

Cyence Risk Analytics

A risk assessment tool for cyber underwriters

The Cyence Risk Analytics dashboard provides a comprehensive overview of Nordstrom, Inc.'s cyber risk profile. Key metrics include:

- Overall risk grade:** C (54) - Percentile: 41st
- Probability of incident:** 15.4% - Percentile: 16th
- Average Annual Loss (AAL):** \$8.8M - Percentile: 34th
- Top exposure signals:** Spam activity (Detected), Foreign hacker activity (Detected), Network complexity (High)
- Breakdown of probability of incident:** Data breach probability: 10.4%, Ransomware probability: 8.2%
- Ground up AAL:** \$8,842,106

Legend for coverage types:

- Liability: \$187,432
- First Party Data Breach: \$7,831,937
- Business Interruption: \$113,306
- Contingent Business Interruption: \$708,920
- Cyber Extortion: \$210



About Cyence Risk Analytics

Cyence is a cyber risk analytics tools used by underwriters to evaluate a risk of a business with online presence.

The underwriters than use this information to make underwriting and pricing decision.

It helps them to underwrite a risk with appropriate premium for insuring an online / digital business.

Team

1 UX Designer, 1 Product Manager, 2 Data Scientist, 1 Subject Matter Expert

Persona

Cyber Underwriter

⚠ Problems:

- I don't have enough information to determine a business risk.
- Risk evaluation is a time taking process due to administrative tasks.
- I struggle with gathering information about possible next action based on identified risk.

❑ Needs:

- I need to understand a company's risk faster and efficiently.
- I need actionable items to make effective underwriting decisions.

"I identify, understand, measure, and evaluate highly complex risk and provide applicable terms and conditions to make profitable decisions for my company."



I instantly gain differentiating insights to identify emerging risks.

I obtain necessary data points to write a company and determine pricing efficiently.

I am able to quantify risk based on experience history and forecasting methods.



MY RESPONSIBILITIES AND DECISIONS...

Solicit new and renewal submissions:

- What information do I need to collect to complete the submission?

Determine appropriate pricing of complex risks:

- How should the company be priced? How do I justify the risk I write?

Analyze highly complex risks underwritten:

- How do I evaluate the quality, quantity, and profitability of risks I write?

Interact with Agents:

- How can I engage them around why information is needed?

I'M FRUSTRATED WHEN...



- I don't have enough information to determine a business' risk.
- I'm unable to locate and document risk evaluation data.
- Valuable time is spent on administrative tasks.
- I can't keep up with trends in the quickly evolving marketplace.
- It's hard to differentiate from competition based on pricing and offerings.

MY SUCCESS IS MEASURED BY...



- The number of profitable businesses written.
- Growth of the company portfolio.
- Quality of interactions with Agents and colleagues.
- Timeliness and accuracy.
- Compliance with guidelines.

DESIGNING FOR JAMES:

I need clear guidance on how to use the tool and I want to understand how it can improve my work efficiency. It's important that I be able to effectively integrate it within my risk evaluation process.

I want to leverage the power of the tool to understand a company's risk thoroughly. Standardized metrics with easy-to-understand visualizations can be very helpful.

Design Process

The design process is broken down in 2 stages

Pre-production

 User Research

 Ideation & Design

 Usability Testing

 Reiterate Design

 Deliver & Develop

Post-production

 Onboarding Design

 Release

 In-App UI Feedback

 Track Usage

 Design Backlog



User Research

Research Insights:

- # of customer involved: **7**
- # of users: **10** (Underwriters and Underwriter leadership)
- Research set up: **1hr online zoom calls**

Research Goals:

- To understand the reason behind identified usage patterns.
- To understand how users are currently using all the information within application.
- To identify problems and friction points users are facing while using our risk analytics tool.



4 key identified problems...



