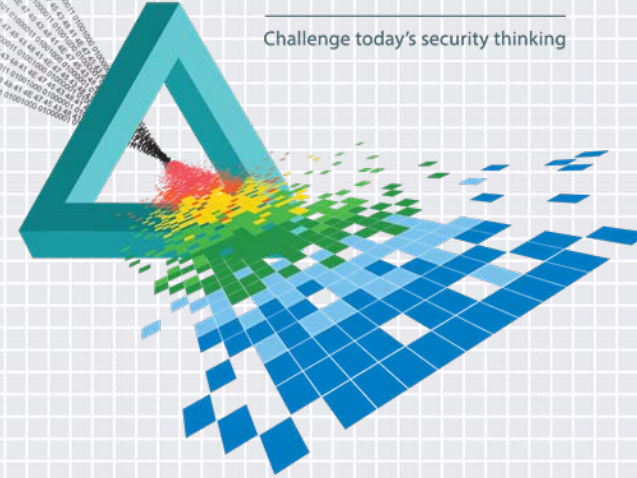


RSAC[®] Studio

CHANGE

Challenge today's security thinking

How Much Does Your Ox Weigh? Crowdsource Your Way to Data Protection



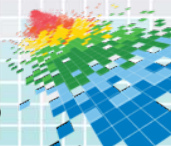
Maor Goldberg

CEO

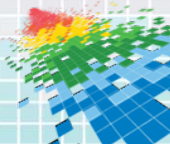
Whitebox Security

@whiteboxsec

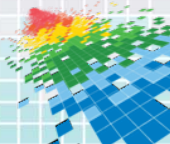
My name is Maor and I'm an Oxoholic



CISOs: the first, last and only line of defense



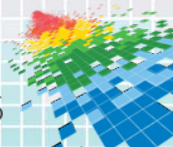
But even the bravest need help sometimes..



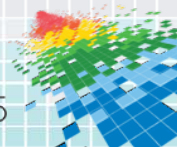
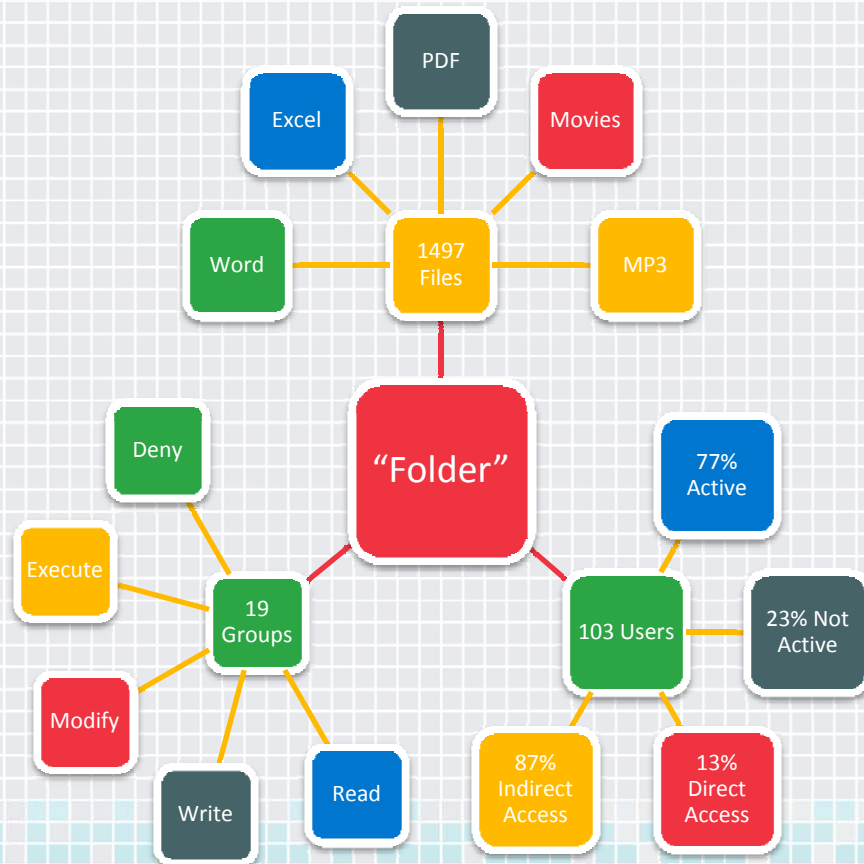
Yes, we are the best but..

