

RSACConference2015

San Francisco | April 20-24 | Moscone Center

SESSION ID: HUM-R03

Gamification of your Global Information Security Operations Center

Kevin McLaughlin

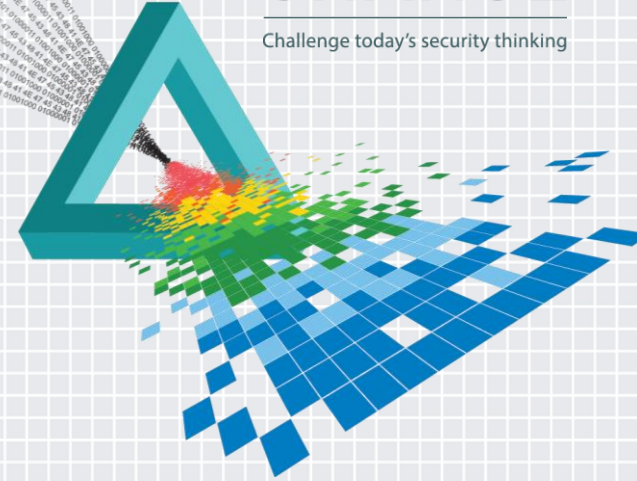
Global Information Security Leader
Whirlpool
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Morphick
@InfoMoogles

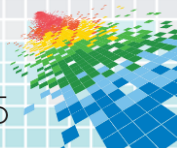
CHANGE

Challenge today's security thinking



What is Gamification?

- ◆ Using game mechanics and rewards in a non-game setting to increase engagement and drive desired behaviors



What Does it Take?



Understanding of Gamification Methodology



The Strategy



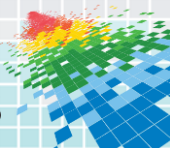
Resource Time



Budget



Buy In



ISST Aces



Doug “Shiny” W.



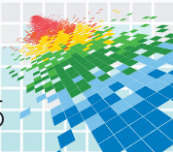
Kevin “Keystone” M.









Ben “Goose” O.

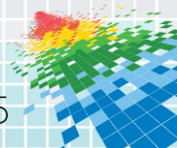


Philip “Badger” B.



Benefits to an ISOC

-  Speed up the analysis process
-  Encourage knowledge sharing
-  Accelerate the adoption of new technologies
-  Improve training and education programs
-  Raise morale
-  Make it fun!



Goals of the Gamification Program

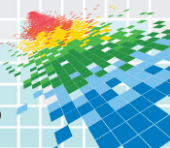
Goals

Define desirable behaviors

Encourage the performance of those behaviors

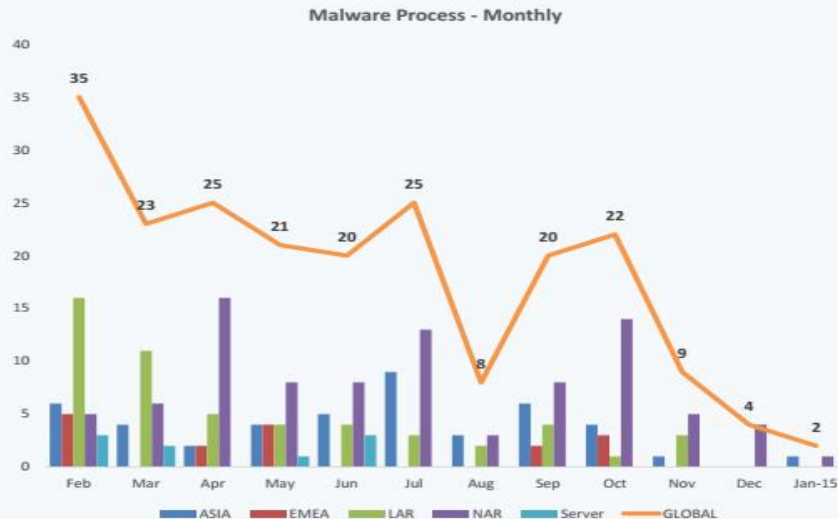
Measure that performance

Reward excellence

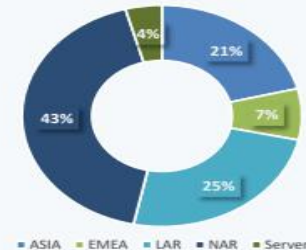


2014 Malware on Workstations Remediation

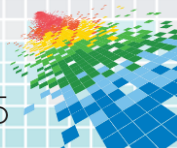
Malware Process








Malware Process - Breakdown per Region

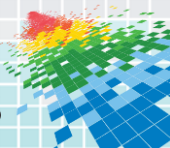


Average time taken for resolution : 1 day
GSOC had created total 2 tickets for Malware Infection's Last month