Hard to understand the correlation between data



Hard to find impactful and most concerning information



Don't know what to do with certain information

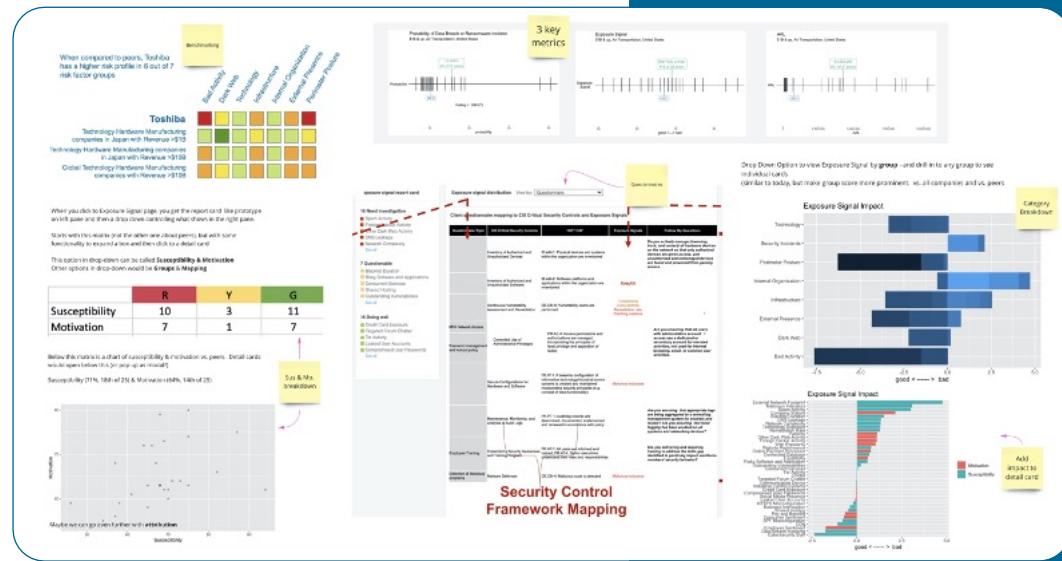


Found the UX and printable report old and outdated

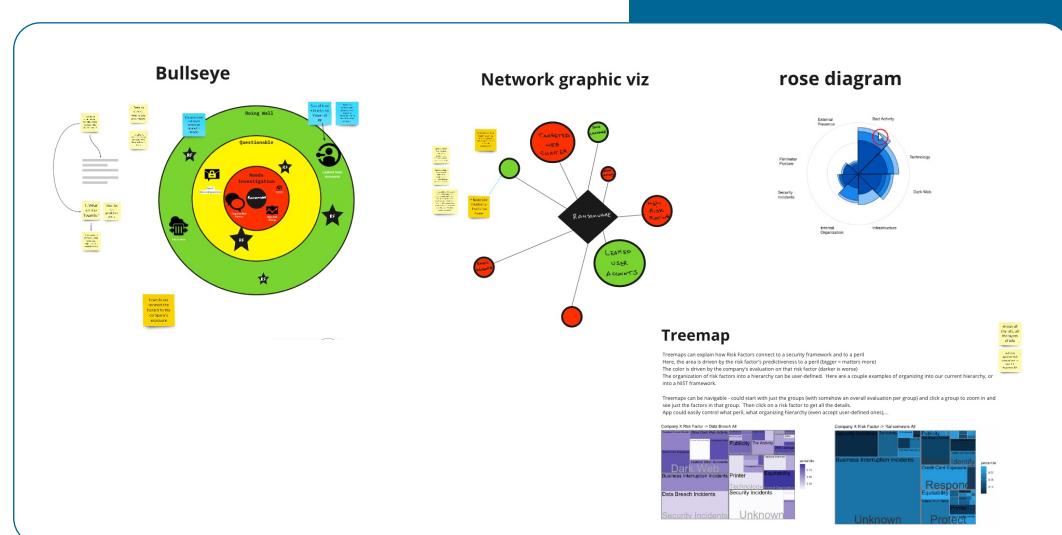
Proposed Solution

- Provide users a clear representation about the correlation of different data points throughout the UI.
- Revamp the overview page with most important information in order to increase productivity.
- Provide help text and guide to enable users to understand the usage of information along with actionable measures.
- Provide users a new experience for the downloadable report format like new UI.

