



Never Waste A Crisis – Necessity Drives Software Security Improvements

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Crisis—noun: 1. a stage in a sequence of events at which the trend of all future events, especially for better or for worse, is determined; turning point. ¹



The Challenge(s)

- How do I get the engineering teams to wake up and start taking software security seriously?
- How do I achieve the right balance between conflicting software engineering priorities?



The Opportunity

- Leverage a crisis!

“People only accept change when they are faced with necessity and only recognize necessity when a crisis is upon them.”

—Jean Monet





Strategies

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Step 0: Get Prepared

- Build your network
- Build your social network
- Understand the business
- Plan scenarios
- Develop a “magic wand” plan
- Develop metrics



Step 1: Speak Their Language



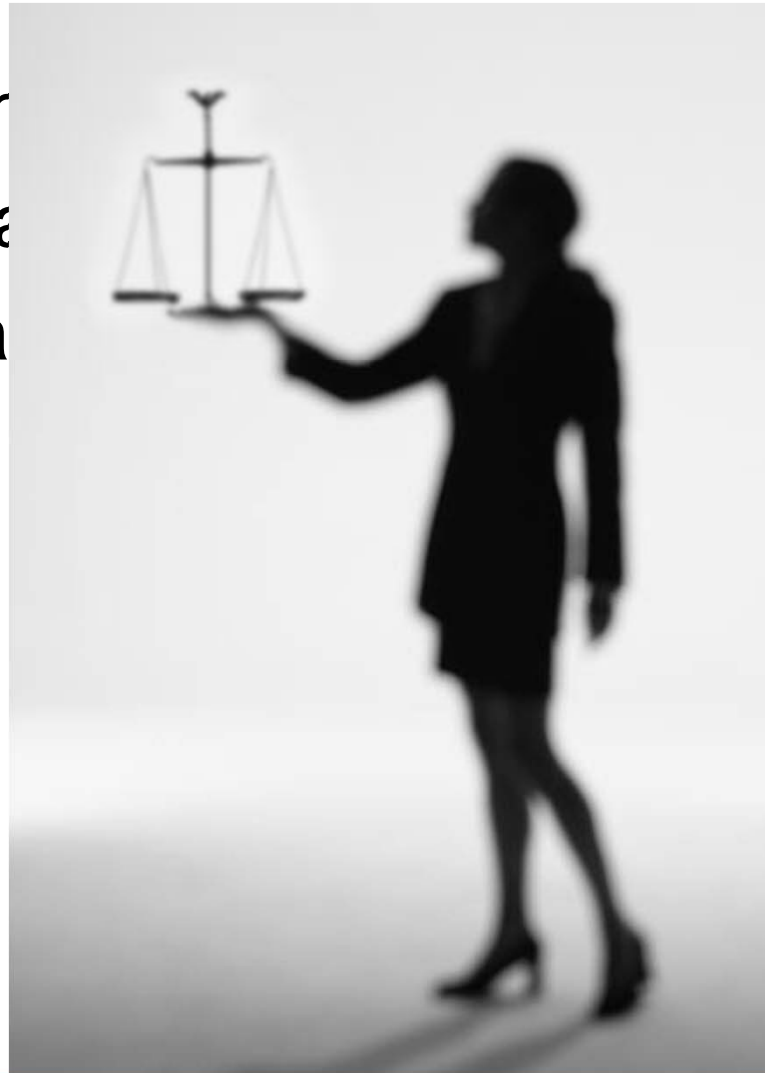
Step 2: Implement the Plan

- People
- Process
- Technology



Step 3: Be Ready to Scale

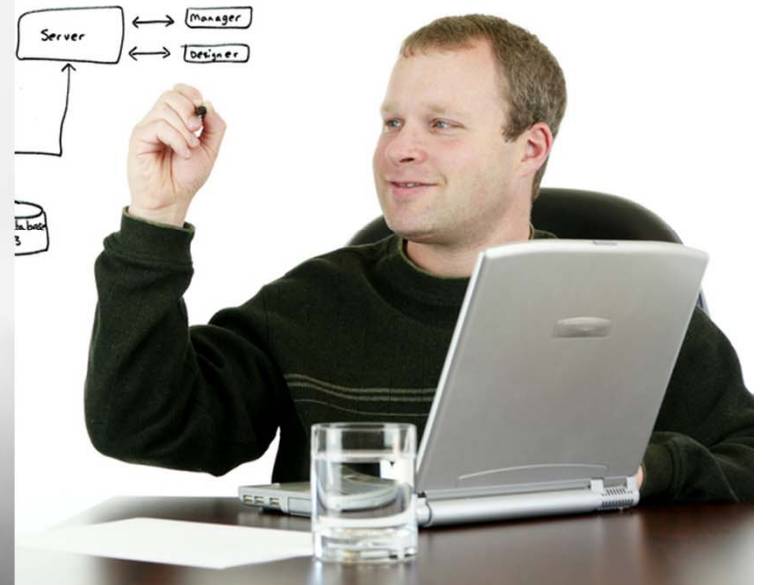
- Implement
- Build (a
- Leverage



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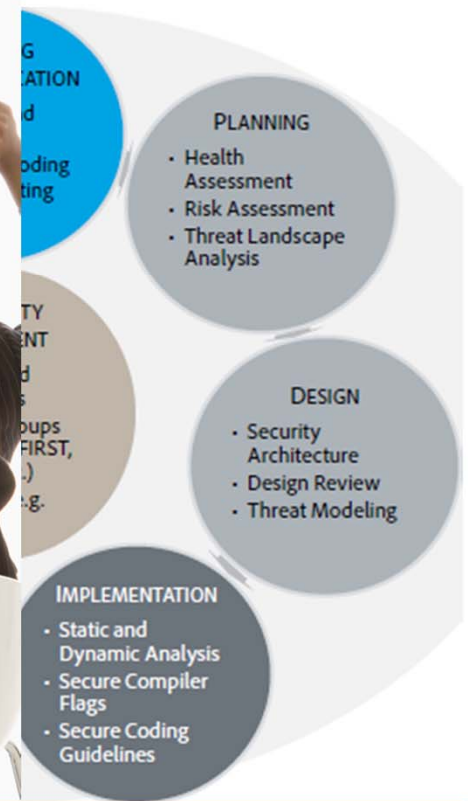


Step 4: Keep the Momentum Going

- Exploit
- Follow
- Evolve roadma
- Implem



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Resources

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Additional Resources

- “*Never Waste a Crisis*” by Brad Arkin, IEEE Security & Privacy, May/June 2011 (Vol. 9, No. 3) pp. 82-85
<http://www.computer.org/portal/web/csdl/abs/html/mags/sp/2011/03/msp2011030082.htm>
- Adobe Security Portal: <http://adobe.com/security>
- Adobe Secure Software Engineering Team (ASSET) Blog: <http://blogs.adobe.com/asset>
- Adobe Security on Twitter: @AdobeSecurity
- Brad Arkin on Twitter: @BradArkin



Apply Slide

- Get started on “Step 0” right now!
 - Build your network
 - Build your social network
 - Understand the business
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