




- **DIGITAL DISRUPTION**



GLOBAL CENTER FOR DIGITAL BUSINESS TRANSFORMATION

Real-world Research Digital Transformation Roadmaps Executive Events and Workshops

The background of the slide is a dense, overlapping collage of various social media icons. These include recognizable symbols for Facebook (blue 'f'), Twitter (orange bird), LinkedIn (blue 'in'), YouTube (red play button), and others. The icons are rendered in a 3D, slightly blurred style, creating a vibrant and digital atmosphere.

Quantitative survey of
941 senior business
leaders globally

Analysis of >100 digital
disruptors to understand
mechanics of how and
why disruption occurs

In-depth discussions with
dozens of start-up founders
and senior executives

Workshops and events
with >5000 execs from
leading companies on their
challenges and approaches



DIGITAL VORTEX

Converging

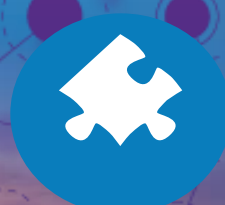
Unbundling

Exponential

Chaotic



The Security Problem

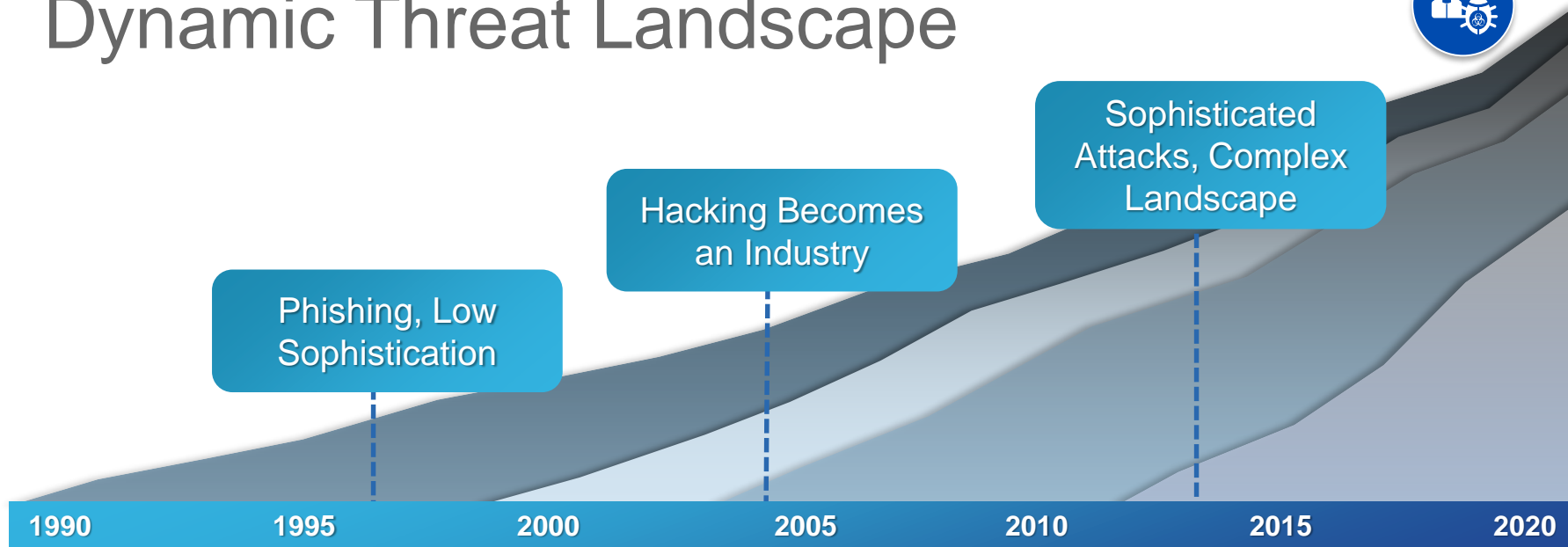


Changing
Business Models

Dynamic
Threat Landscape


Complexity
and Fragmentation

Dynamic Threat Landscape



 **Viruses**
1990–2000

 **Worms**
2000–2005

 **Spyware and Rootkits**
2005–Today

 **Advanced Persistent Threats, Cyberware**
Today +

Criminals Know More About Your Network Than You Do

Custom malware remains dormant for months to learn vulnerabilities in the network and then attack those vulnerabilities

Digital Disruption Drives the Hacker Economy

There is a multi-billion dollar global industry targeting your prized assets

**\$450
Billion**



Malware
Development
\$2500
(commercial
malware)