Ideation board

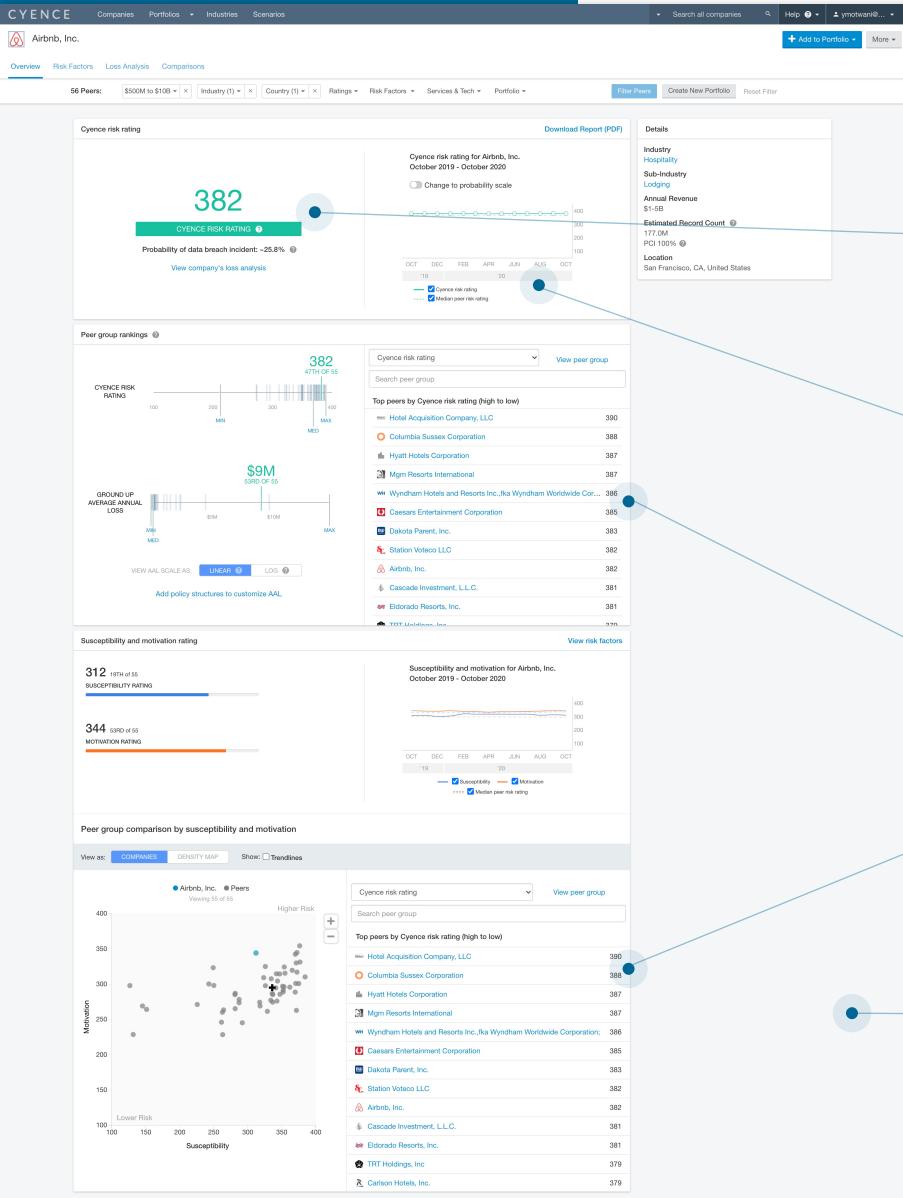


Data visualization exploration



Company Overview Page

Problems with old UX



01

A primary metric which is usually misunderstood by underwriters

02

Historical trend is a secondary information but is highly emphasized on UI

03

Repeated information and list of ranking which is not used that often

04

A lot of white space and different metrics spread out in a long page

Company Overview Page

C Y E N C E Companies Portfolios Industries Scenarios

Nordstrom, Inc.

Industry Retail Trade Sub-Industry Department Stores # of subsidiaries 2 Annual revenue \$50-\$70B Estimated record count 315.2M • PCI 100% Employee count 10,000+ Location San Mateo, California, USA

Add to Portfolio Cyence Risk Report

Overview Exposure Signals Security Measures Loss Analysis Peer Comparison 39 peers filtered Filter Peers

Exposure Signals Areas that may have cyber vulnerabilities

Overall risk grade C (54) Percentile: 41st Risk grade and score, and position as compared to 39 peers

View peer group ranking

Probability of Incident Chance of experiencing a cyber incident

Overall probability of incident In percent (%), as compared to 39 peers

15.4% Percentile: 14th

View peer group ranking

Loss Analysis Expected cyber loss per year, averaged over many years

Average Annual Loss (AAL) In USD (\$), as compared to 39 peers

\$8.8M Percentile: 84th

View peer group ranking

Top exposure signals Viewing 3 exposure signals that need investigation

Spam activity Detected

Foreign hacker activity Detected

Network complexity High

View 13 More

Breakdown of probability of incident In percent (%)

10.4% Data breach probability

8.2% Ransomware probability

Ground up AAL: \$8,842,106 Breakdown of coverages type

- Liability: \$187,432
- First Party Data Breach: \$7,831,937
- Business Interruption: \$113,306
- Contingent Business Interruption: \$708,920
- Cyber Extortion: \$210

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New UX

New Information Architecture

New hierarchy of information to highlight the most important information up front.

Simplified Layout & Insights

New 3 column layout to provide the distinction of 3 different data points to identify risk.

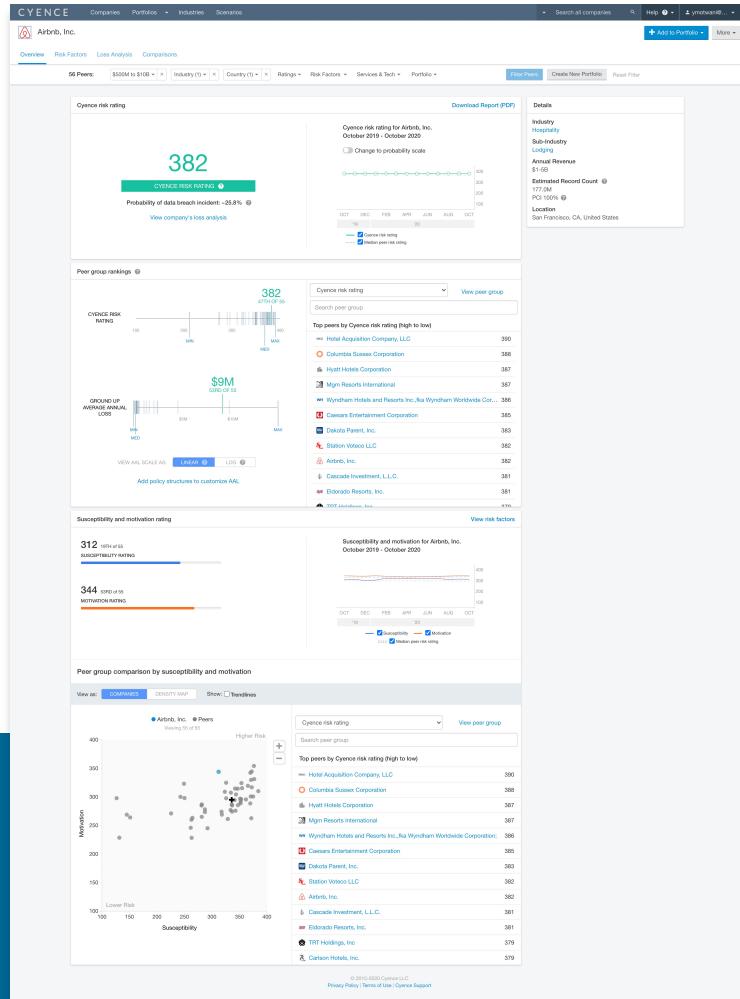
Simplified Data Visualization

Sparkline graphs to show the history trendlines for different data points to further simplify the experience.

