



TRUST AND THE ECONOMICS OF INSECURITY

Malcolm Harkins
Chief Security & Trust Officer

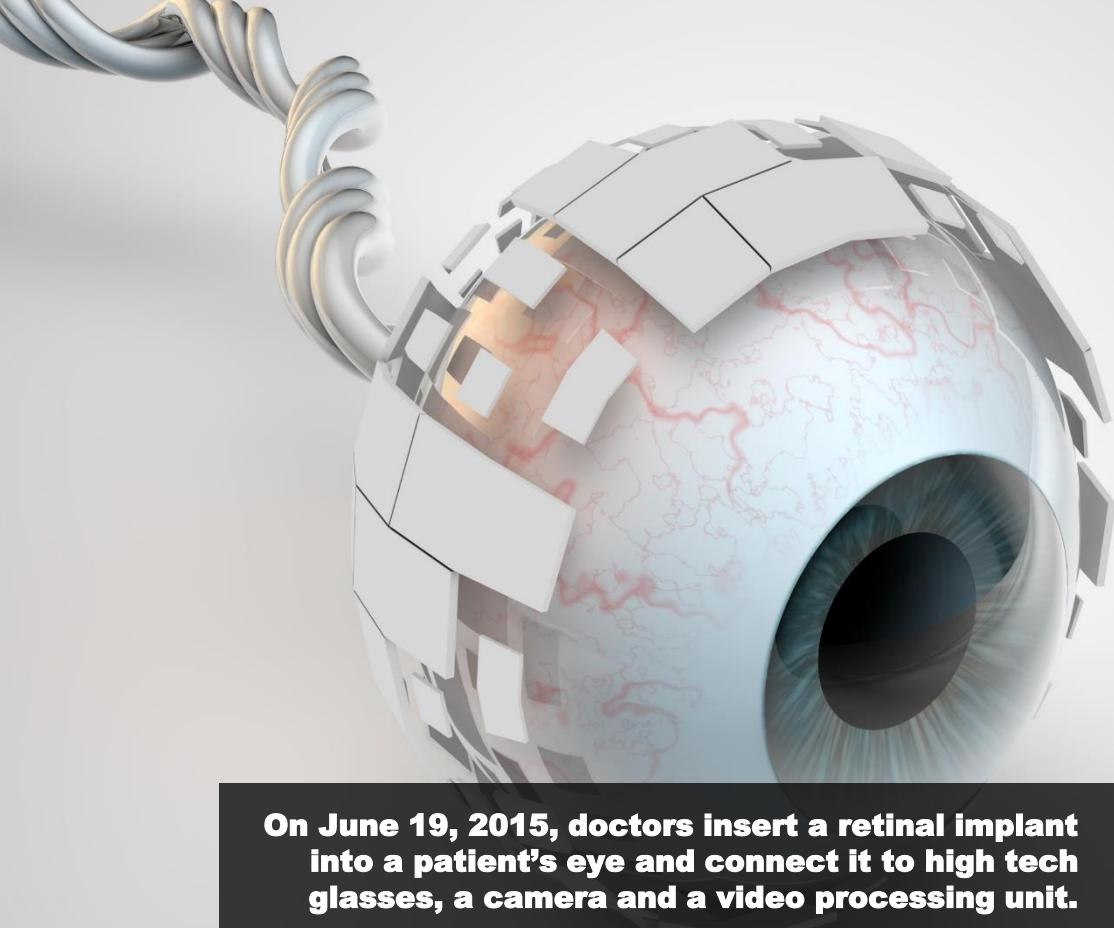


/in/malcolmharkins



@ProtectToEnable





On June 19, 2015, doctors insert a retinal implant into a patient's eye and connect it to high tech glasses, a camera and a video processing unit.

The idea is to cure blindness.

The idea is to extort money.



--Warning--

We've already warned you, and this is just a beginning.

We continue till our request be met.

We've obtained all your internal data including your secrets and top secrets.

If you don't obey us, we'll release data shown below to the world.

Determine what will you do till November the 24th, 11:00 PM(GMT).

Post an email address and the following sentence on your twitter and facebook,
and we'll contact the email address.

i^Thanks a lot to Godi^sAptls contributing your great effort to peace of the world.i±
And even if you just try to seek out who we are, all of your data will be released at once.
DATA RELEASE

All a bad person needs is poorly developed or managed
technology and the ability to execute malicious code.

