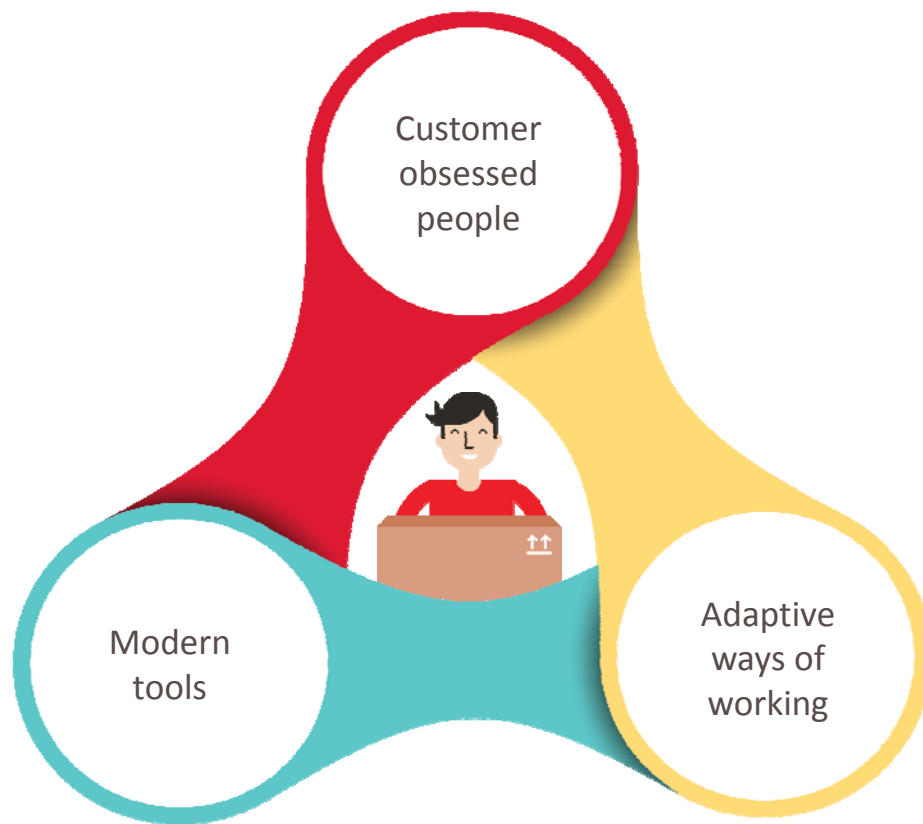
"Companies must engage with their customers to understand their security and privacy expectations and treat security controls as critical selling features - building trust and improving customer loyalty."

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HREE PILLARS OF CUSTOMER CENTRICITY

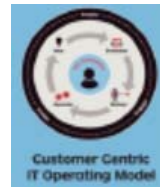Customer obsessed people

Modern tools

Adaptive ways of working

Customer
obsessed
people

Everyone

Everything

Every time

Modern tools

Co-design · Personas
Prototyping Feedback
Co-creation
Jobs-To-Be-Done
Customer-Experience-Design
Voice-of-Customer
Design-Thinking Ideation Ethnographic-Observation
Customer-Value-Proposition Lean-Startup
Human-Centred-Design Segmentation
Lifecycles Contextual-Inquiry NPS
Journey-Maps Think-Feel-Do
Hackdays Storyboarding

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Adaptive ways of working

Funding

People

Architecture

Security

Idea   Evaluate

Our Customers

Operate   Deliver

Enable   Engage

Governance

Development method
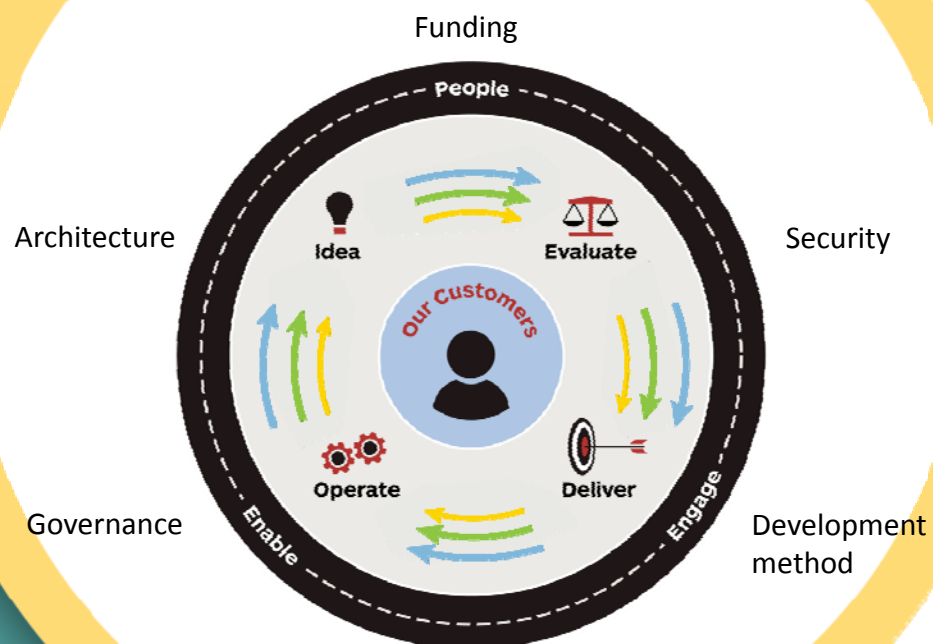
Experimentation

Differentiation

Standardization

#1

Customer* is somebody else's problem

It is <u>everybody's</u> problem

* or "Security"