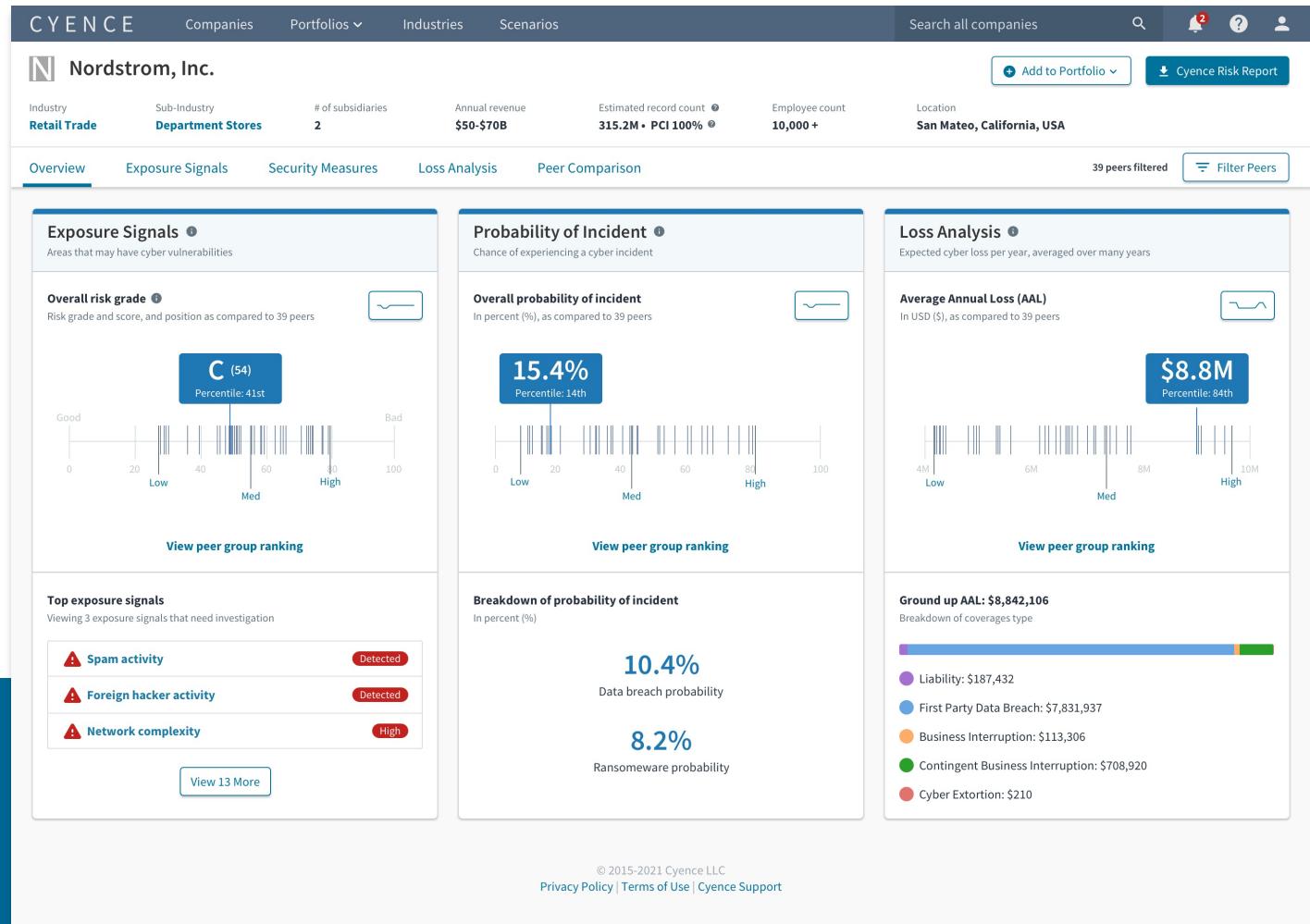
Old vs New UX

Company Overview Page

Old UX



New UX



CYENCE Companies Portfolios Industries Scenarios Search all companies Help ymotwani@... Add to Portfolio More

Overview Risk Factors Loss Analysis Comparisons

56 Peers: \$500M to \$10B Industry (1) Country (1) Ratings Risk Factors Services & Tech Portfolio Filter Peers Create New Portfolio Reset Filter

Top risk factors

- Positive Risk Factors**
- Negative Risk Factors**

Infrastructure

Employee Sentiment – Happy workforce

Infrastructure

SPF Misconfiguration – Not detected

Dark Web

Leaked User Accounts – Detected

External Presence

Company Stature – Extensive footprint

All risk factors

Bad Activity – Improved

Dark Web – Unchanged

Technology – Unchanged

Infrastructure – Worsened

Internal Organization – Unchanged

External Presence – Improved

Perimeter Posture – Unchanged

Security Incidents – Unchanged

Services & technologies

Service provider (5)

- Acmail (All Regions)
- CDN provider
- Amazon Virginia (East US/Canada) (Cloud service provider)
- CloudFlare (All Regions) (CDN provider)

Show More

Software (17)

- Apache HTTP Server (Web server)
- Mail server
- Drupal (Web application)

Show More

Payment processor (13)