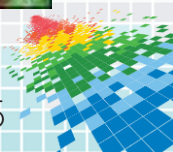
Desired Behaviors

-  Quick initial response to a case
-  Quick resolution of a case
-  Accurate resolution of a case
-  Quality documentation of a case
-  Continued growth and learning of team










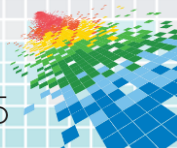
The Game Shall NOT:

- ◆ Be tied to a bonus or promotion in any way
- ◆ Be subject to performance reviews
- ◆ Add stress or pressure



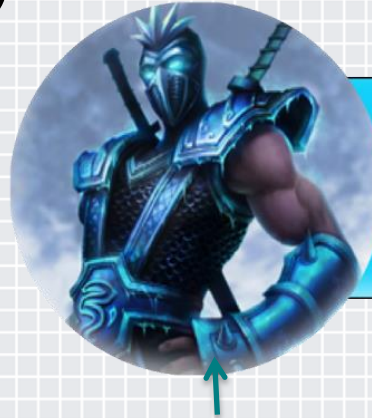
The Game Shall

-  Allow players to be creative
-  Allow players to set their own pace
-  Offer rewards that represent an achieved status
-  Motivate growth and mastery
-  Be designed specifically for your unique culture
-  Have clearly defined progression and rewards
-  Be fun!



