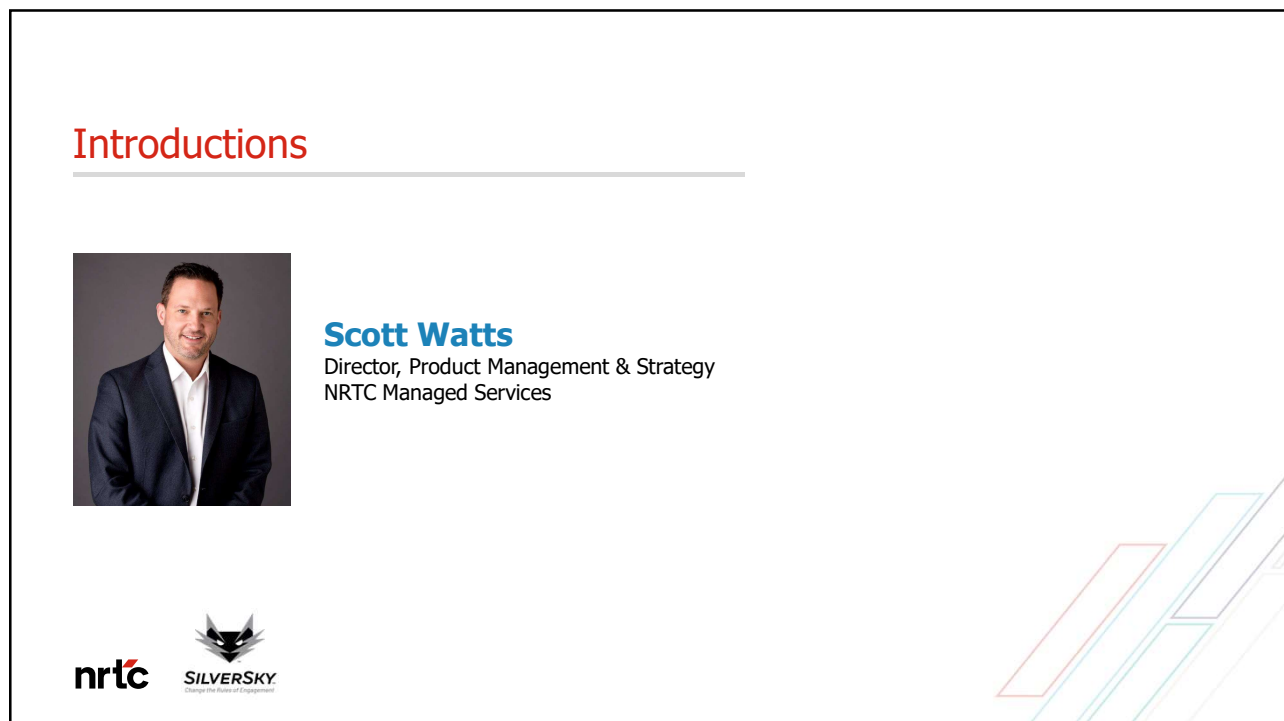




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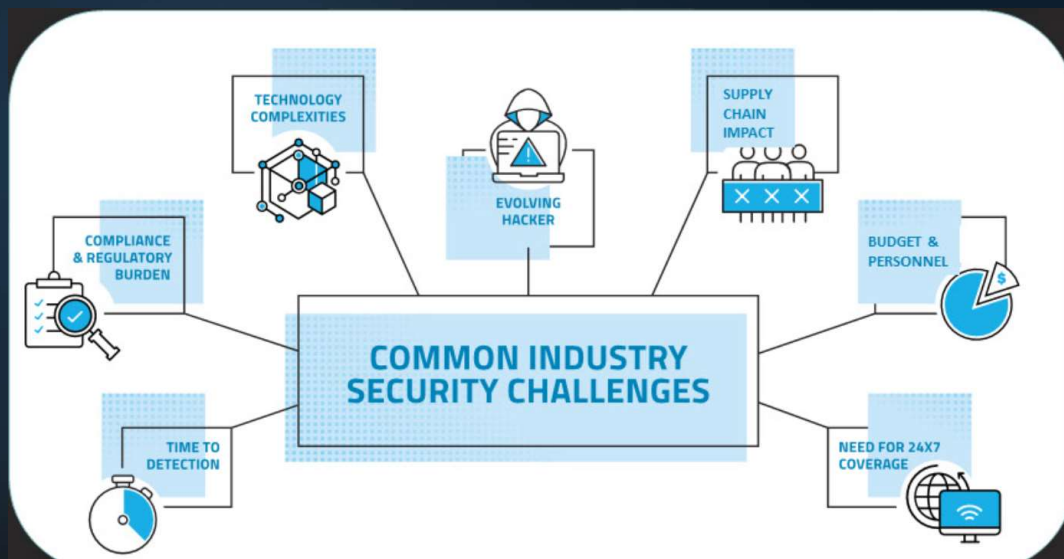
## Topics