- ◆ We don't have endless budget
- ◆ We don't have all the time in the world
- ◆ We don't have all the people we need
- ◆ We don't know everything...

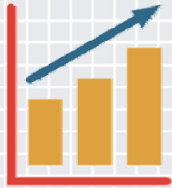
- ◆ We always need to do more, with less



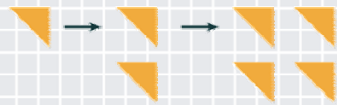
Let's talk real-life: Data Ownership



But we live in exponential times...



1. Organizational data is constantly growing



2. It doubles every two years



Structured



Semi-structured



Unstructured

3. Comes in different forms



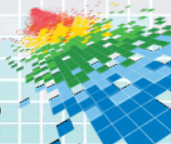
4. Spread across different applications



5. Often across different geographies with different regulations



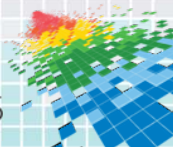
6. With part of it on premise and the other on the cloud



So now we just need to repeat the process

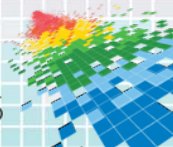
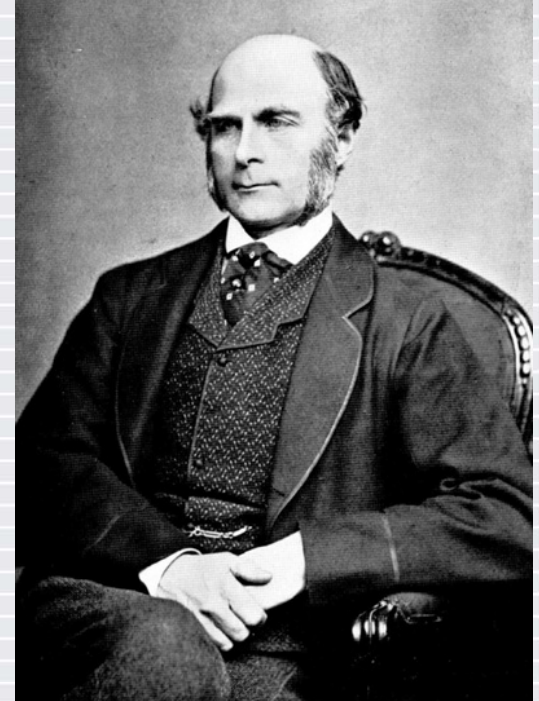
x158,463

(Which is the number of folders with access rules that we have)



Francis Galton

- ◆ He was a knight!
- ◆ He visited a livestock fair in 1906
- ◆ An Ox was on display
- ◆ 800 people tried to guess “How much does the Ox weigh?” No one could. **Not even the experts**
- ◆ But, the mean of the guesses was correct
- ◆ Sir Francis Galton discovered the **wisdom of the crowd**



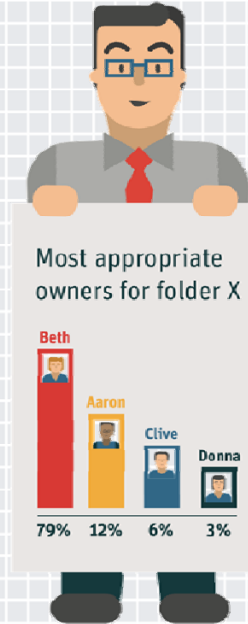
Now let's do the same thing, together!



- Who owns the data in folder X?
- Is this permission still needed?
- Is this file still needed?
- What type of data is in the file?

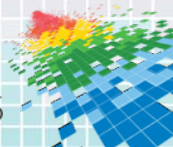
Who owns the data in folder X?

	Beth		Aaron
	Clive		Donna



The Washington Post (February 5, 2015)

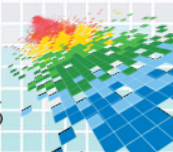
“Crowdsourcing America’s cybersecurity is an idea so crazy it might just work.”