How to be Creative

- ◆ Player personal identity
- ◆ Self expression
- ◆ Autonomy

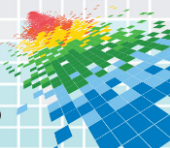


Awesome ninja avatar

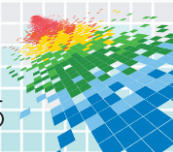
Awesome ninja name

Subzero

Awesome ninja color



Zero Day Malware Wanted Posters



Reward Positive Behavior



Titles



Badges



Knick-knacks



Challenge Coin



Plaque



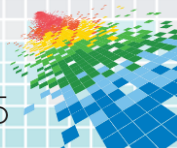
Levels



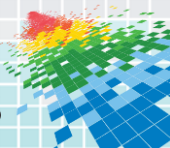
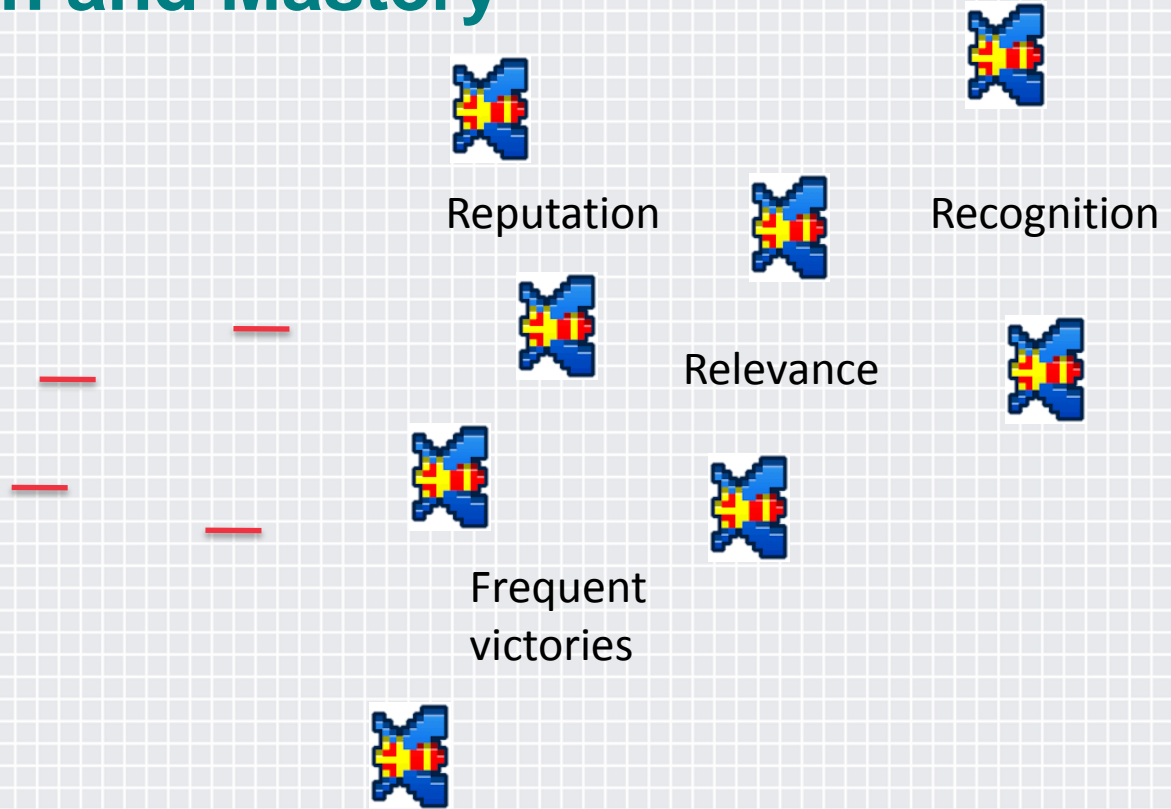
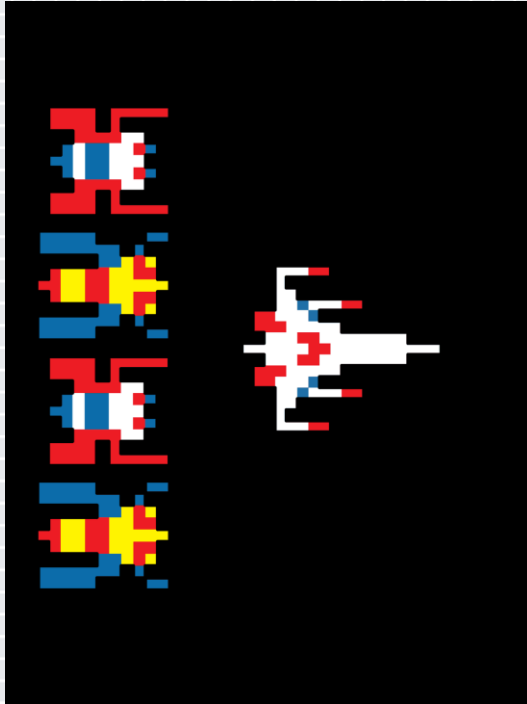
Privilege



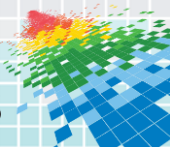
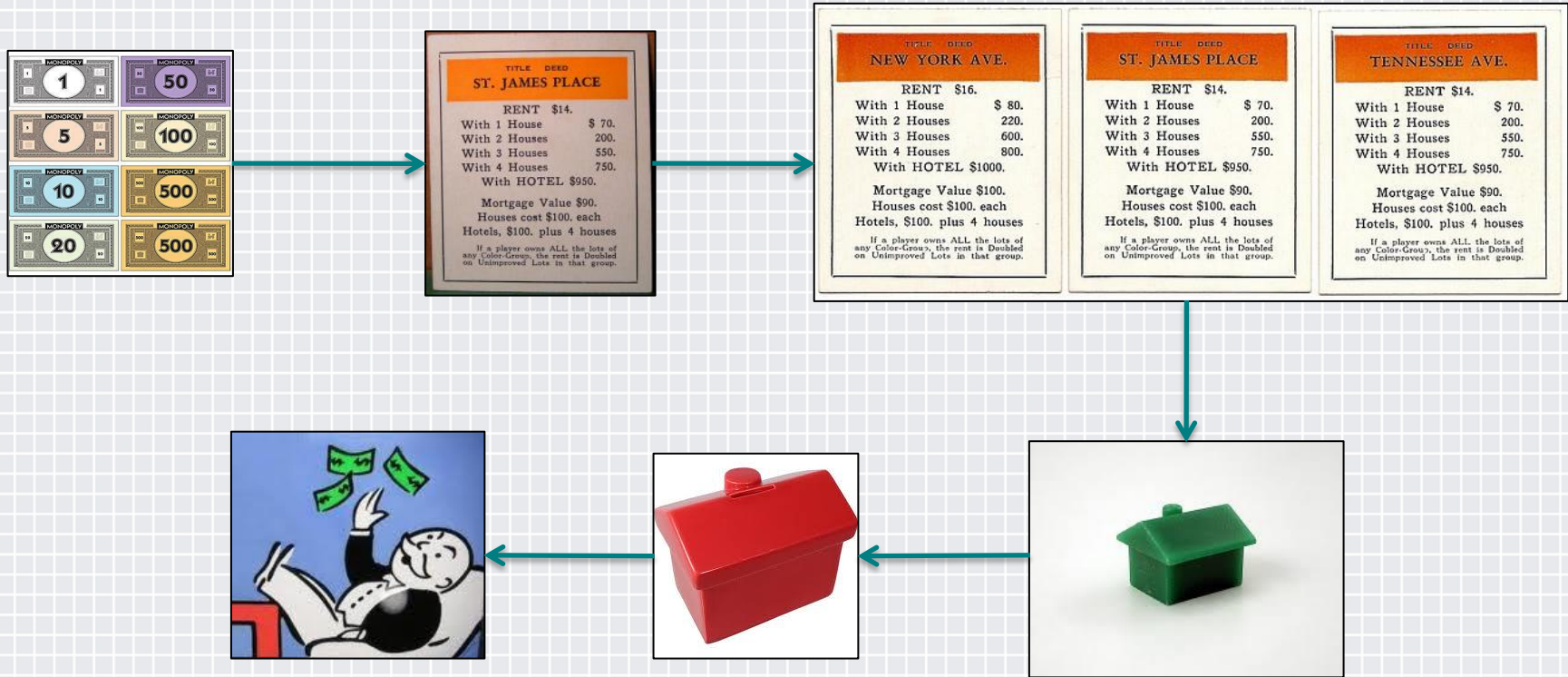
The sheriff of incident response