- Challenges Facing Most Organizations
- Current Cybersecurity Landscape
- Building a Cyber Resilient Program
- Final Words of Advice
- Q&A



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## Cybersecurity Challenges in 2024



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## Cyber Threat Landscape:

# The Evolving Hacker and Dwell Time



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## Cyber Threat Landscape:

# Protecting the Crown Jewels



### SENSITIVE TOXIC DATA

NAMES HOME ADDRESS  
DATE OF BIRTH CREDIT CARD NUMBER  
PASSWORDS SOCIAL SECURITY NUMBER  
SECURITY QUESTIONS ANSWERS  
EMAIL ADDRESS PHONE NUMBERS  
ACCOUNT NUMBERS  
FINANCIAL INFORMATION

VS.



### CORPORATE SECRETS

CORPORATE TRADE SECRETS  
COMPANY FINANCIALS  
MERGER AND ACQUISITION DATA  
R&D AND PRODUCT DOCUMENT  
PATENTS/TRADEMARK DATA  
BLUEPRINTS/DESIGN PLANS

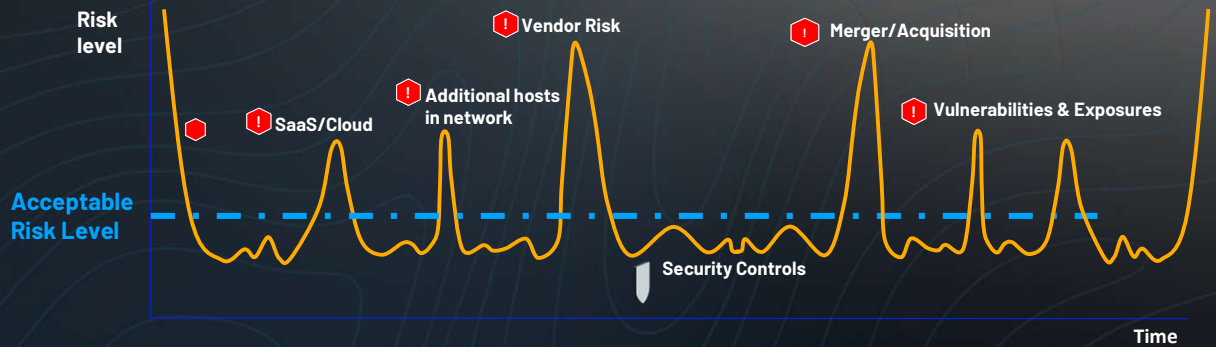
### FINANCIAL GAIN

RANSOMWARE  
WIRE FRAUD SCHEMES  
EXTORTION  
DATA ENCRYPTION  
AI DECEPTION

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## Cyber Threat Landscape:

# Technology Complexities and Need for 24/7



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## Cyber Threat Landscape:

# Increased Regulatory Burden



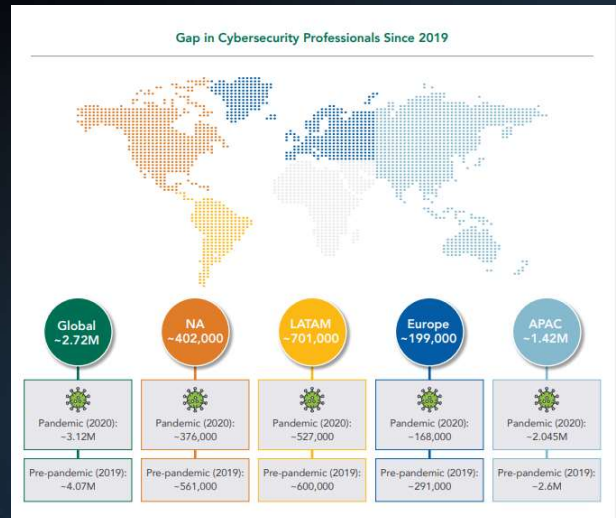
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## Cyber Threat Landscape:

# Budget and Personnel Challenges

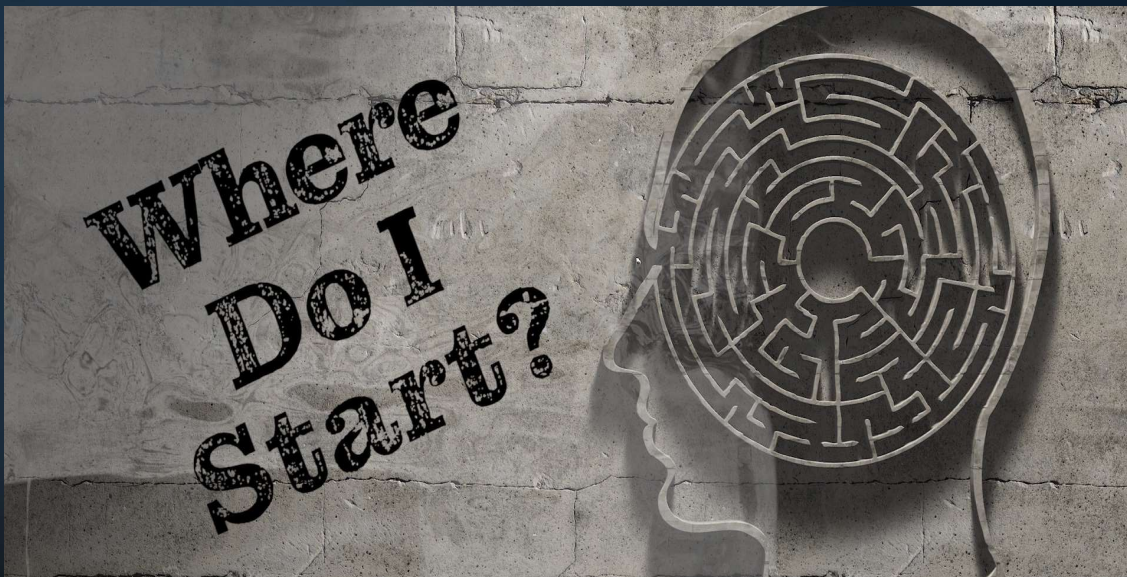
According to the ISC2 2023 Cybersecurity Workforce Study:

- Security spending still a small portion of overall IT Budgets
- Cybersecurity professionals say the workforce gap remains the number one barrier to meeting their security needs
- Two-thirds (60%) of study participants report a cybersecurity staffing shortage is placing their organizations at risk
- Despite 700,000 new professionals in the cybersecurity workforce, the study shows that global demand for cybersecurity professionals continues to outpace supply
- United States continues to show a shortage of 377,000 unfilled cybersecurity roles.



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## Building a Cyber Resilient Program



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# Regulation vs. Framework



## Regulations

- A host of laws and requirements that directly and indirectly govern the various cybersecurity requirements for any given business or industry segments

PCI-DSS (Retail, Hospitality)

FEDRAMP/TAC202 (Gov./State Regs)

CMMC (Defense Industrial Base)

HIPAA (Healthcare)

BEAD/E-ACAM (Carriers)

GLBA/FACTA (Financial)



## Frameworks

- A security framework is a series of documented processes that define a recommended implementation and ongoing management of information security controls.
- These frameworks are a blueprint for managing risk and reducing vulnerabilities.

