



Hacking Senior Management

Getting Your Message Across

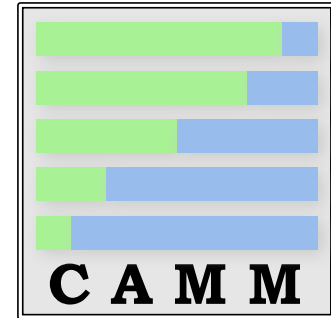
Brian Honan
BH Consulting

Session ID: PROF-309

Session Classification: Intermediate

RSACONFERENCE
EUROPE 2012

Who is Brian Honan?



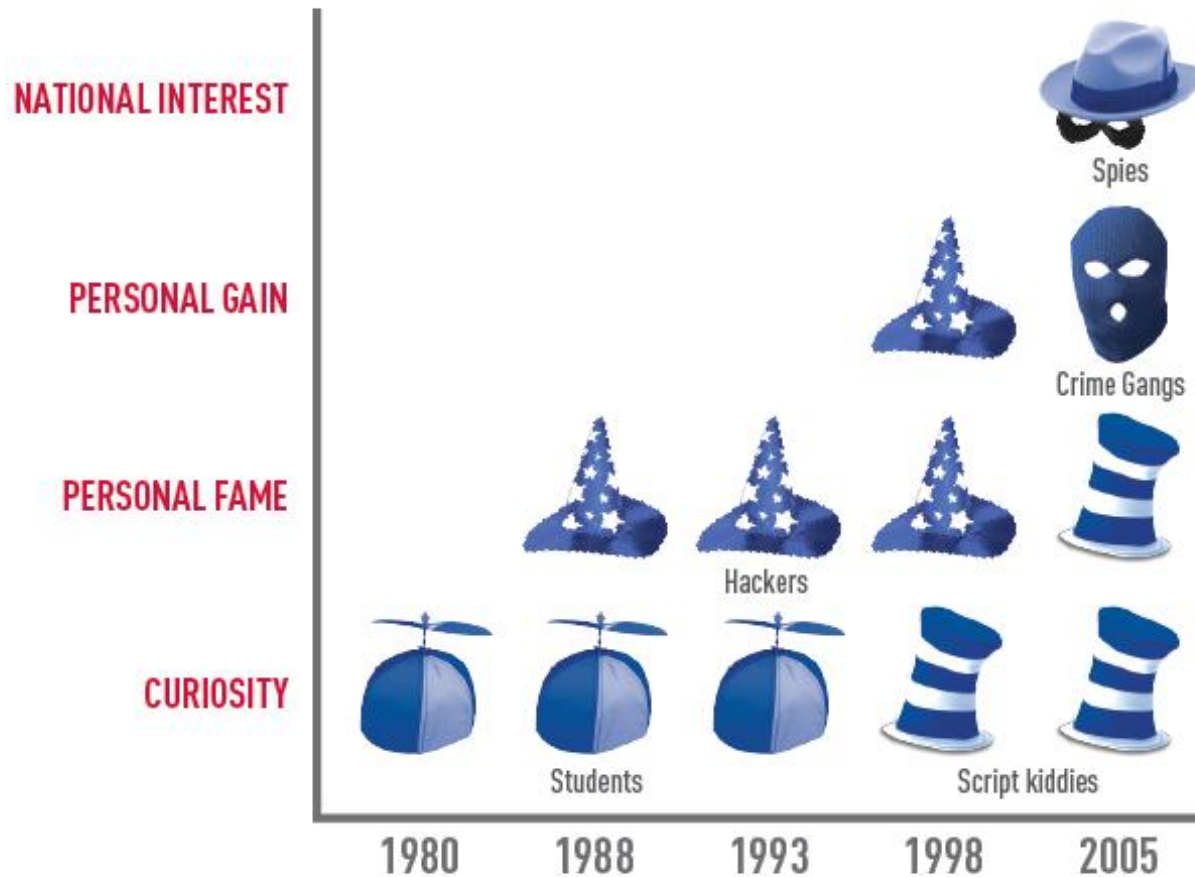
IRISSCERT



In the Headlines



Growing Threats



Courtesy TripWire Inc



Rise in Other Threats



WE DO NOT FORGIVE. WE DO NOT FORGET. EXPECT US



Careless Users !



