Case for Action

Accounts Stolen from Data Breaches 2011 – today

- Facebook
- Home Depot
- Uber
- Tumblr
- Sony PlayStation Network
- JP Morgan Chase
- MyHeritage
- AOL
- TJX
- Rambler.ru
- LinkedIn
- Heartland Payment Systems
- Target
- Ebay
- Equifax
- Under Armour
- MySpace
- Adult FriendFinder
- Yahoo!
- Marriott
- Yahoo!

- Cyber Attacks are Real, are Severe, and are Increasing
  - Loss of control systems
  - Loss of organizational function
  - $6 trillion estimated damage by 2021

- NotPetya Malware - $10 billion
  - “The Government was dead.” Minister of Infrastructure Ukraine
  - “I saw a wave of screens turning black. Black, black, black, black, black.” Maersk Employee

Sources: CPO, Forbes, Wired.
Other Speaker Slides
Fortification Strategy Based on Layers of Protection

Appropriate implementation and management of barriers mitigates risk
Leadership requires personal commitment before you can build workforce commitment.
Fortification Key Focus: People

- People are our last line of defense
- “One Click” video series
  - Professionally produced videos
- MS Outlook
  - Safe senders / suspicious email
- Mock Phishing
  - Multiple failures = internet revoked
- Mandatory Training
Response and Recovery Supported by Formal Team

Incident Management Team

- Formal team established to support recovery from cyber event
- Modeled after safety incident management team
- Objectives:
  - Preparedness
  - Containment
  - Enablers
  - Recovery

Cyber Business Response Team