- Adyen
- Alipay
- American Express

Show More

Expand All

No peers are better

98% of peers are better

2% of peers are better

23% of peers are better

4% of peers are better

82% of peers are better

5% of peers are better

73% of peers are better

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Exposure Signals Page

Problems with old UX

01

Underwriters didn't care about positive risk factors

02

Showed high impact risk categories but didn't tell users what's driving it or any actionable insights

03

A lot of white space and when the cards expanded, it leads to scrolling

The screenshot shows the CYENCE platform interface for Nordstrom, Inc. at the top. Below it, the main content area displays the following sections:

- Exposure Signal Breakdown**: Shows an overall exposure signal of C (54) across categories like Technology (Risk Grade D, 74 peers). A tree view on the right lists various exposure signals with their status (e.g., Detected, Restrained, Not Detected) and impact levels.
- Exposure Signal Report Card**: A summary table showing the count of exposure signals for different peer comparison groups (Worse than Peers, Similar to Peers, Better than Peers).
- All (39) Pinned (2)**: A detailed report card for pinned exposure signals, starting with **Spam Activity** (Detected). It includes sections for IP Address detected, Underwriting Considerations, and Ask your client: questions about email attachments, sandboxing, and DNS filtering.

Exposure Signals Page

New UX

Exposure Signals is the most used page in the app, and as part of improvement we wanted to make this more effective and useful for our users by introducing:

① Updated Prioritization

The new prioritization was based on type of signal and severity. Now users can also pin them.

② Introduced Report Card

To enable users easily navigate through most concerning risks.

③ Simplified Data Visualization

A tree view for underwriters to identify the most vulnerable risk through grading and risk impact.

④ Actionable Security Measures

We provided our users a set of follow up questions they can ask to their customers to mitigate the risk.

Old vs New UX

Exposure Signal Page

Old UX

The screenshot shows the CYENCE platform interface for AirbnB, Inc. The top navigation bar includes 'Companies', 'Portfolios', 'Industries', 'Scenarios', 'Search all companies', 'Help', and 'yotovasit...'. Below the header, there's a search bar and a 'More' dropdown. The main content area is divided into sections: 'Top risk factors' (Positive Risk Factors and Negative Risk Factors), 'Services & technologies' (Service provider, Software, Payment processor), and 'All risk factors' (Bad Activity, Dark Web, Technology, Infrastructure, Internal Organization, External Presence, Perimeter Posture, Security Incidents). Each section contains detailed descriptions and risk scores.

New UX

The screenshot shows the CYENCE platform interface for Nordstrom, Inc. The top navigation bar includes 'Companies', 'Portfolios', 'Industries', 'Scenarios', 'Search all companies', and a 'Cynce Risk Report' button. Below the header, there's a search bar and a 'More' dropdown. The main content area is divided into sections: 'Overview', 'Exposure Signals' (selected), 'Security Measures', 'Loss Analysis', and 'Peer Comparison'. The 'Exposure Signals' section features a 'Exposure Signal Breakdown' chart showing categories like Technology, Security Incidents, and Infrastructure, along with their risk grades and peer comparisons. Below this is an 'Overall Exposure Signal' card. The 'Peer Comparison' section lists various categories with their respective risk grades and percentages of peers being better. The right side of the page displays a 'All (39) Pinned (2)' list of detected issues, each with a brief description and severity level.

Downloadable Report

Old UX

Nordstrom, Inc.
Cyence Unique ID: b10e9f1e
Report generated on December 14, 2020
with data from November 2020

Company Overview
Nordstrom, Inc.
Cyence Unique ID: b10e9f1e

Company Overview

Cyence Risk Rating	Susceptibility Rating	Motivation Rating
388 Out of 400	368 Out of 400	347 Out of 400
Peer range: 335-390	Peer range: 290-379	Peer range: 231-357
Peer median: 376	Peer median: 334	Peer median: 311

See following report for further details.

Company Details

Details

Industry: Retail Trade
Sub-Industry: Apparel Retailers
Annual Revenue: \$10-50B
Estimated Record Count: 262.4M
PCI 100%
Location: Seattle, WA, United States

Services & Technologies

Service provider (13 found)
Software (22 found)
Payment processor (5 found)
Auditor (1 found)

Refer to the Appendix for full listing of Services and Technologies.

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Company Overview
Nordstrom, Inc.
Cyence Unique ID: b10e9f1e

Company Overview

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Peer median: 376	Peer median: 334	Peer median: 311

Risk Overview

Cyence Risk Rating	Risk Rating
388 Out of 400	The Cyence Risk Rating is a measure of a company's cyber risk, or the likelihood that it would experience a data breach or other cybersecurity incident due to the handling of protected information. This is derived from a combination of technical and non-technical indicators, including the company's Susceptibility, Motivation, and Risk Factors. Based on a 100-400 scale, a higher Risk Rating indicates greater risk.

Probability of Data Breach
~36.4%

37th of 39
Among its peer group of 39 companies

Peer Risk Comparison

Peer of Nordstrom, Inc., have Risk Ratings ranging from 335 to 390. The median Risk Rating among peers is 376.

Refer to the Appendix for peer group details.

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Company Overview: Risk Overview
Nordstrom, Inc.
Cyence Unique ID: b10e9f1e

Risk Overview

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Risk Rating

The Cyence Risk Rating is a measure of a company's cyber risk, or the likelihood that it would experience a data breach or other cybersecurity incident due to the handling of protected information. This is derived from a combination of technical and non-technical indicators, including the company's Susceptibility, Motivation, and Risk Factors. Based on a 100-400 scale, a higher Risk Rating indicates greater risk.

