

# RSA<sup>®</sup>Conference2019

San Francisco | March 4–8 | Moscone Center



**BETTER.**

SESSION ID: PROF-R02

## Mushrooming Economic Inequality Menaces Security: Here's How To Fix It

**Laura Koetzle**

Vice President, Group Director  
Forrester  
@lkoetzle



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# Four forces interact to drive inequality higher:

## 1. Automation

**67.2 million jobs lost**

**32.4 million jobs created**

**Net jobs lost: 34.8 million**

# Four forces interact to drive inequality higher:

1. Automation
2. Consumer data monopolies
3. Platform economics
4. Economic concentration

26%

32%

26%

# ***So what: Why is economic inequality a problem?***

***So what: Why is economic inequality a problem?***

**And why is it a problem for information security in particular?**





**Cybercrime  
does pay.**





**And then there's  
a whole world of  
information  
security gray  
area**



**Historically, how have we  
reduced economic inequality?**



# 1. Mass mobilization warfare







## 2. Plague

### 3. Transformative revolution



毛主席语录

QUOTATIONS FROM  
CHAIRMAN  
MAO TSE-TUNG



## 4. State collapse

V. Checa  
2017



# Possible methods of reducing inequality that *don't* involve killing large numbers of people:

- Changes in taxation
- Regulatory enforcement









There is *already*  
an information  
security 1%.  
And it's getting  
worse.



**So what can the firms stuck among the information security 99% do? Wait to be gobbled up or destroyed?**

# Use all the strategies at your disposal

- Standardize
- Automate
- Source externally: rent the expertise you can't afford to hire
- Look for talent that the 1% misses
- Invest in training people with raw talent and desire to learn

**Those are just bandages. How do we fix the problem?**

## Starting next week, you should:

1. Learn from your firm's public/government affairs office
  - › Influencing policy is hard...
  - › ...And it takes time and dedication
  - › Like information security, policy has its own language and conventions that they can teach you

## In the next three months you should:

2. Support influential policy organizations and non-profits that reflect your priorities
3. Join relevant industry consortia that need more security or privacy representation
4. Volunteer your expertise to regulators and government officials



## And in the longer term:

5. Use professional associations to amplify your voice
6. Use industry consortia to agree policy priorities with your partners and even competitors and push for them.
7. Want to do even more? Make policy your day job.

## Still not sure how to get started? A few easy steps:

- Subscribe to a cyber policy newsletters to stay informed (Politico, Axios, etc)
- Know your target legislative or administrative bodies
- Check the superiority and cynicism at the door

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## Thank you

**Laura Koetzle**

+31.20.305.43.45

lkoetzle@forrester.com

@lkoetzle



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