

RSA[®]Conference2022

San Francisco & Digital | June 6 – 9

TRANSFORM

SESSION ID: PART4-W09

Modernizing Cybersecurity Through a Single Solution Approach

Chris Pin

VP, Security & Privacy
PKWARE

Arif Khan

VP, Solution Engineering
PKWARE



Disclaimer

Presentations are intended for educational purposes only and do not replace independent professional judgment. Statements of fact and opinions expressed are those of the presenters individually and, unless expressly stated to the contrary, are not the opinion or position of RSA Conference LLC or any other co-sponsors. RSA Conference does not endorse or approve, and assumes no responsibility for, the content, accuracy or completeness of the information presented.

Attendees should note that sessions may be audio- or video-recorded and may be published in various media, including print, audio and video formats without further notice. The presentation template and any media capture are subject to copyright protection.

©2022 RSA Conference LLC or its affiliates. The RSA Conference logo and other trademarks are proprietary. All rights reserved.

Chris Pin, VP of Security and Privacy



About Chris

- 15+ years' experience
- Global architecture and engineering background, with a focus on global networks and security
- Focus on creating the best security and privacy without jeopardizing the end-user experience
- CIPM certified

Arif Khan, VP of Solution Engineering



About Arif

- 20+ years' experience
- Delivering highly scalable and performant enterprise solutions
- Consulting to large scale enterprises on security and privacy solutions

Top Cybersecurity Threats in 2021 and Beyond

- Ransomware
- Cloud Security Threats
- Exploitation of Remote Work
- Phishing



Challenges of Modern Data Environments

- **A LOT of personal data** → What's Sensitive or Vital vs What's Noise
- **Complex systems** → Hard to Gain Insights
- **Huge regulatory oversight** → No Two Data Sets are the Same
- **Very competitive market** → BI & Analytics vs Risk
- **Consumer confidence** → Breach Protection & Response

RSAConference2022

Navigating Security Threats and Data Challenges

1. **What is Ransomware**
 2. **Data Awareness**
 3. **Reducing the Threat & Risk of Ransomware**
 4. **Collaborative & Consolidated Approach**
 5. **Continuous Compliance**
- 
- A collection of overlapping, semi-transparent geometric shapes, primarily triangles and polygons, in various colors including red, orange, yellow, blue, and teal. They are arranged in a dynamic, abstract pattern in the bottom right corner of the slide.