A black and white photograph of a person standing in the center of a large, complex 3D maze. The perspective is from above, looking down into the intricate paths and dead ends of the structure.

TRUST

Competence

Character

Capability
Results

Intent
Integrity



“Accept it...they are going to get in.”

CISO Panel – ISSA Los Angeles, May 2017

RSA

THE
MOMENT
YOU LINK

BUSINESS
RISK

TO A
SECURITY
INCIDENT

THAT'S
BUSINESS-
DRIVEN
SECURITY™



TODAY'S REALITY

TODAY'S REALITY

ISSA Thru the Eyes of Cyber Professionals – Part 2

- ½ significantly vulnerable 100% Vulnerable
- ½ somewhat vulnerable

World Economic Forum Risk Report - Feb 2017 / 2018

- Income/Wealth Disparity
- Climate Change
- Polarization of Societies
- Cyber – 2018 it's the #1 Biz Risk
- Aging Population



TODAY'S REALITY – CONT.

Edelman Trust Report – Feb 2017/2018

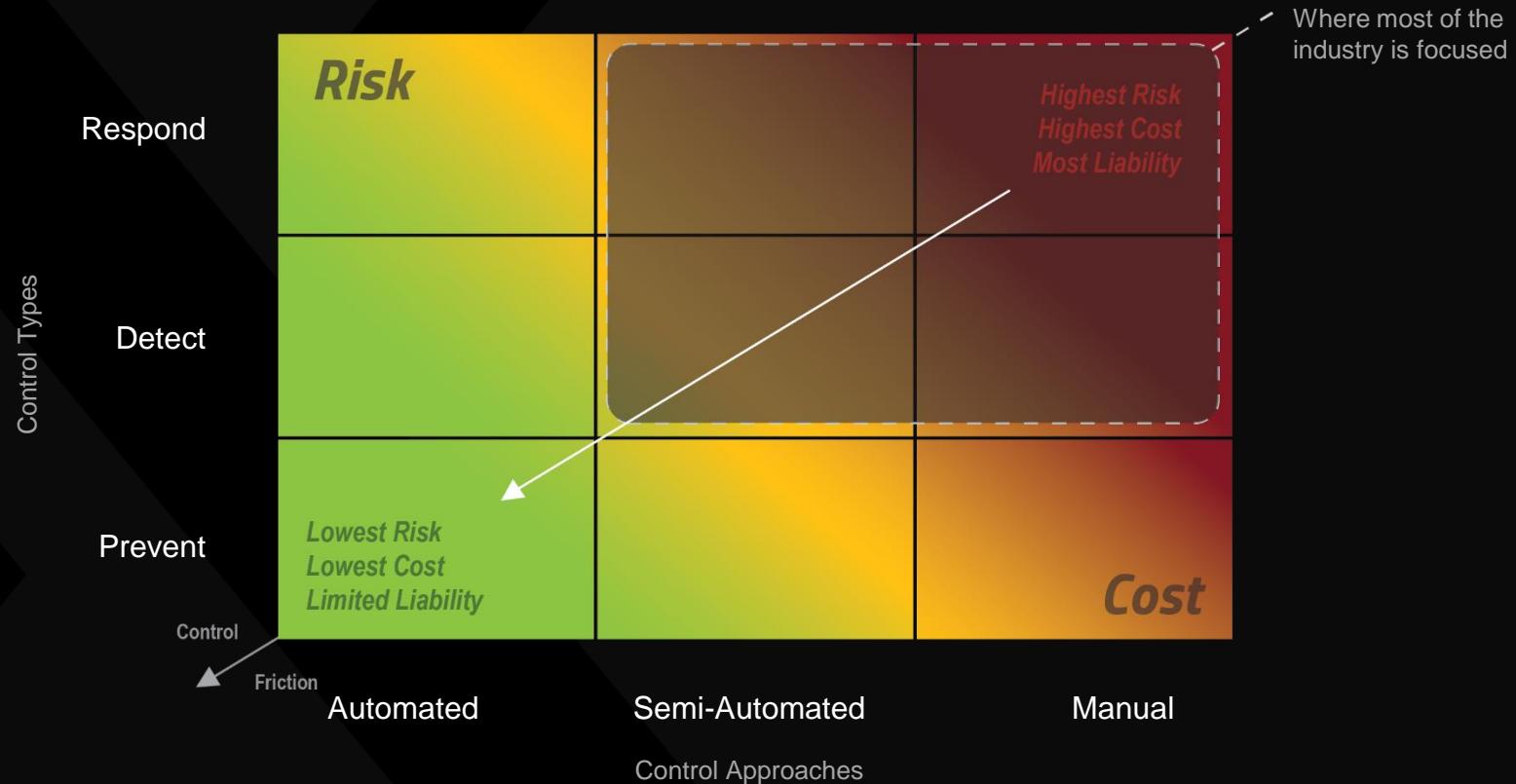
- Implosion of Trust – 2/3 distrusters
- We are in treacherous seas without a firm mooring