Probability of Data Breach
The Probability of Data Breach is mapped to the Cyence Risk Rating. This represents the probability of a company having at least one breach over the next 12 months. Actual probabilities are estimates and actual probabilities may vary.

Peer Risk Comparison

Peer of Nordstrom, Inc., have Risk Ratings ranging from 335 to 390. The median Risk Rating among peers is 376.

Refer to the Appendix for peer group details.

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Company Overview: Risk Overview
Nordstrom, Inc.
Cyence Unique ID: b10e9f1e

Historical Rating Over Time

Risk

NOV '19 JUN '20 NOV '20

Historical Probability Over Time

Probability

NOV '19 JUN '20 NOV '20

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Risk Factors: Top Risk Factors
Nordstrom, Inc.
Cyence Unique ID: b10e9f1e

Top Risk Factors

Top Risk Factors are the most significant factors impacting a company's Risk Rating. Positive Risk Factors are those that reduce a company's Risk Rating, while Negative Risk Factors are those that increase a company's Risk Rating.

Positive Risk Factors

- Infrastructure
- Cloud Environment
- CDNs offer redundancy and the ability to absorb or neutralize potential threats to a site like DDoS, diversifying the company's risk through an added layer of security.

Negative Risk Factors

- SPP Misconfiguration - Not detected
- A carefully tailored SPP record in the Domain Name System protects the company against email spoofing. The absence or improper configuration of SPP exposes the company to fraudulent use of its domain name for spam and phishing emails carrying fake sender addresses.
- Internal Organization
- Employee Sentiment - Content workforce
- Employees are responsible for a significant portion of cybersecurity breaches, either deliberately (by performing the attack themselves or collaborating with an outsider), or unwittingly (by engaging in risky behavior or falling victim to social engineering tactics). Poor internal sentiment increases not only the likelihood of inside job hacks, but also the risk of external attacks that prey on human error.
- Dark Web
- Compromised User Passwords - Detected
- Combinations of employee usernames and passwords may be used by malicious actors to gain access to corporate accounts, especially given the prevalence of password reuse.
- External Proxies
- Competitor Status - Extensive Footprint
- A company who holds top of mind awareness with the public also makes a more striking target in the eyes of criminal hackers.

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Downloadable Report

New UX

GUIDEWIRE

Cyence Risk Report for
Care Wear, Inc.

Unique ID: bdqoeybjreq
Report generated on February 26, 2020
with data from November 2019

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Care Wear, Inc.
Cyence Unique ID: bdqoeybjreq

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Page 2 of 35

Company Overview

Care Wear, Inc.

Company Overview

Industry: Retail Trade
Sub-Industry: Apparel Retailers
Annual Revenue: \$10-50B

Estimated Record Count: 262.4M
PCI 100%
Location: Seattle, WA, United States

Risk Overview

Risk Rating

310 of 400
Based on 15.4% probability

51st Percentile
Peer range: 290-400
Peer median: 320

Probability of Incident

15.4%
Probability in percent (%)

26th Percentile
Peer range: 12% - 49%
Peer median: 24%

Average Annual Loss

\$8.1m
Losses in USD (\$)

72nd Percentile
Peer range: \$3.1 - 9.4m
Peer median: \$5.3m

Change in history



Nov Jan Mar May Jul Sep Nov
'19 '20

→ This Company ⚡ Peer Median

Change in history



Nov Jan Mar May Jul Sep Nov
'19 '20

→ This Company ⚡ Peer Median

Change in history



Nov Jan Mar May Jul Sep Nov
'19 '20

→ This Company ⚡ Peer Median

Care Wear, Inc.
Cyence Unique ID: bdqoeybjreq

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Top Exposure Signals

Top Exposure Signals

Based on peer comparison

Needs investigation

⚠ Spam activity Propagation of unsolicited junk email distributed to a large number of recipients Detected

⚠ Foreign hacker activity Discussions about the company conducted in non-English forums (such as Russian, Chinese, etc.) Detected

⚠ Network Complexity Measure of breadth and intricacy of the company's external network based on an evaluation of its DNS (Domain Name System) hierarchy High

Suspicious

❓ Network Complexity Lorem ipsum is simply dummy text of the printing and typesetting industry. Detected

❓ Risky Software and Applications Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy. Detected