Business Drivers



IT Critical



IT Now a Boardroom Agenda Items

More than Half of US Companies Rate Data Security As a Major Concern

- 12th annual Law and the Boardroom Study 2012

Cybersecurity has become the top global technological issue

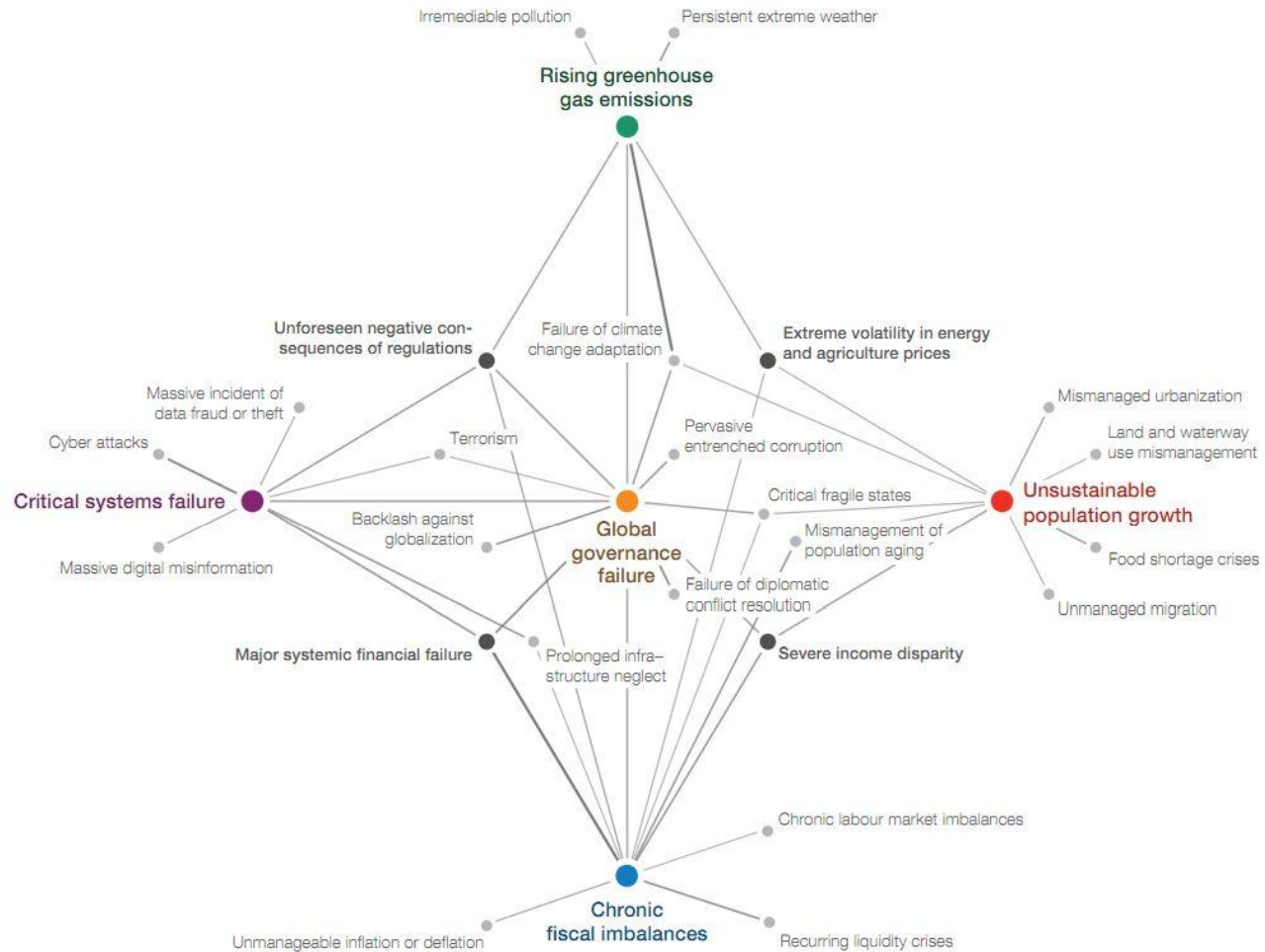
Source: Deloitte 2012 Global Financial Services Industry Security Study

“IT security is no longer a trivial issue and is now becoming part of a company’s boardroom discussion”