Europol - Internet Crime Report – Oct 2016/2017

- Acceleration of previous trends
- APT & cybercrime boundaries blur
- Majority of attacks are neither sophisticated or advanced



9 BOX OF CONTROLS: RISK MITIGATION



TODAY'S REALITY



Information security is an economic inefficiency.

WHAT IS ECONOMIC EFFICIENCY?

Economic efficiency implies an economic state in which every resource is optimally allocated to serve each individual or entity in the best way while minimizing waste and inefficiency.

The ideal state is related to the welfare of the population as a whole with peak efficiency also resulting in the highest level of welfare possible based on the resources available.



TODAY'S REALITY

Our approach to information security is the cause of economic inefficiency.



TEMPORAL ADVANTAGE

To put it simply: threat actors have had a *temporal advantage* over us. We have been playing catch-up for decades.

TODAY'S REALITY

74.1% correlation between breach activity and security industry revenue growth.*

*Piper Jaffray, Breacher Report – 10.16



TODAYS REALITY WANNACRY MAY '17

- Cybersecurity stocks boom after ransomware attack
- The market capitalizations of the five biggest cybersecurity related companies in the industry rose by more than \$5.9 billion*

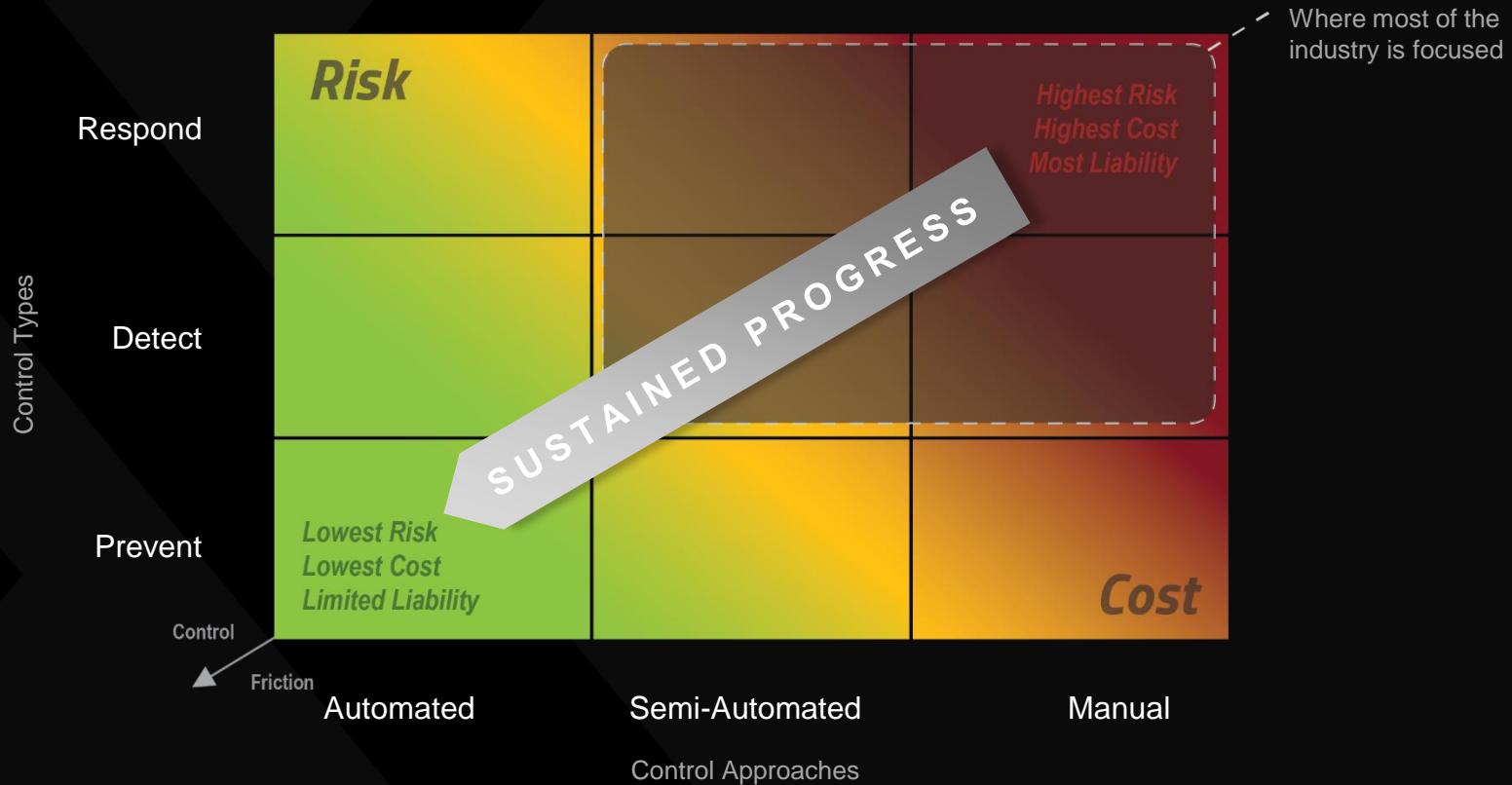
* The Guardian and Fortune – May 2017



HUGE OPPORTUNITIES IN ALL AREAS OF LIFE



ACHIEVING ECONOMIC EFFICIENCY



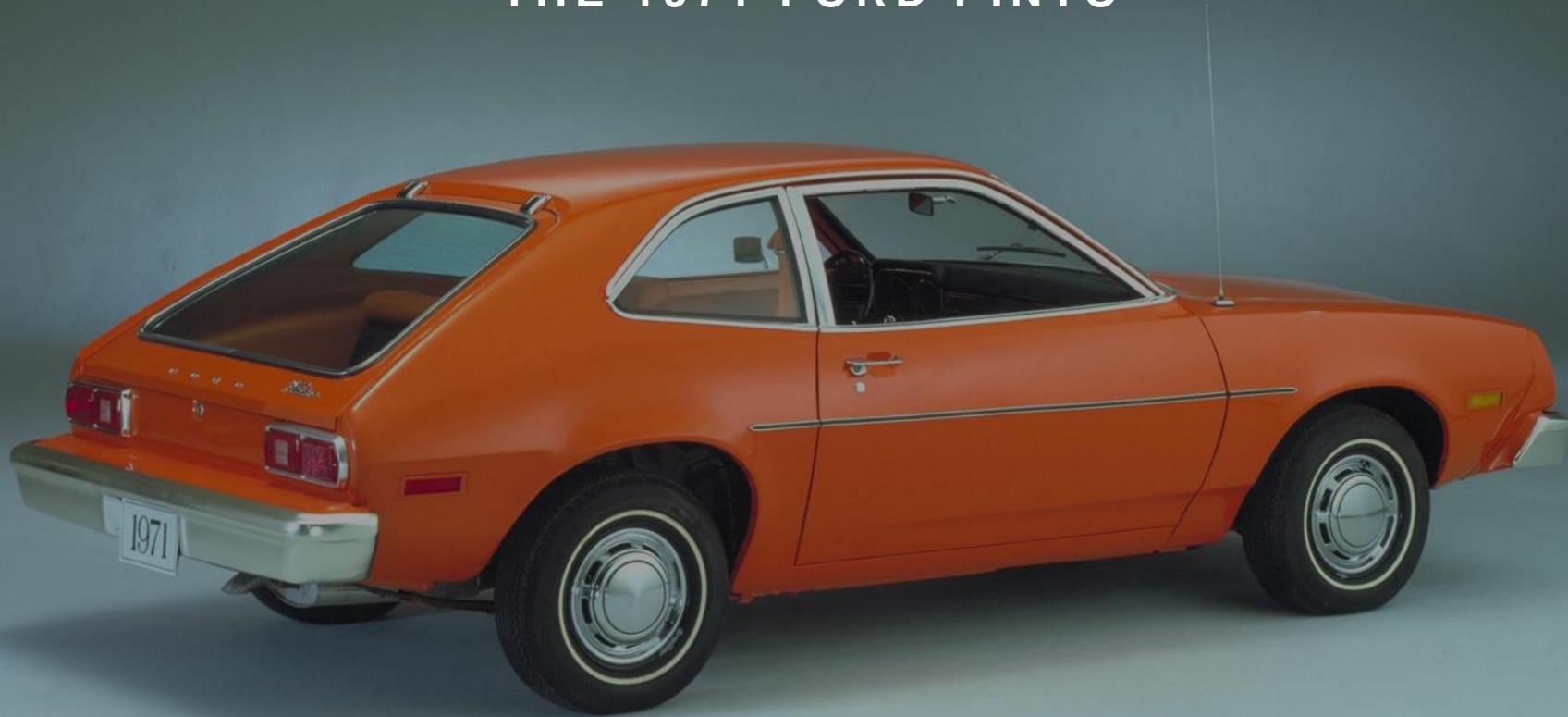
HOW DO YOU FRAME THE RISK DISCUSSION?