ISO 27000

NIST 800-53

NIST 800-171

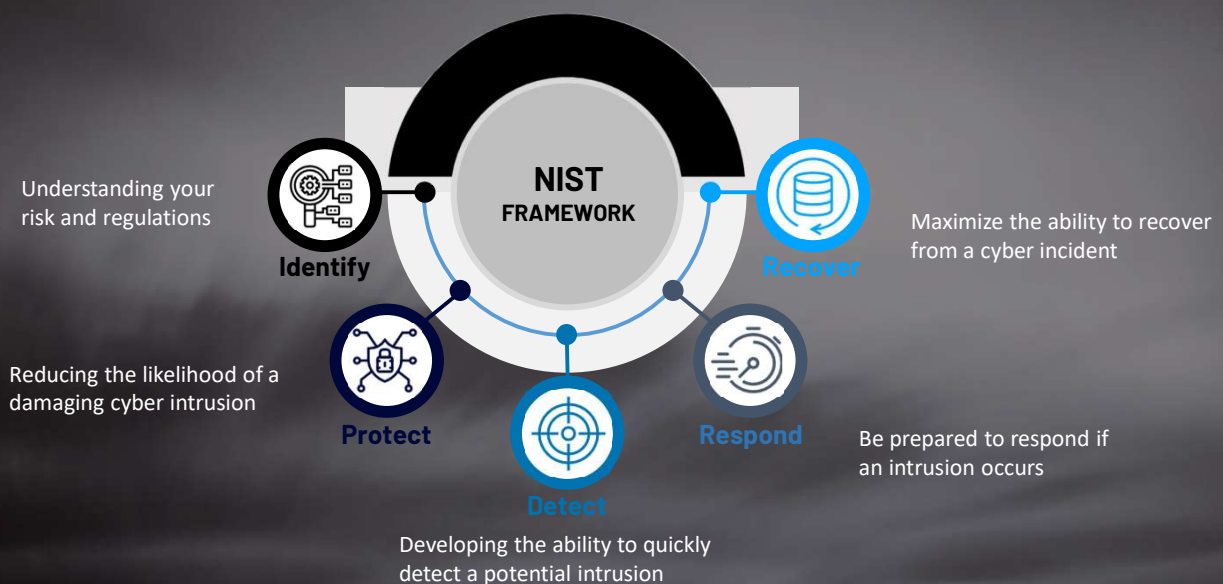
HITRUST

NIST CSF

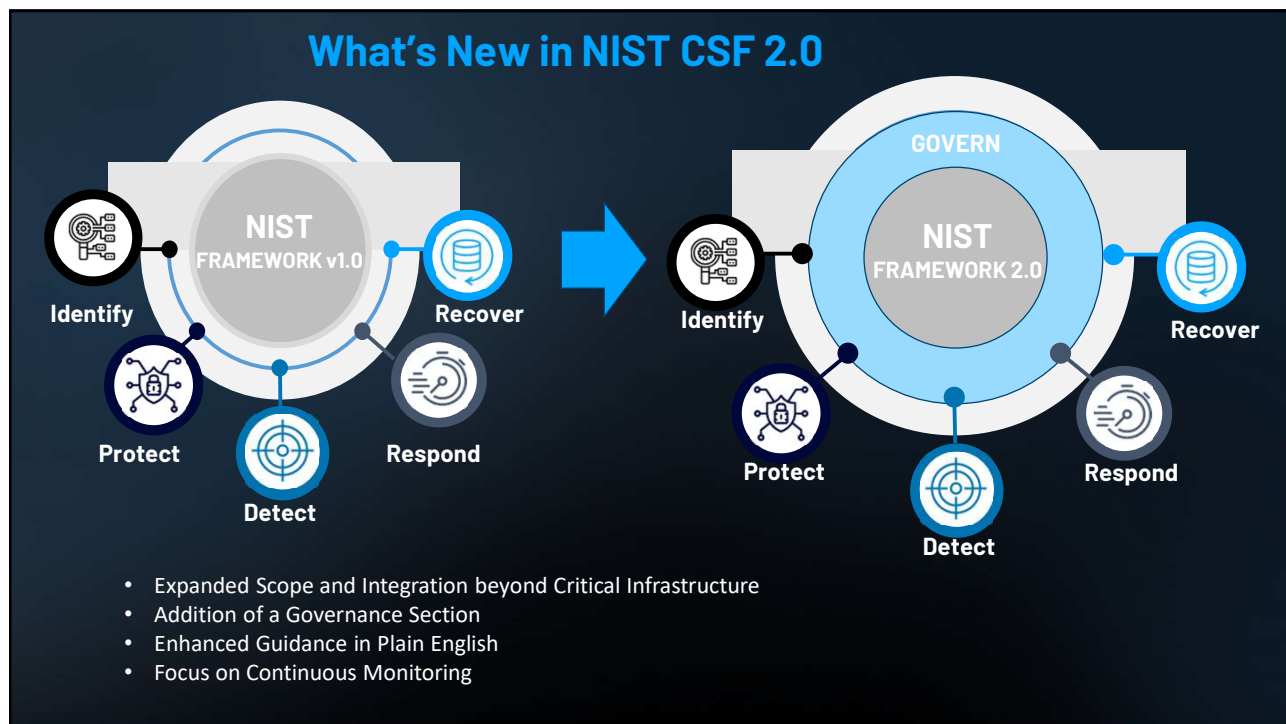
CIS Critical Controls

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# What is NIST Cyber Security Framework?



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## Goal 1: Understanding Your Risk

**IDENTIFY**

I Have Limited Budget. How Do I know I am spending wisely?

<b>Frame Risk</b>	<b>Identifies Who and What?</b>	<b>Operationalizes Risk</b>
<ul style="list-style-type: none"> <li>Aligns the key business processes/technology to the mission/business objectives it supports</li> <li>Establishes Risk Tolerances around strategic, operational, reputational, financial, technology, external, and legal</li> </ul>	<ul style="list-style-type: none"> <li>Identifies the “Who” by analyzing the threats actors and tactics they may use</li> <li>Identifies the “What” by identifying what business process and systems are likely targets</li> <li>Understand your attack vector including third parties</li> </ul>	<ul style="list-style-type: none"> <li>Aligns technology assets to business processes and criticality</li> <li>Drives operational process through a risk prioritized approach               <ul style="list-style-type: none"> <li>SOC Operations</li> <li>Vulnerability Management</li> </ul> </li> </ul>

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## Goal 2: Reducing the likelihood of a damaging cyber intrusion



### PROTECT



#### Align Protections with Risk Mitigation

- Develop a roadmap of protections starting with high risk, largest maturity gain, or based on critical systems.



#### Build Processes with Risk in Mind

- Risk Prioritized approach can be applied to most processes in a Cyber Program



#### Key Protection Elements Every Resilient Program Needs

- Multi-factor authentication
- Back-ups
- Email Protection
- Security Awareness
- Vulnerability and Patch Management

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## Goal 3: The Ability to Quickly Detect a Potential Intrusion



### DETECT



#### Assess

##### People:

- Build vs. Outsource
- Train users to report events

##### Process:

- Develop detections based on threat profiles
- Risk based response

##### Technology:

- Find the right technology for you (SIEM, SOAR, SOCaaS, MDR)



#### Visibility

- Detection mechanism should cover key telemetry points.
- Ability for a SOC to piece together an attack - Email, Perimeter, Endpoints, Users
- Periodically test the effectiveness of your detections



#### Coverage

- Coverage must be 24x7x365 due to changing Threatscape
- Monitoring is not a check the box activity - All assets and systems should be covered
- Review environment periodically and implement a process to incorporate new devices