❓ Shared Hosting Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s. High

Care Wear, Inc.
Cyence Unique ID: bdqoeybjreq

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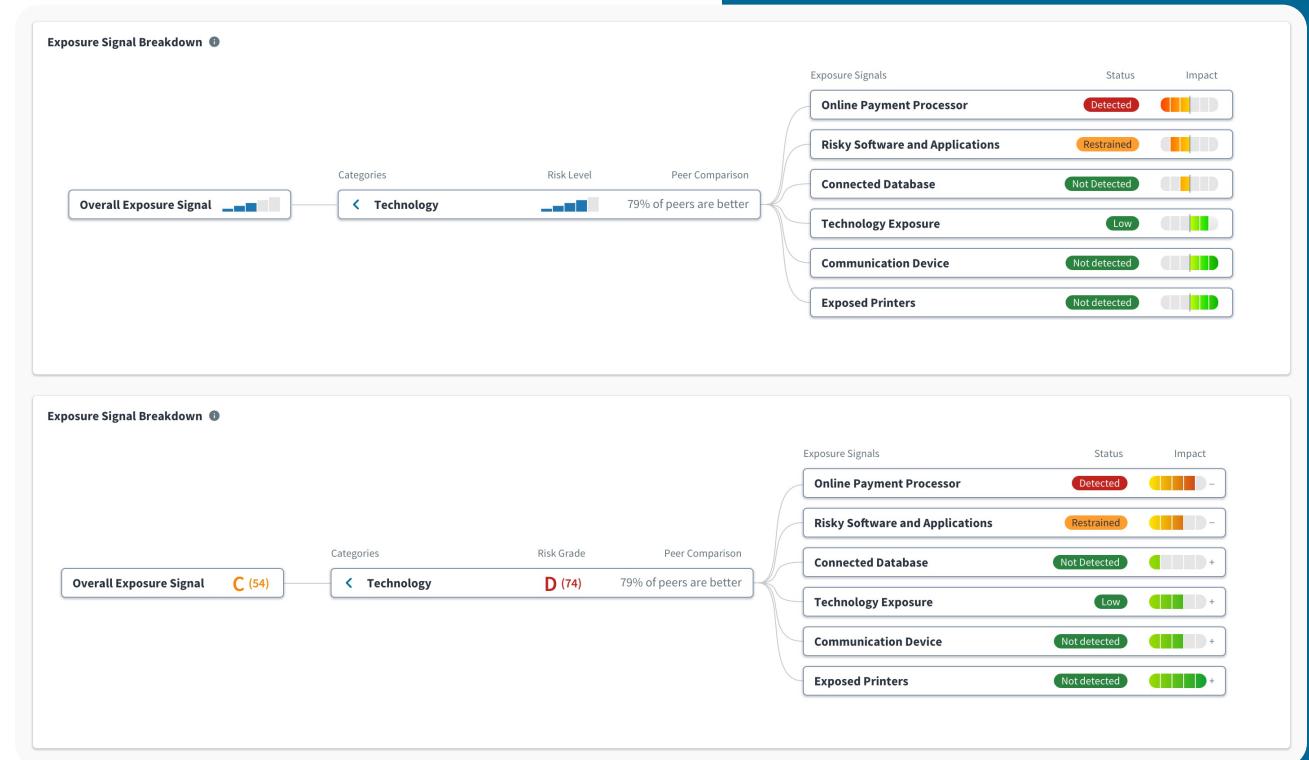
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Usability and A/B Testing

Risk Rating (Graph vs Grading)

We conducted A/B testing for deciding different data visualization and risk scaling system.

We ended up with Grading system because users were interested in granular differences of different risk level.



Onboarding Design Process

List features & define steps

Create & review content

Create & publish guide

Topics	Changes	Pendo Walkthrough
Overview page (3 column layout)	<ul style="list-style-type: none"> 1. Top 3 exposure signals and security measures questionnaire snippet 2. Probability of incident (including DB and RW breakdown) along with Risk Rating. 3. Loss Analysis with AAL and Breakdown of coverages 	<ul style="list-style-type: none"> Step 1: Highlevel 3 layout Step 2: New historical trend line
Exposure Signal page	<ul style="list-style-type: none"> 1. Interactive Report Card <ul style="list-style-type: none"> ◦ View by peer comparison ◦ View by Sus/Mo. ◦ Top 3 exposure signals of High, Medium, Low type 2. Exposure signal detail changes <ul style="list-style-type: none"> ◦ Icons in addition to color for High, Medium, Low ◦ Updated UI view on closed card ◦ Past 3 month changes instead of 2 previously ◦ Security Measure questionnaire ◦ Security control mapping 	<ul style="list-style-type: none"> Step 3: Report Card Step 4: In context security measures and control mapping.
Security Measures page	<ul style="list-style-type: none"> 1. NIST/CIS Security Measures <ul style="list-style-type: none"> ◦ Common questionnaire for both frameworks ◦ Downloadable questionnaire ◦ Search for ESig withing Security Measures ◦ Default sorting of ESig from High-Low 	<ul style="list-style-type: none"> Step 5: What is Security Measures? Step 6: Downloadable questionnaire.
Peer Comparison page	<ul style="list-style-type: none"> 1. Sus/Mo (previously in overview page) in collapsed container 2. List of filtered peers 3. Company compare (Same as before) 	Step 7: Moved Sus/Mo.

Cyence Onboarding Guide

1. What's New

We are proud to announce several new features for Cyence. 😊

- 1. On-demand assessments for new companies can be made directly from the application
- 2. Introducing the Underwriter Dashboard in the company 'Overview' page
- 3. Risk Factors are referred to as Exposure Signals
- 4. Exposure Signals are mapped to NIST & CIS cyber security frameworks and include actionable next steps

We encourage you to walk through the Quick Guide to familiarize yourself with the new user experience.

[Start Quick Guide](#)

Hunter Nielsen "for" instead of "to"
Hunter Nielsen "from within the application"
Hunter Nielsen Should this say, "Risk Factors are no longer referred to as Exposure Signals"? Were they before?
Hunter Nielsen You need ending punctuation here (.) May 28, 2021

2. On-Demand Assessments 📈

<GIF on how to access and request an assessment>

Unable to find a company in Cyence? You can now request an On-Demand Assessment for a new company directly from the application and review the results in minutes!