BUSINESS SPEED

VS

BUSINESS CONTROL

THE 1971 FORD PINTO



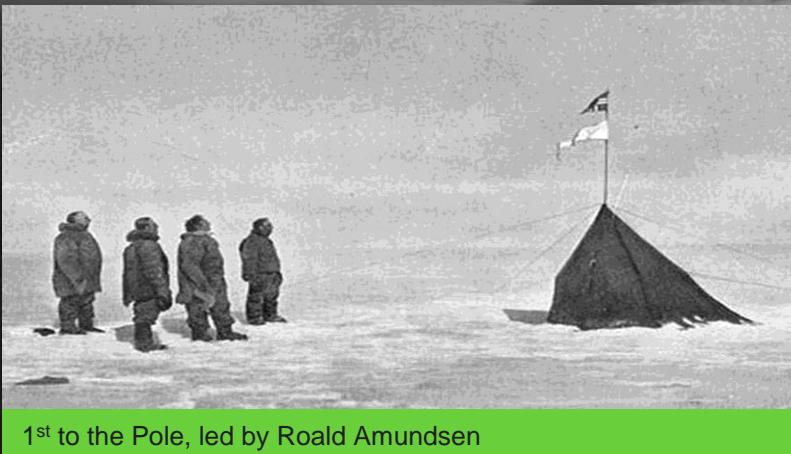
A black sedan is engulfed in large, intense orange and yellow flames. The car is positioned on the right side of the frame, angled towards the center. The fire is very large, almost as tall as the car itself, with thick smoke rising from behind it. The background is dark and out of focus.

FAILURE TO INCLUDE AN \$11 PART

1911 SOUTH POLE EXPEDITION



“...wait for the spring. To risk men and animals by continuing stubbornly once we have set off, is something I couldn't consider. If we are to win the game, the pieces must be moved properly; a false move and everything could be lost.” - Roald Amundsen, Norwegian Explorer



1st to the Pole, led by Roald Amundsen



2nd to the Pole, led by Robert Scott

“Victory awaits him who has everything in order.
Defeat is certain for him who has neglected to
take all the necessary precautions in time.”

Roald Amundsen, on the South Pole



KEY LEARNINGS FROM AMUNDSEN & 10XERS:

- Fanatical Discipline
- Productive Paranoia
- Empirical Creativity
- Limitless Ambition

**Different Behaviors NOT
Different Circumstances**

* Great by Choice

PREVENTION & PANAMA



HOW IT BEGAN

In 1879, the French started building
the Panama Canal.

Torrential rains averaging
200 inches a year washed away
much of the work.

A TOXIC CONTROL

The Solution? Quinine...

...but the quinine used to treat malaria left many workers deaf.