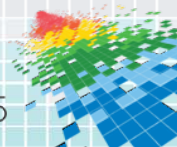
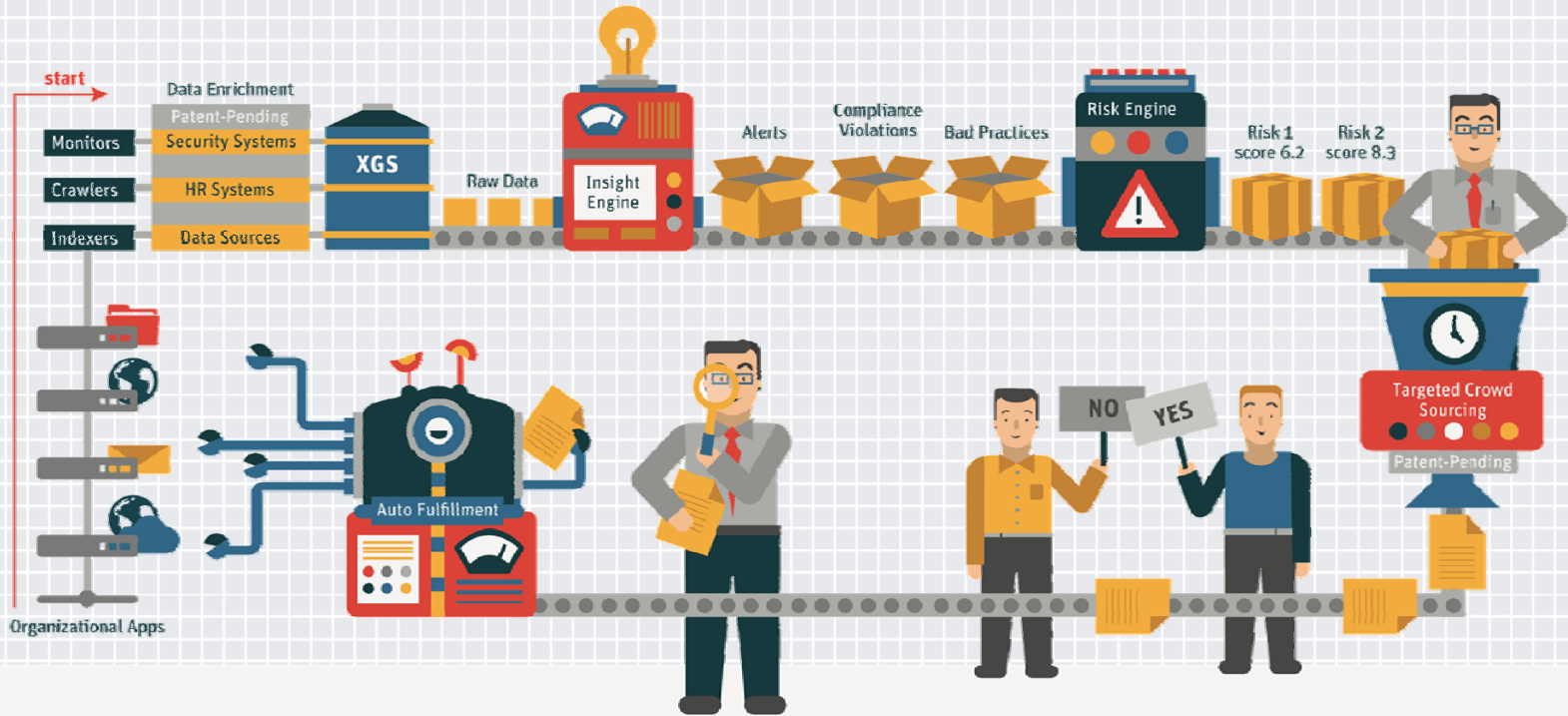
Did I say that?

- ◆ There is no need to chase the expert
- ◆ The **right information** needs to be delivered to the **right people** in the right **place**, at the right **time**, and in the right **way**
- ◆ Information **aggregation** functionality is needed

Source: Oinas-Kukkonen, Harri (2008). Network analysis and crowds of people as sources of new organisational knowledge

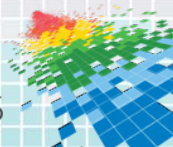


Crowdsourcing your data security



What can you do?

- ◆ Short-term:
 - ◆ Identify data security processes that depends on context and business knowledge, such as: Data ownership, Data classification and Access policies.
 - ◆ Add business users to these processes.
 - ◆ Discover ways to help business and **facilitate win/win**.
- ◆ Medium-long term:
 - ◆ Make the users your first line of defense.
 - ◆ Gather data security and security education into a single channel.
 - ◆ Reward users for taking an active role, **make them your heroes**.



And don't forget to share the love!