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Customer data policy

Customer blueprint   Customer imperatives   Various strategies   Security policies   Technology standards

Functional and product silos

#2

Improving security breaks the CX / UX

➡

Customers <u>want</u> you to be secure, but without unnecessary friction

USTOMERS DO CARE

#RSAC

CONSUMERS ARE NOT AS APATHETIC AS THEY SEEM

Customer Experiences as a Result of a Data Breach
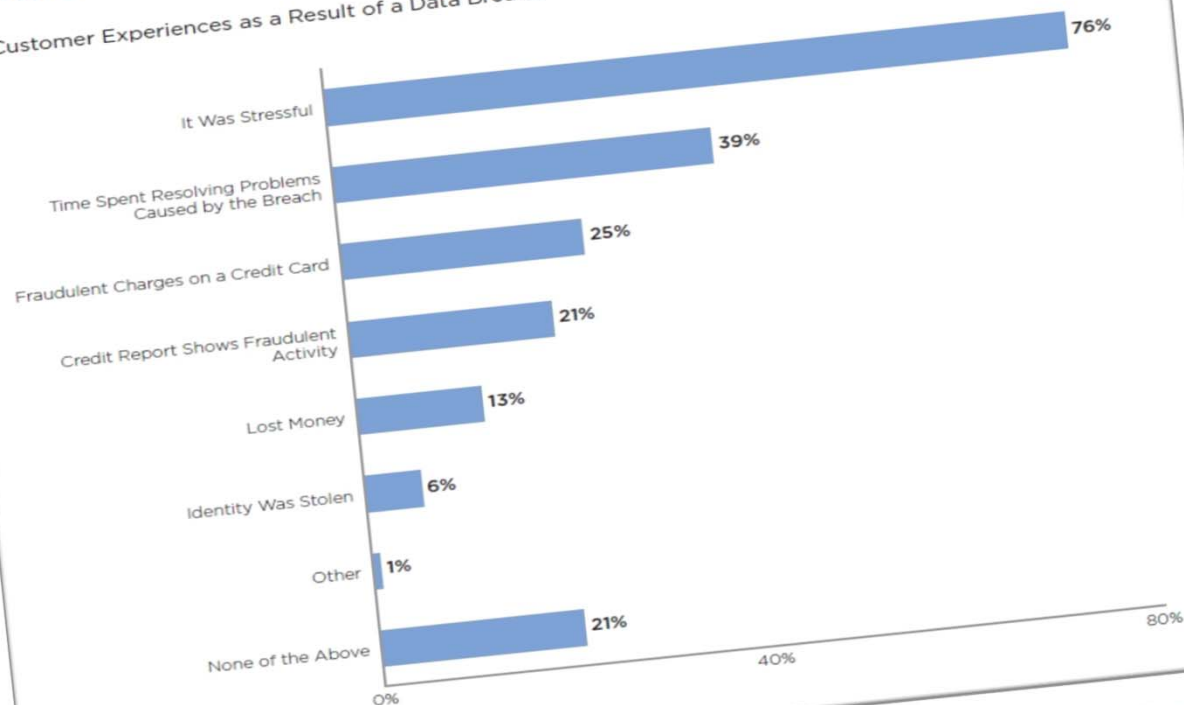
It Was Stressful	76%
Time Spent Resolving Problems Caused by the Breach	39%
Fraudulent Charges on a Credit Card	25%
Credit Report Shows Fraudulent Activity	21%
Lost Money	13%
Identity Was Stolen	6%
Other	1%
None of the Above	21%

0%   40%   80%

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HREE BIG MISCONCEPTIONS WE'VE SEEN

#3

Lock it down!
Compliance,
standards,
controls, policies

Democratisation works!

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ASE STUDY: CUSTOMER LED CYBER SECURITY

Empowered and supported team

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ASE STUDY: CUSTOMER LED CYBER SECURITY

Customer discovery

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CASE STUDY: CUSTOMER LED CYBER SECURITY

Ideation

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CASE STUDY: CUSTOMER LED CYBER SECURITY

Validation
Lean start-up style

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CASE STUDY: CUSTOMER LED CYBER SECURITY

Insert PIdentify Video here…

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WHEN YOU GET BACK TO THE OFFICE...

1. Get to know your customers - get out there and meet them

2. Equip your people with modern tools and ways of working

3. Remember it is **customer** AND **security**, not OR.

4. Become customer obsessed - everything you do should be tied back to your customers

5. Empower and challenge your teams

A useful book to get started

How to create products and
services customers want.
Get started with...

Value Proposition-Design

Strategyzer

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WHEN YOU GET BACK TO THE OFFICE...

And finally, find some like minded people, and buy them coffee!

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