[Next: Updates to the company Overview page](#) [Continue](#)

Hunter Nielsen "from within the application"

3. Introducing Underwriters Dashboard

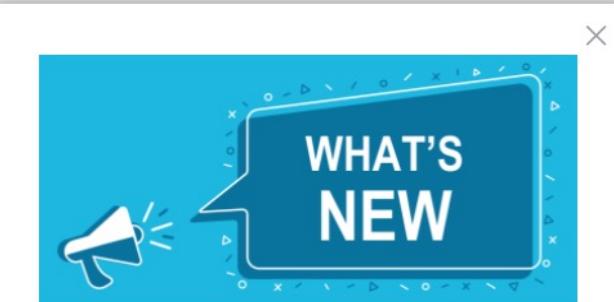
The company overview page is now updated to highlight the three methods by which to evaluate cyber risk. These include:

1. Exposure Signals
2. Probability of Incident (Risk Rating)
3. Loss Analysis

You can learn more about each method by clicking help icons (?) within dashboard.

[Back](#) [Next: Updates to the Cyence Risk Report \(PDF\)](#) [Continue](#)

Hunter Nielsen "We've updated the company 'Overview' page to highlight three methods that you can use to evaluate cyber risk."
Hunter Nielsen "by clicking the help icons (?) within the dashboard."



We are proud to announce several new features for Cyence. 😊

1. introducing the **Overview dashboard** for underwriting and risk selection
2. **Risk Factors** are now referred to as **Exposure Signals**
3. **Exposure Signals** are mapped to NIST & CIS cyber security frameworks and include actionable next steps

We encourage you to walk through the Quick Guide to familiarize yourself with the new user experience.

[Start Quick Guide](#)

Onboarding Design Samples

Onboarding Guide

The screenshot shows the Cyence platform's onboarding guide. At the top, there's a navigation bar with 'CYENCE' and links for 'Companies', 'Portfolios', 'Industries', and 'Scenarios'. Below the navigation is a user profile section showing 'Hello, Yogesh Motwani' and 'Last login: 09 Jun 2021 11:50:15 AM'. The main content area has sections for 'My managed items' (0 Company Policy Structures), 'Recently viewed' (Companies: Apple Inc., Guidewire Software Inc., Karam, Inc., Alphabet Inc.), and 'I want to...' (View scenarios, View groups and portfolios, Compare portfolios, Create a portfolio, Run a scenario). A central callout box titled 'WHAT'S NEW' announces new features like the Overview dashboard, Risk Factors, and Exposure Signals. It also encourages users to walk through the Quick Guide. The footer includes a copyright notice: '© 2019-2021 Cyence LLC'.

In-App UI Feedback

The screenshot shows a feedback modal window. The header displays the user 'Hello, Yogesh Motwani' and the last login time '09 Jun 2021 11:50:15 AM'. The modal is titled 'My managed items' and shows summary cards for 'Company Policy Structures' (0), 'Portfolio' (1), 'Create Portfolio groups', and 'Run Scenarios'. Below this, sections for 'Recently viewed' (Companies: Apple Inc., Guidewire Software Inc.) and 'Portfolios' (Sample Portfolio) are shown. The main content area contains a message about recent changes to the underwriter dashboard evaluation, a rating scale from 1 (Horrible) to 5 (Awesome), and a text input field for comments. A 'Submit' button is at the bottom right. The footer of the modal includes a copyright notice: '© 2019-2021 Cyence LLC'.

Product Success Metrics

The process of defining success metrics

 Define

 Review

 Track & Report

 Reflect

 Design Backlog

Some key insights

Month-over-month comparison

JUNE 2021 TO JULY 2021

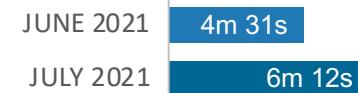
Unique Companies Viewed

 21%



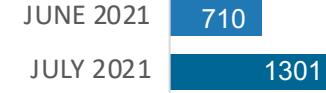
Time spent on new pages

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Thank You!

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Add to Portfolio Cyence Risk Report

N Nordstrom, Inc.

Industry: Retail Trade Sub-Industry: Department Stores # of subsidiaries: 2 Annual revenue: \$50-\$70B Estimated record count: 315.2M+ PCI 100% Employee count: 10,000+ Location: San Mateo, California, USA

Overview Exposure Signals Security Measures Loss Analysis Peer Comparison 39 peers filtered Filter Peers

Exposure Signals Areas that may have cyber vulnerabilities

Overall risk grade: 54 (54) Percentile: 41st

View peer group ranking

Probability of Incident Chance of experiencing a cyber incident

Overall probability of incident: 15.4% (Percentile: 14th)

View peer group ranking

Loss Analysis Expected cyber loss per year, averaged over many years

Average Annual Loss (AAL): \$8.8M (Percentile: 84th)

View peer group ranking

Top exposure signals Viewing 3 exposure signals that need investigation

- ⚠️ Spam activity Detected
- ⚠️ Foreign hacker activity Detected
- ⚠️ Network complexity High

View 13 More

Breakdown of probability of incident in percent (%)

- 10.4% Data breach probability
- 8.2% Ransomware probability

Ground up AAL: \$8,842,106 Breakdown of coverages type

- Liability: \$187,432
- First Party Data Breach: \$7,831,937
- Business Interruption: \$113,306
- Contingent Business Interruption: \$708,920
- Cyber Extortion: \$210

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