

RSA CONFERENCE 2014

FEBRUARY 24 - 28 | MOSCONE CENTER | SAN FRANCISCO

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Capitalizing on
Collective Intelligence

Project 2020: Preparing Your Organization for Future Threats ... Today

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PROJECT 2020

An initiative of the International Cyber Security Protection Alliance (ICSPA).



AIM

To anticipate the future of cybercrime, enabling governments, businesses and citizens to prepare themselves for the challenges and opportunities of the coming decade.



ACTIVITIES

Including common threat reporting, strategic foresight exercises, policy guidance and capacity building.



SCENARIOS

Not predictions of a single future. Rather, they are descriptions of a possible future which focus on the impact of cybercrime from the perspectives of an

- Ordinary Internet user,
 - A manufacturer,
 - A communications service provider and a government.
- They take their inspiration from analysis of the current threat landscape, the expert opinion of ICSPA members and extensive horizon scanning, particularly of emerging technologies.

VIEW FROM 2014

Mobile

Cloud/ Virtualisation

Consumerisation/BYOD

Social

New ways to hide

SSL/TLS Attacks

Networking/Media

Rogue Certificates

Cyber Weapons

New threat actors

Online Financial Service Attacks

Crime as a Service

Data-Stealing Trojans

High Profile Data Loss

Web Exploits

SCADA

Spam goes

Social Engineering

Legit

Hacktivism

Embedded Hardware

APT

Malware outside the OS

Legislation working against security

THE SCENARIOS



These focus deliberately on the criminal and economic aspects of cyber security in 2020

Drawing out the dependencies between different technologies and different sectors of society

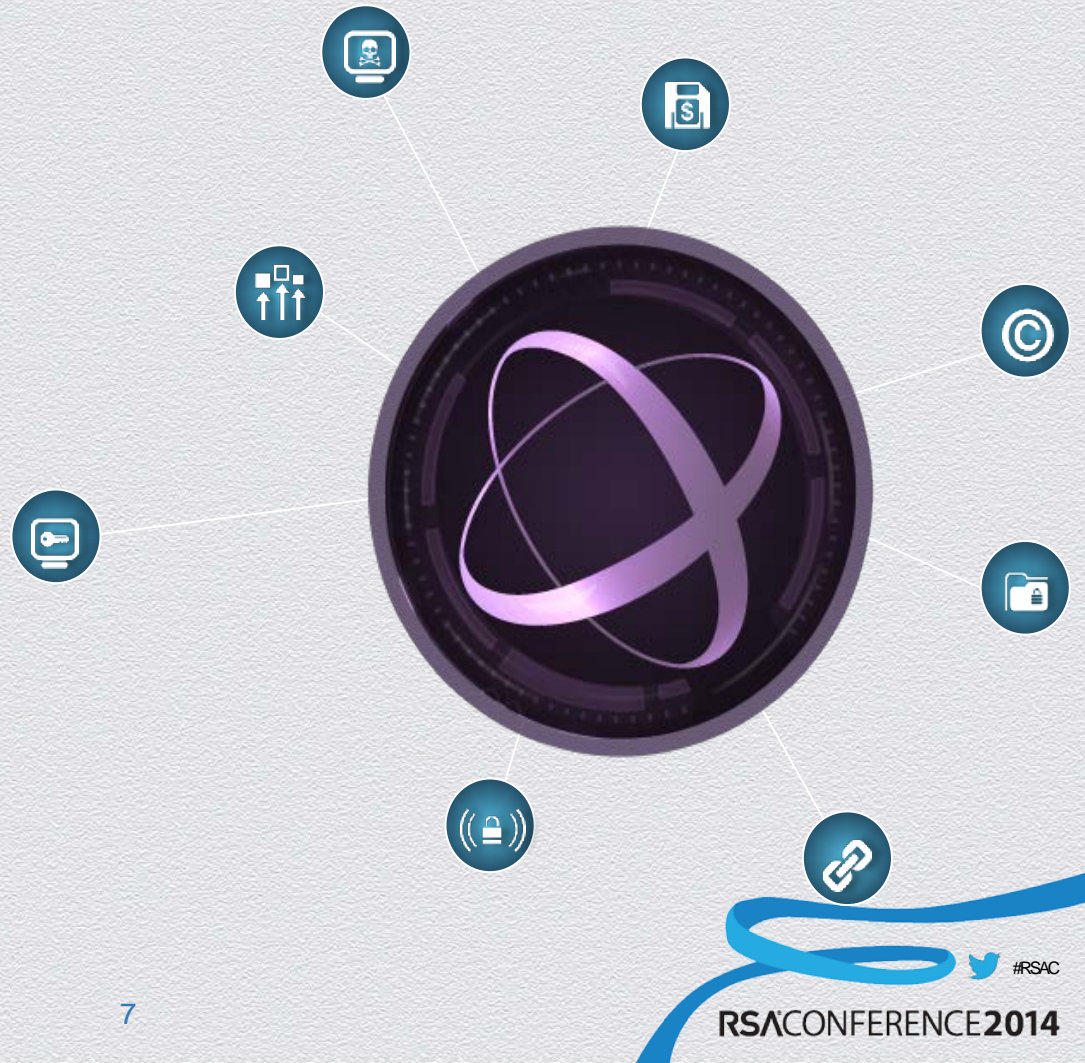
Identifying barriers to progress and effective security

Kinuko, 23 years old 2nd generation digital native





Xinesys Enterprises & Lakoocha





South Sylvania





2020

**IN A TRULY CONVERGED
2020, THE FOLLOWING
CYBER-RELATED
ACTIVITIES MAY BECOME
MORE APPARENT:**

- ◆ A market for scramblers of mood recognition, remote presence and near field communication technologies
- ◆ Highly distributed denial of service attacks using Cloud processing
- ◆ A move from device-based to Cloud-based botnets, hijacking distributed processing power
- ◆ A mature illicit market for virtual items, both stolen and counterfeit
- ◆ Distributed bulletproof and criminal processing
- ◆ Physical attacks against data centres and Internet exchanges
- ◆ Electronic attacks on critical infrastructure, including power supply, transport and data services

2020

**IN A TRULY CONVERGED
2020, THE FOLLOWING
CYBER-RELATED
ACTIVITIES MAY BECOME
MORE APPARENT:**

- ◆ Micro-criminality, including theft and fraudulent generation of micro payments
- ◆ Bio-hacks for multi-factor authentication components
- ◆ Cyber-enabled violence against individuals, and malware for humans
- ◆ Advanced criminal intelligence gathering, including exploitation of big and intelligent data
- ◆ High impact, targeted identity theft and avatar hijack
- ◆ Sophisticated reputation manipulation
- ◆ Interference with unmanned vehicles and robotic devices

Preparing for 2020

IMPLICATIONS FOR CYBERSECURITY STAKEHOLDERS – KEY QUESTIONS:

Who owns the data in networked systems, and for how long?

Who will distinguish between data misuse and legitimate use, and will we achieve consistency? What data will the authorities be able to access and use for the purposes of preventing and disrupting criminal activity?

Who covers (and recovers) the losses, both financial and in terms of data recovery?

Who secures the joins between services, applications and networks? And how can objects which use different technologies operate safely in the same environment?

Do we want local governance and security solutions, or global ones?

Will we be able to transit to new forms of governance and business models without causing global shocks, schisms and significant financial damage?

2020: The web series





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**Thank you
For more information:**

2020.trendmicro.com