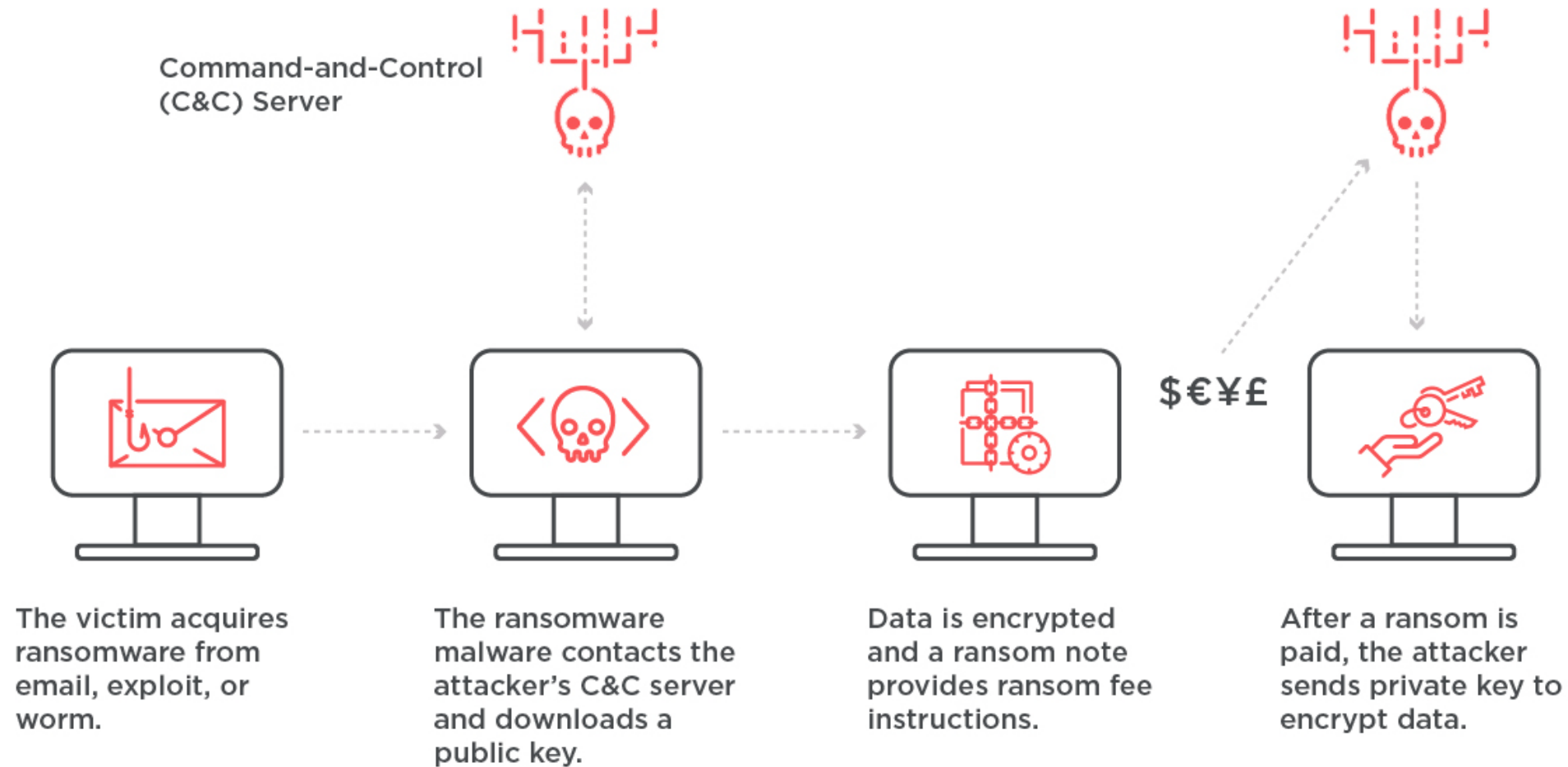
RSA[®]Conference2022

What is Ransomware

Ransomware is malware that employs encryption to hold information at ransom.



How It Works



Kaseya

- Attackers spread the ransomware via a supply chain infection. They leveraged IT firm Kaseya's VSA software in order to fraudulently push malicious updates to the company's clients.
- Kaseya is known for providing basic software tools to enterprises that want to handle their own technology configurations. With over 40,000 clients and MSP customers, as many as [1,500](#) organizations are believed to have experienced network encryption due to this attack.
- Brand impact

Colonial Pipeline

- A single password was used to breach the network
- Entire pipeline was shut down for the first time in over 57 years of continuous operation
- Colonial paid attackers \$4 - 5 million in ransom for a decryption tool that was found to be so slow they recovered from their own backups instead