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## Goal 4: Be prepared to respond if an intrusion occurs



### Plan

- Develop an IR plan with playbooks for common risk scenarios
- Include Third Parties and Service Providers in Plan
- Build out roles and responsibilities
- Establish internal and external communication plans



### Prepare

- Don't assume your MSSP covers incident response
- Establish a relationship with an Incident Response Firm
- Cyber Insurance is not a replacement for a Cyber Program
- Designate a crisis-response team



### Practice

- Practice your Incident Response Plan with Tabletop exercises of plan to test scenarios
- Incorporate practice with backup scenarios in your DR/BCP Plan
- Include Service Providers and Third Parties in plan walkthroughs

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## Goal 5: Maximize the ability to recover from a cyber incident



### Maintain Good Backups

- Test backup procedures to ensure that critical data can be rapidly restored
- Ensure that backups are isolated from network connections
- Cloud Backups to Alternate Zones



### Recovery Plans

- Practice your Incident Response Plan with Tabletop exercises of plan to test scenarios
- Practice backup scenarios in your DR/BCP Plan
- Include Service Providers and Third Parties in plan walkthroughs

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## Goal 6: Test and Validate Controls



### Continuous Monitoring of a Security Program

Continuous monitoring enables you to review cyber processes for adherence to and deviations from their intended performance and effectiveness levels.

Test, Test, Test



Validate your control by implementing a continuous monitoring program or IT Controls reviews



Test your program – Penetration testing, Social Engineering, Red Team Simulations, Backups



Program Improvement – Use Test Results to strengthen controls and re-assess Risk Profiles

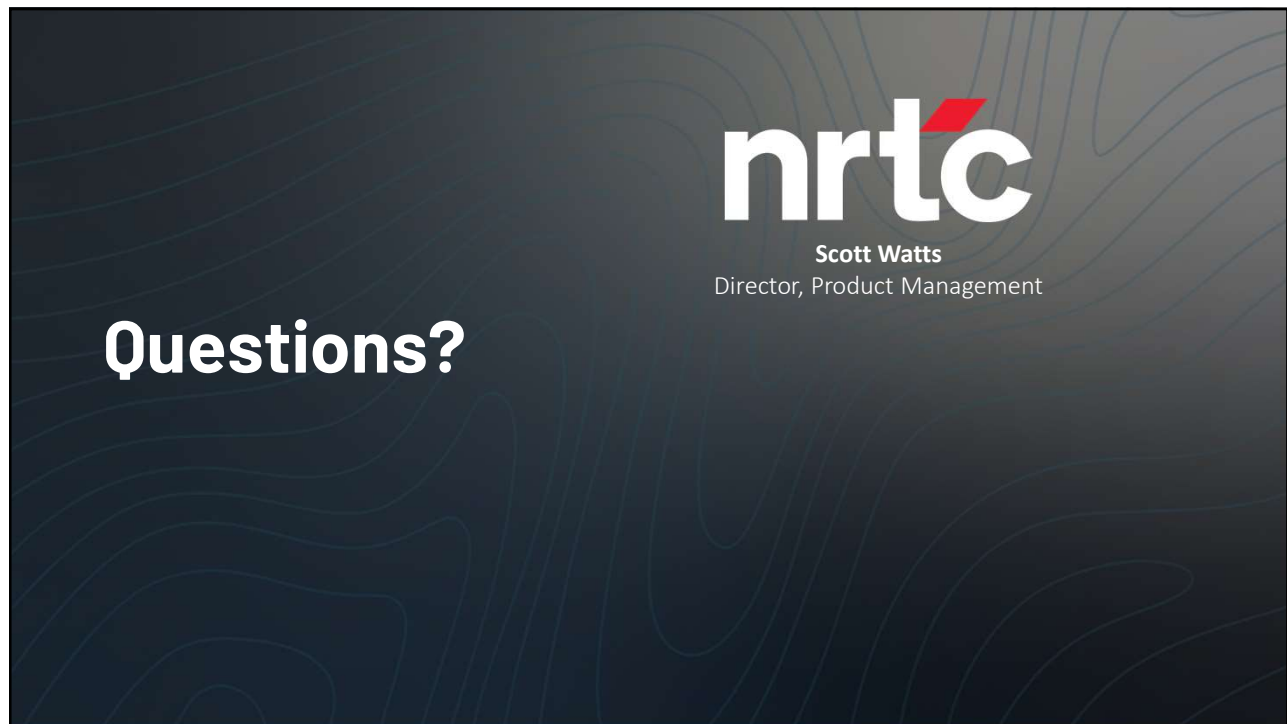
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## Final Words of Advice