Bank
Account Info
>\$1000 depending
on account type
and balance



Facebook
Accounts
\$1 for an
account with
15 friends



Social
Security
\$1



Mobile
Malware
\$150



Exploits
\$1000-
\$300K



Spam
\$50/500K
emails



Credit Card
Data
\$0.25-\$60

DDoS

DDoS as
A Service
~\$7/hour



Medical
Records
>\$50

World's biggest data breaches

Select losses greater than 30,000 records
(updated 1st Feb 2019)

Story

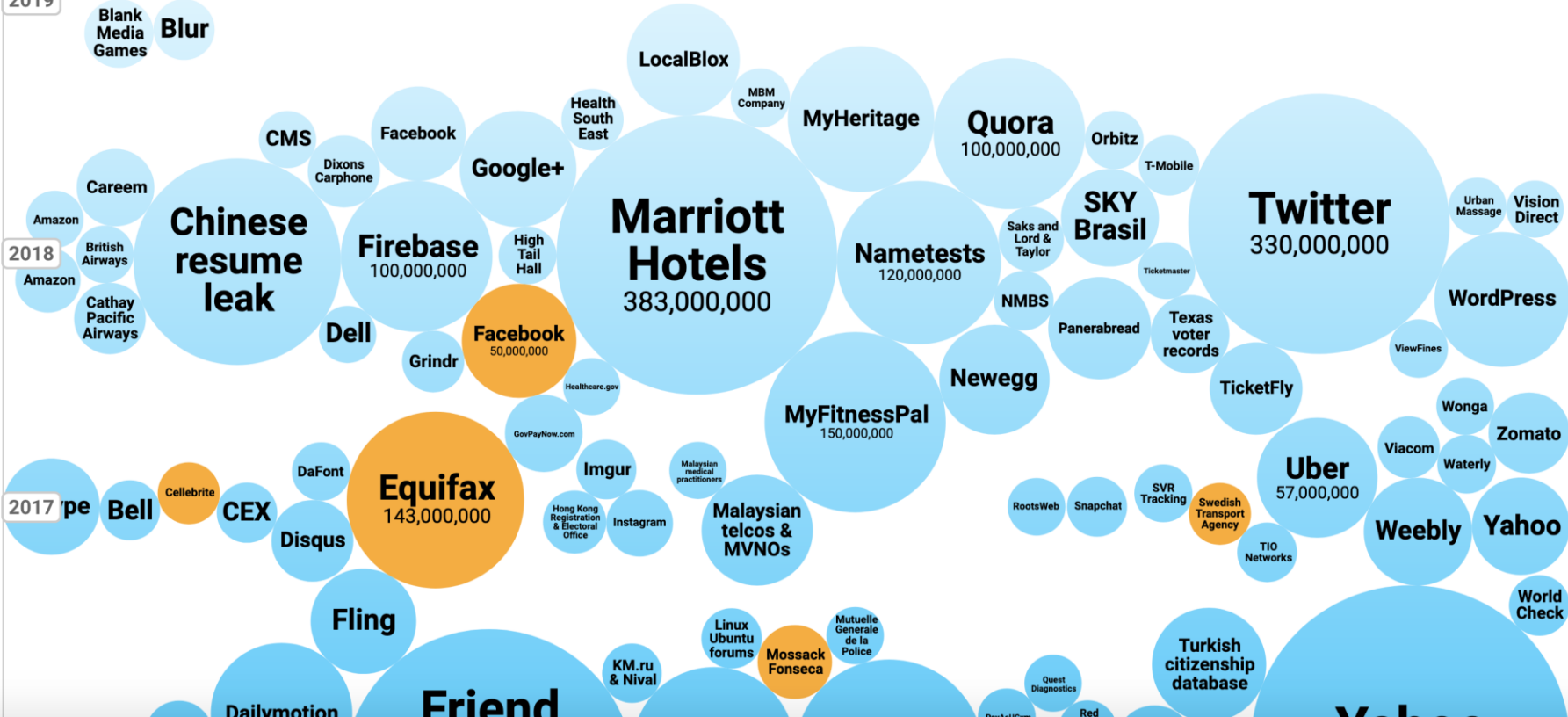
Search...

Colour YEAR DATA SENSITIVITY Filter

2019

2018

2017





Cisco 2018
Annual Cybersecurity Report




2018 Annual Cybersecurity Report



- Unprecedented levels of sophistication and impact
- Becoming more adept at evasion
- Exploiting new technology security gaps

Why are Companies & Investors Concerned

- Direct financial loss from breach
 - Steal Money
 - Steal Data (Loss of intellectual property or trade secrets to competitors)
 - Loss of customers
 - Business Disruption
- Indirect costs from a breach
 - Forensics
 - Lawyers/Public Relations



**HBO breach accomplished
with hard work by hacker,
poor security practices by
victim**

GAME OF
THRONES
SEASON 7

HBO offered hackers a \$250,000 'bug bounty' to stall the

- Compose
- Check
- Contacts

- Inbox
- Starred
- Group Mail
- Draft
- Sent
- Trash [Empty]
- Spam [Empty]
- Pop Folder
- Calendar
- Notepad
- My Attachments
- File Hub

Response from HBO ☆

From: [redacted]
Date: Thursday, Jul 27, 2017 3:40 AM
To: [redacted]

Show images and format | [redacted]

This is not an official message from Tencent. Be wary of info about password protection, prize announcements and cash offers. Don't call back to the phone numbers you do not recognize. | Report spam

We have received your letters and we appreciate your making us aware of security vulnerabilities we had not previously known about.