THE TIMELINE

1903

- Panama declares itself a country. US gains construction rights.

1909

- Work on canal locks begins.

Aug 15 1914

- Canal officially opens in August.

Feb 1904

- US Congress officially created the Panama Canal Zone.

1913

- US Congress officially created the Panama Canal Zone.

PROBLEM? SOLUTION.

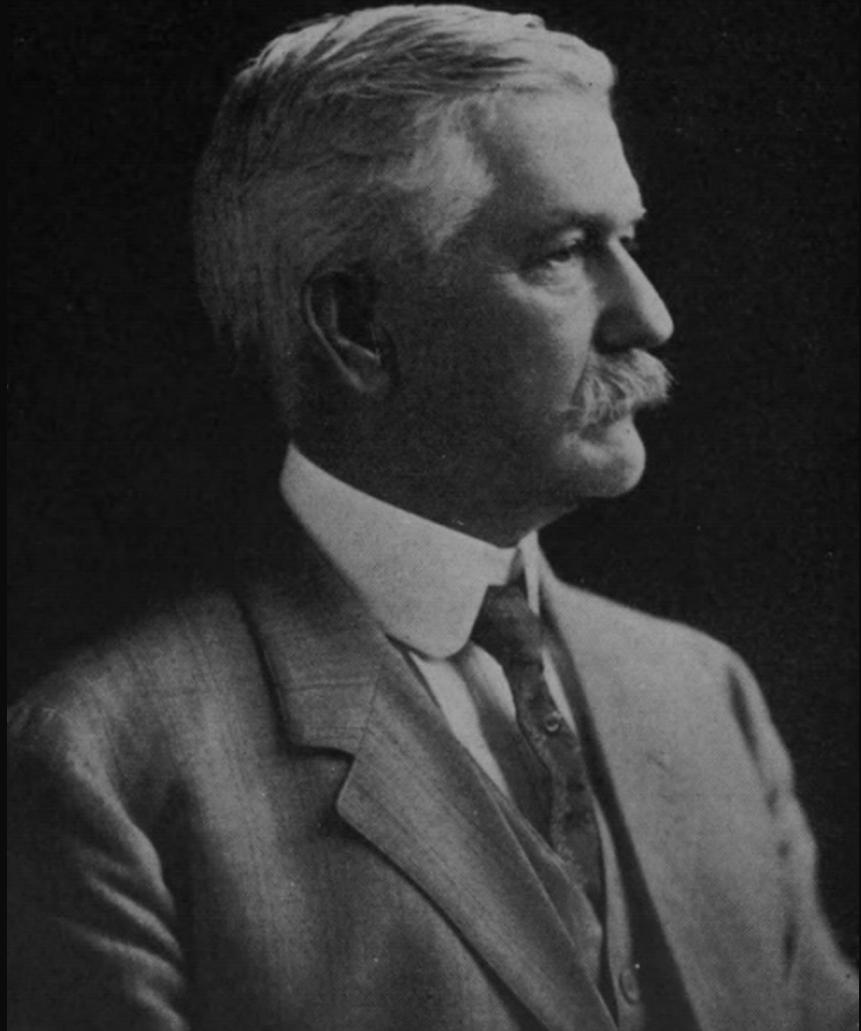
Major Ronald Ross discovered that malaria was transmitted by mosquitoes.

The control of malaria was vital for the construction of the Panama Canal.

**A MAN...
HIS PLAN...
AND A CANAL.**

Experts on sanitation.

Col. W.C. Gorgas, along with others in 1904, formed the sanitary department for the canal zone.



MALARIA CONTROL PROGRAM RESULTS

- Eradication of yellow fever
- Death rate dropped in workers from 11.59 per 1000 in November 1906 to 1.23 per 1000 in December 1909
- Death rate dropped in total population from 16.21 per 1000 in July 1906 to 2.58 per 1000 in December 1909