RSA®Conference2022

Data Awareness: You Can't Manage What You Can't See

**Why leveraging data discovery is a key part of
enabling a data protection strategy**



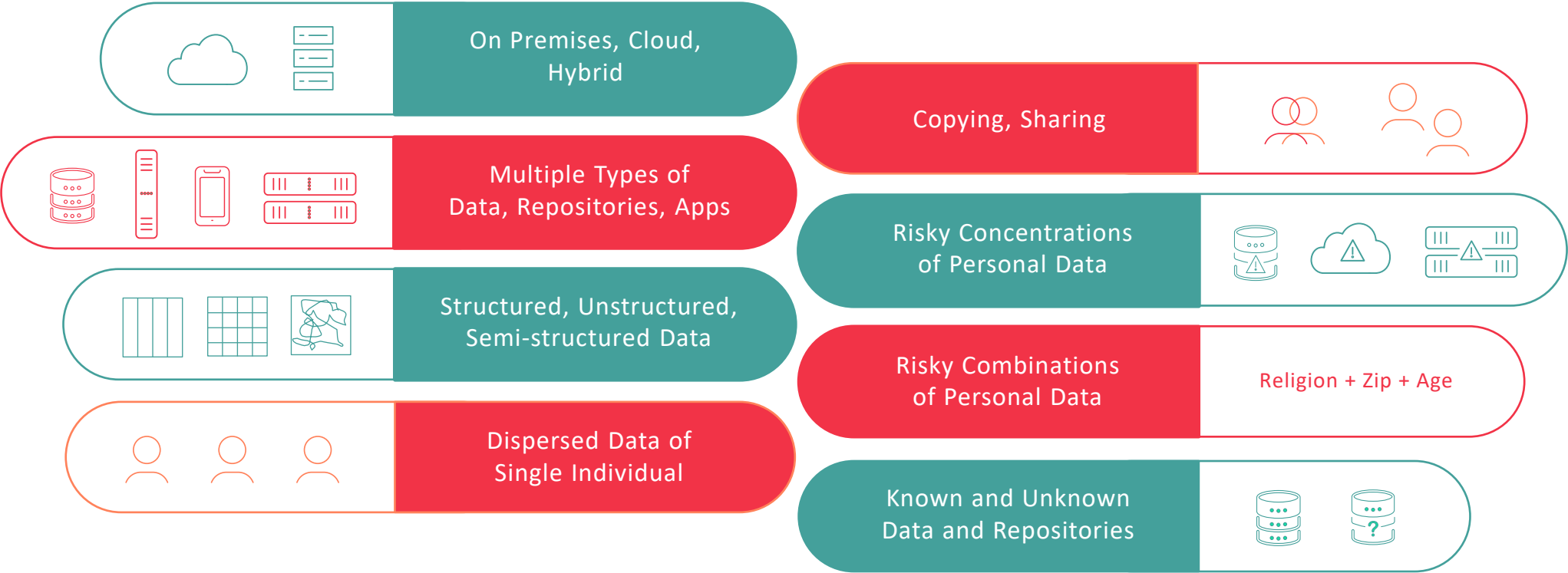
Data Protection Platforms



Data Protection Platforms help minimize risks and reduce costs by allowing organizations to automatically **discover, remediate, and protect** personal and proprietary enterprise data, be it in structured, unstructured, semi-structured or free-form data formats, regardless of device or environment



Know Your Data No Matter Where It Lives for Minimal Risk, and Maximum Value



Ultra-Efficient Data Discovery



Operate across multiple platforms,
from on premises to cloud, from
structured to unstructured data



Incorporate AI and
ML technologies



Reliably scan data
at scale



Control false-positive and false-
negative rates

RSA®Conference2022

Reducing the Threat and Risk of Ransomware

Poisoning the Well





Ability to “Poison the well”

- Encryption where it matters
- Mask data to create false sets of data
- Be aware of what data is where so you fully understand what's at stake



Increased Security

- Automation based on accurate Discovery ensures data never goes unprotected or unnoticed
- Multiple methods of Protection available
- Enhanced integrations with the complete security stack
- Business workflow integration to allow easier collaboration across teams



Alerting

- Be alerted when Data becomes unreadable or encrypted
- Automated task created in workflow systems like ServiceNow
- Have insights into what may have been attacked or ransomed to make informed decisions

RSA[®]Conference2022

Collaboration & Consolidation: Understanding the Why

A small look into business reasoning



Understanding the Business Purpose

- What's the end goal or the reason for gathering data?
- How was the data gathered?
- Whose data, is it?
- Are there any consent or contractual obligations?
- What Regulatory Factors are there for this data?



Data Protection and Use, Based on Business Intel

- Retention Periods
- Security Control Selection
- BI & Analytics
- Marketing Enablement
- Reporting
- Audit
- Assurance



Consolidating Toolsets

- Reduce fragmented solutions
- Lower Staff Overhead
- Increased Accuracy of Protection
- Shortened Time to Compliance
- Increased ROI with a centralized approach
- Data Discovery, Data Awareness, and Data Protection in a single solution helps with consolidation as well as efficient control of the environment



RSAConference2022

Continuous Compliance Leveraging Automation

**Set up scheduled tasks to ensure your organization
remains protected and in control**

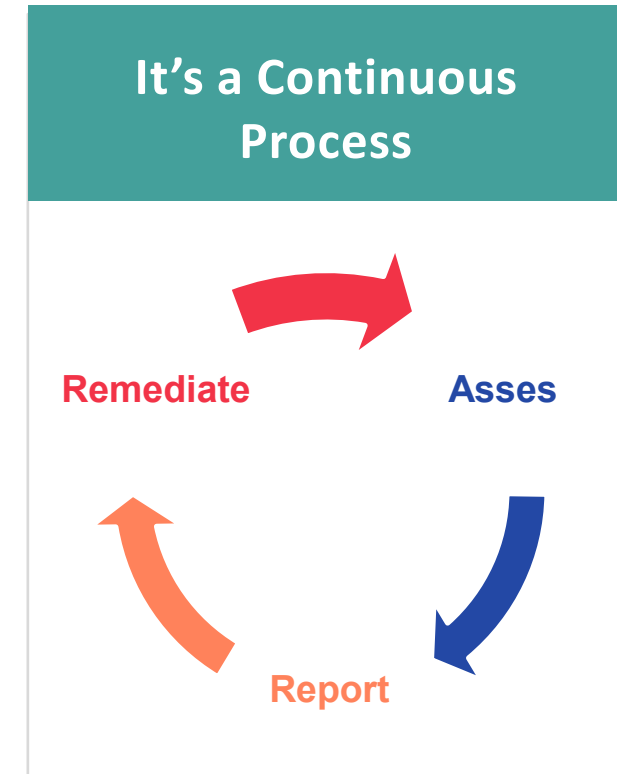


On Going 3-Step Process

Assess. Identifying sensitive data, taking an inventory of IT assets and business processes, and analyzing them for vulnerabilities.