Motivate Growth and Mastery



Progression and Rewards



Game Types



Solo



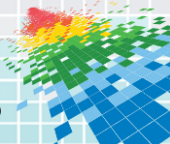
Cooperative



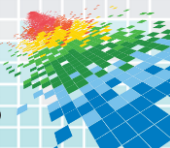
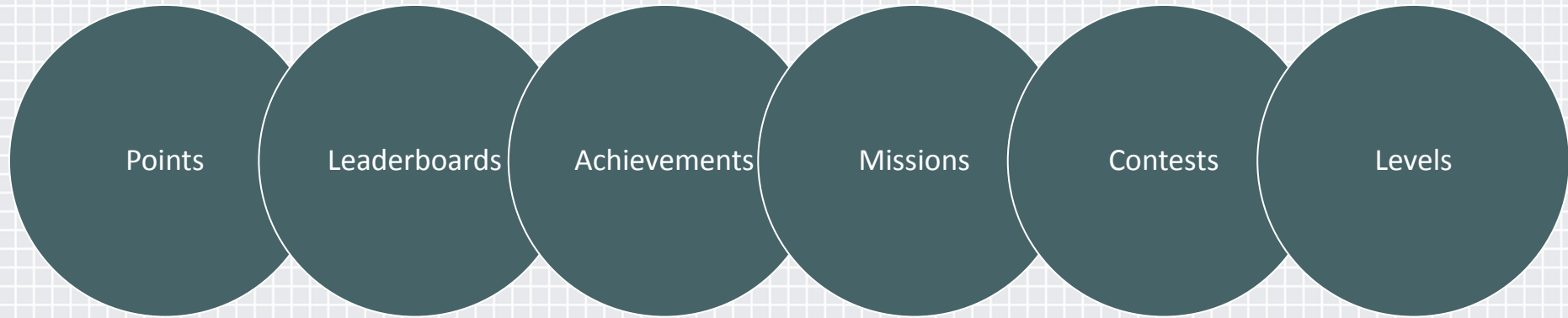
Competitive



Blended



Game Mechanics



Apply Slide



Next week you should:

- ◆ Define business goals
- ◆ Define the behaviors that will meet those goals



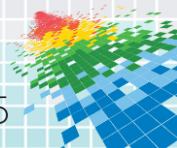
In the first three months following this presentation you should:

- ◆ Select your game type and mechanic
- ◆ Select your prizes
- ◆ Deploy



Within six months you should:

- ◆ Evaluate program effectiveness
- ◆ Tweak and redesign as necessary



Thank You
Don't Forget Your Coin