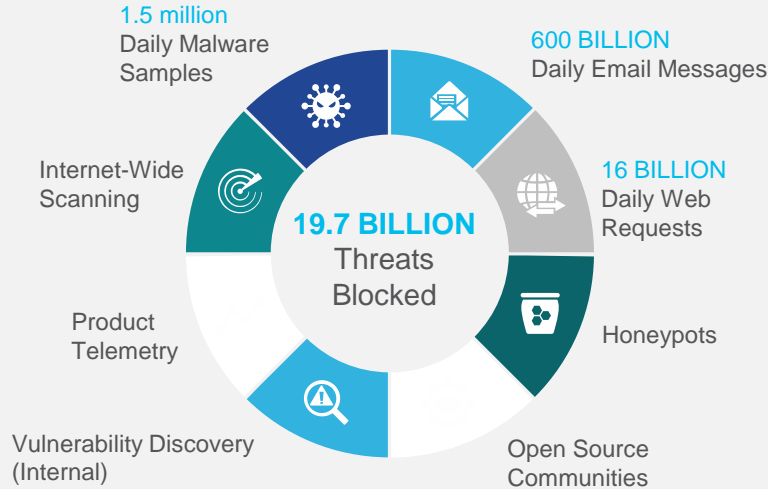
As you may know, we have a bug bounty program to reward "white hat" IT professionals who bring these types of things to our attention. We also have been working very hard since [Sunday evening](#) to review all of the material that you have made available to us. We simply have not yet been able to do so. We also have not been able to put into place the necessary infrastructure to be able to make a large payment in bitcoin, although we are taking steps to do so as you suggested.

You have the advantage of having surprised us. In the spirit of professional cooperation, we are asking you to extend your deadline for one week. As a show of good faith on our side, we are willing to commit to making a bug bounty payment of \$250,000 to you as soon as we can establish the necessary account and acquire bitcoin, or we can wire the funds as soon as you give us the account information.

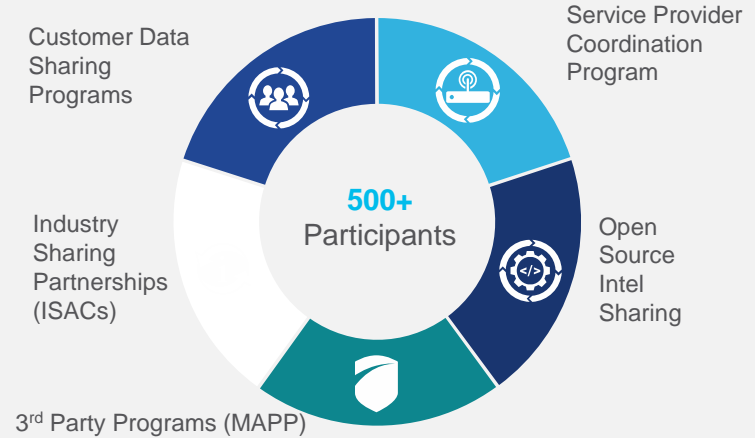
Please let us know if that is acceptable and whether we should continue to make arrangements for the payment.

Talos is the industry-leading threat intelligence

Threat Research



Intelligence team



250+

Full Time Threat Intel Researchers



MILLIONS

Of Telemetry Agents



600

Software Engineers



100+

Threat Intelligence Partners



Cisco 1100+

Threat Traps

Relentless
ATTACKERS

VS

Tireless
DEFENDERS

Unlimited Time
Unlimited Resources
They need One Successful Attack to Succeed

Relentless
ATTACKERS

vs

Limited Time
Limited Resources
One Successful Attack to Fail

Tireless
DEFENDERS



Change
THE EQUATION
TACKLERS DEFENDERS



The Only Way
AUTOMATED SECURITY

Security Enables Digitization

Protect your Business During Digital Transformation



Stop threats
at the
edge



Control who gets
onto your
network



Find and contain
problems
fast



Protect users
wherever
they work



Simplify
network
segmentation



CISCO

TOMORROW starts here.