Source: IBM



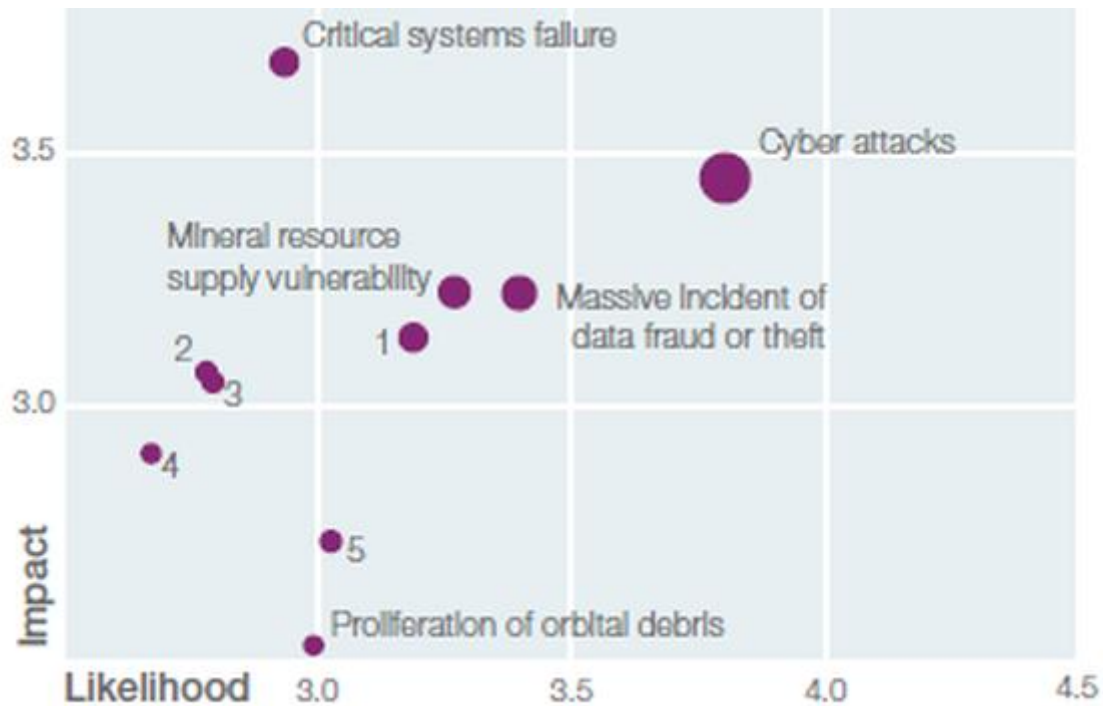
Recognised Threat



Source: World Economic Forum



Recognised Threat



Recognised Threat



“the cyber threat to our nation is one of the most serious economic and national security challenges we face.”



"industrial-scale processes involving many thousands of people lying behind both state sponsored cyber espionage and organised cyber crime".



So Mgmt Reaction Should Be



Giving us Loads Of



But The Reaction Is Often



Or



Leaving Us



Why These Reactions?



Hacking Systems == Easy



Hacking Code == Easy



Hacking This != Easy



We Often Think Mgmt..



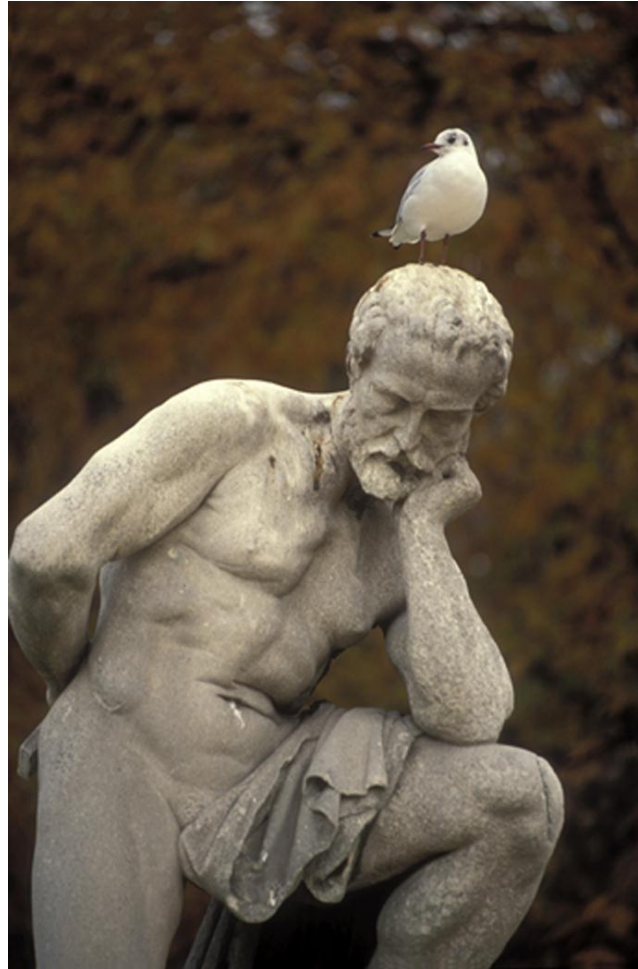
Not So..



Also..



How Do We Solve This?