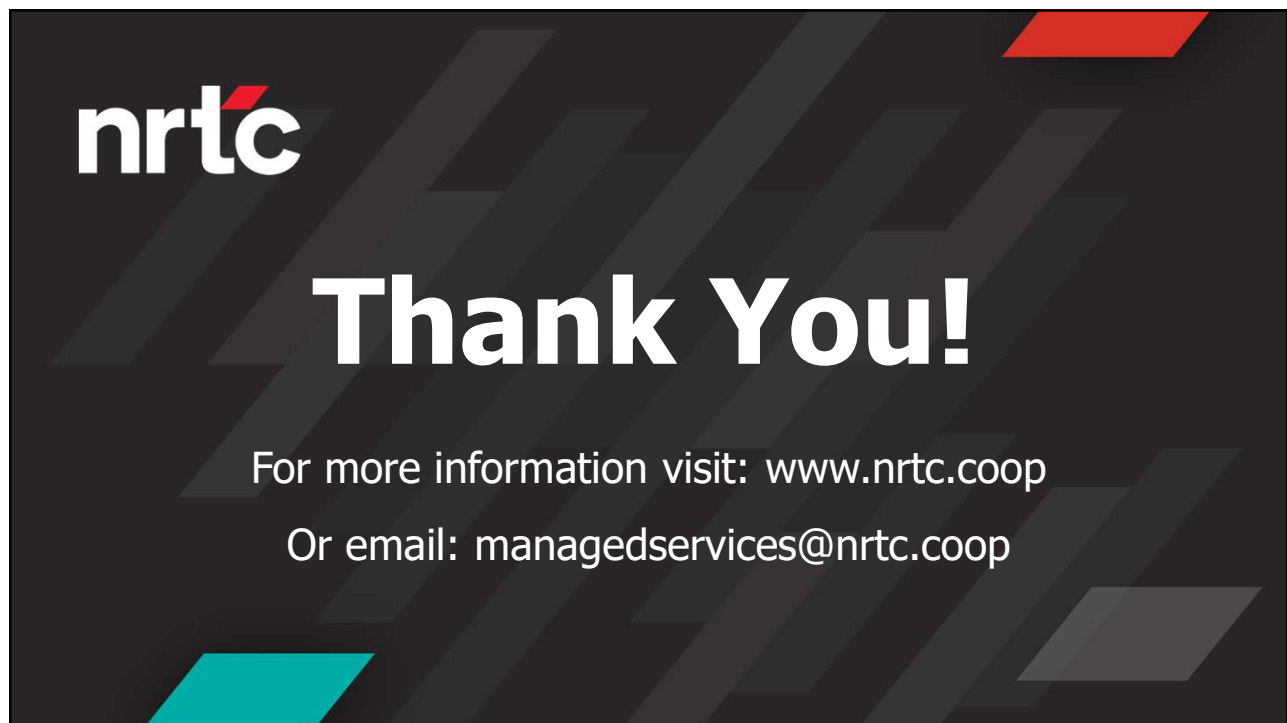
1. **There is no finish line!**
  - Security threats are changing everyday
2. **There is no Silver Bullet!**
  - Build a program with layers of protection
3. **Build a Cyber Culture from the top down!**
  - It starts with BOD and Executive buy in
4. **Don't take the Journey Alone!**
  - Find a good partner and resources to help



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