ECONOMIC EFFICIENCY

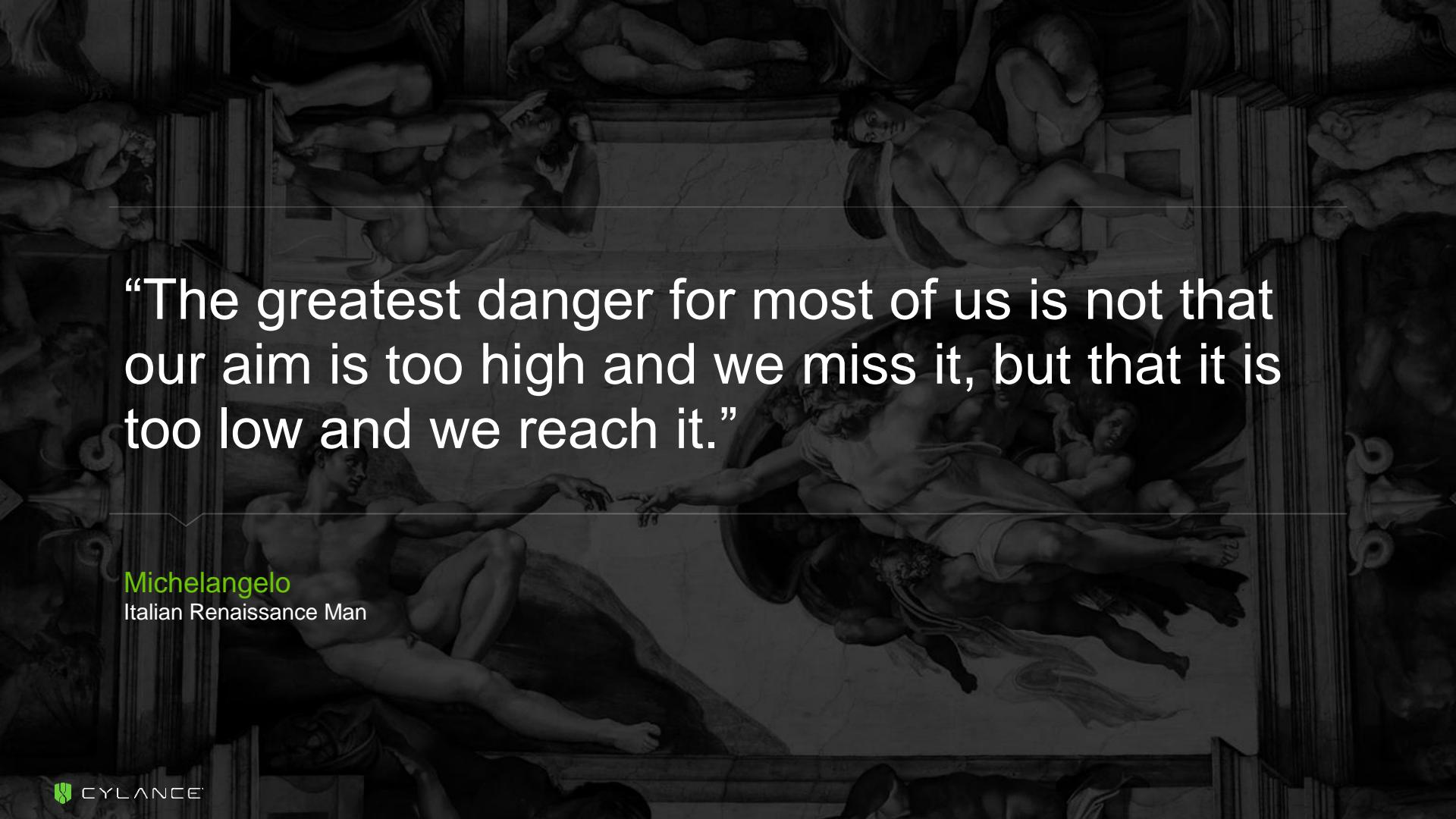
The construction of the Panama Canal was made possible only after yellow fever and malaria were controlled.



LESSONS FOR SECURITY

Malaria wasn't eliminated but the root causes were identified, the source of problems were prevented, and construction was completed, leading to dramatic worldwide social and economic benefit.





“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.”

Michelangelo
Italian Renaissance Man

RSA

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CISO Panel – ISSA Los Angeles, May 2017

“...where our interests are clear and our values are at stake and we can make a difference, we must act and we must lead.”

Madeline Albright, “Doability Doctrine”
Statement before SFRC January 8th 1997, Stockholm Sweden

THANK YOU



CYLANCE™