Get Inside Management's Head



Their Drivers



When We Talk Security



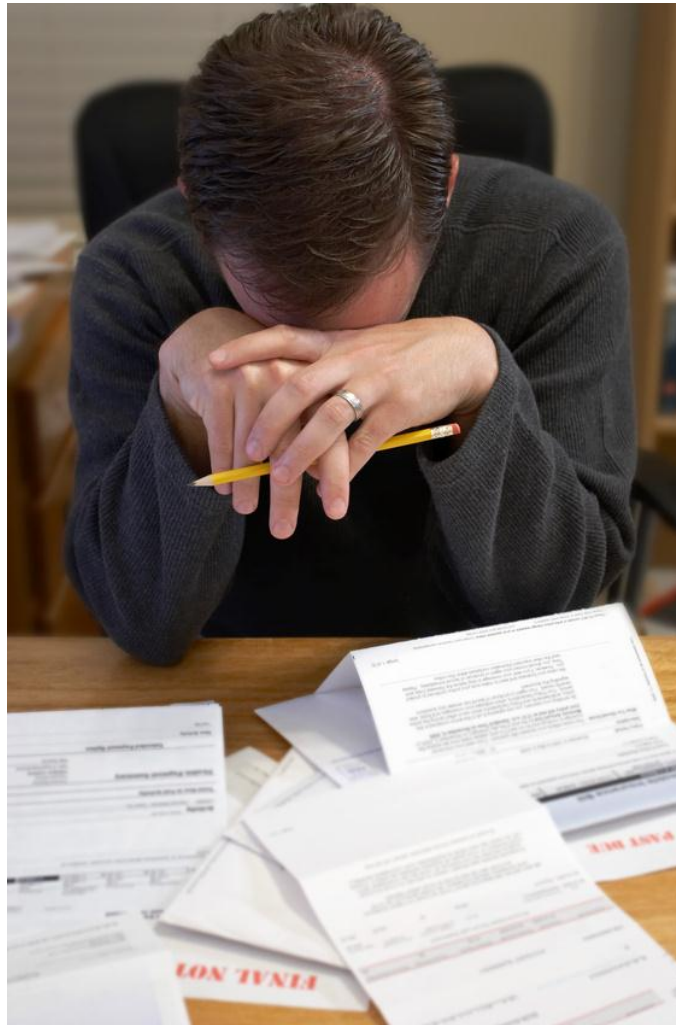
They Hear



They Think



We Forget Other Costs



Resulting in ..



To Hack A System You Need to Understand It



Learn About the Business

| | | | | | |
|--|------|----------|---------|----------|----------|
| | 125 | 18 7/16 | 18 1/4 | 18 1/4 | -5/16 |
| | 1520 | 18 | 17 7/8 | 17 15/16 | -3/16 |
| | 1760 | 47 7/16 | 45 | u45 3/4 | -1/8 |
| | 1507 | 28 1/4 | 26 1/8 | u28 1/8 | +1/4 |
| | 5647 | 55 3/4 | 54 3/16 | u55 7/16 | +1 3/4 |
| | 7653 | 28 1/2 | 28 1/8 | 28 1/4 | +1 13/16 |
| | 3608 | 23 3/4 | 23 1/4 | 23 3/8 | -5/16 |
| | 4725 | 66 3/4 | 65 7/8 | 66 | -3/8 |
| | 8909 | 34 1/2 | 33 5/8 | 34 | -3/4 |
| | 216 | 37 15/16 | 37 1/4 | 37 5/16 | -5/16 |
| | 3118 | 51 | 49 5/16 | u49 1/2 | -5/16 |
| | 342 | 10 1/2 | 10 1/8 | 10 7/16 | -5/16 |
| | 437 | 31 1/2 | 31 1/8 | 31 1/4 | -5/16 |
| | 6550 | 31 1/2 | 31 1/8 | 31 1/4 | -5/16 |
| | 1220 | 31 1/2 | 31 1/8 | 31 1/4 | -5/16 |



Reduce the FUD



Focus on Benefits



Understand Security Tradeoffs



Act Professionally



Stop Viewing Ourselves



When We Are Often Viewed



Speak Plainly



We Need to



Risk Management



Risk Management

RISK = VULNERABILITY x THREAT x IMPACT x
LIKELIHOOD



Engage With The Business



To Secure Our Systems



How To Apply What You Learnt Today

- Within 3 Months
 - Review How You Present Security Issues to Senior Management
 - Focus on Cost and Benefits
- Within 6 Months
 - Become More Visible With Management
 - Align Information Security With Business
- Within 12 Months
 - Got Approval for New Infosec Initiatives
 - Have the Business Come to You !!



Questions



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