Remediate. Fixing vulnerabilities and eliminating the storage of sensitive data unless necessary.

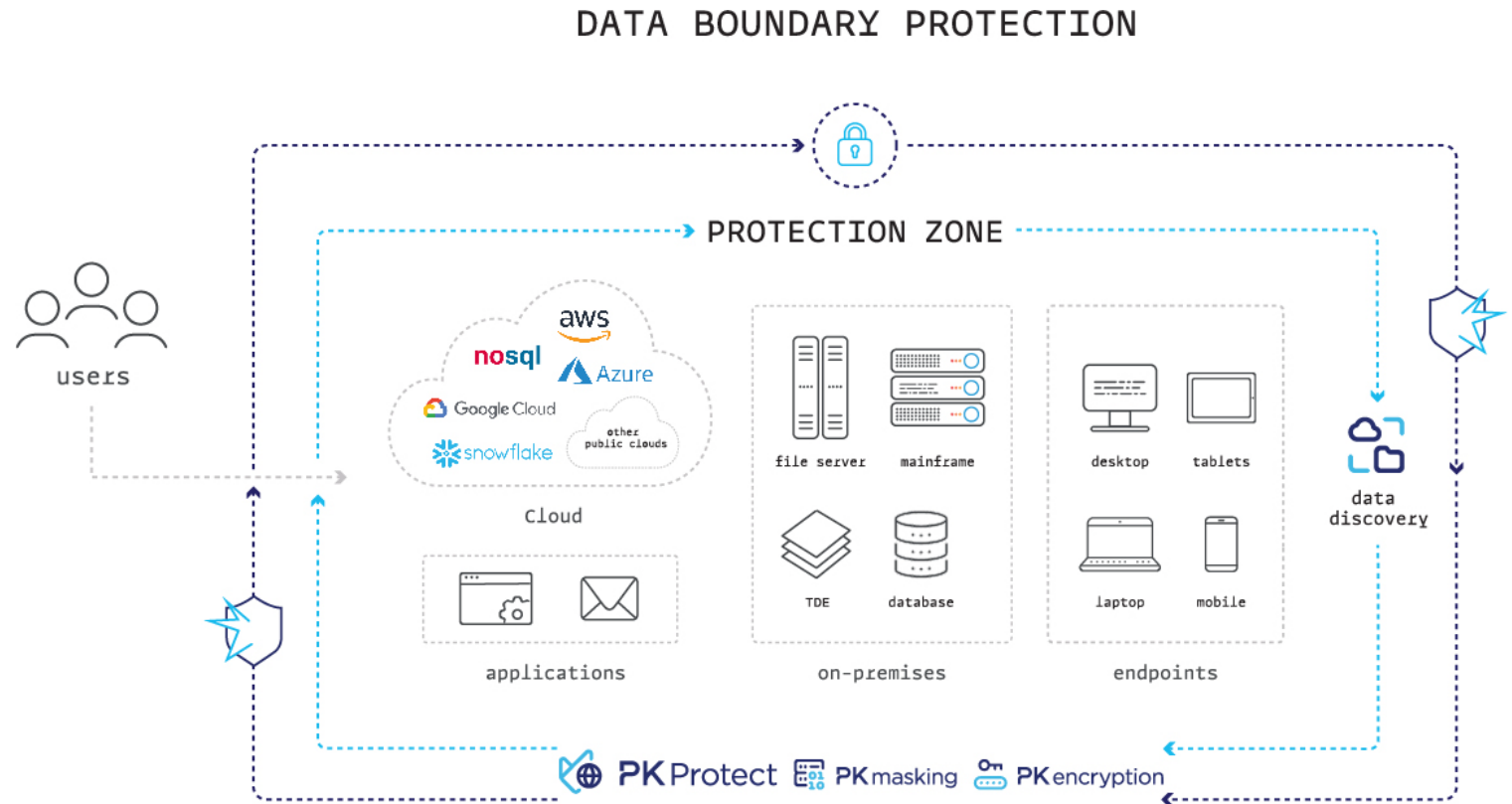
Report. Compiling and submitting required reports to the appropriate teams and management



Solution Overview

Continuous data discovery helps organizations remain aware, in control, and prevent Data Breaches by providing:

- Sensitive Data Discovery, and Boundary Protection
- Protection of Data at Rest in Servers and Endpoints
- Restrictive Sensitive Data Access to Privileged Users



Key Principles for Scaling Data Protection and Reducing Risk

- Be Proactive vs Reactive
- Plan at the Enterprise level not the Silo level
- Build Data Discovery and Protection in by default
- Identify and Protect Data accordingly from end to end

RSA[®]Conference2022

Thank you.

Contact info: info@pkware.com

