Bitdefender

"Lessons from the Front Line:

Achieving Higher Levels of Business Resiliency"

John Gormally, TAM - California

3/10/2022

Agenda: Introductions

Bitdefender

John Gormally

TAM for Bitdefender
California

Stuart Canning

C1 RISK

Lily Yeoh – CEO – C1 RISK

Bitdefender Overview

Company

Global

US and Europe Headquarters

17 Regional Offices across US, Europe, Asia, and Australia

Proven cybersecurity leadership team

Innovation & Research

50% of Bitdefender employees dedicated to R&D and engineering

+111 issued patents +200 pending

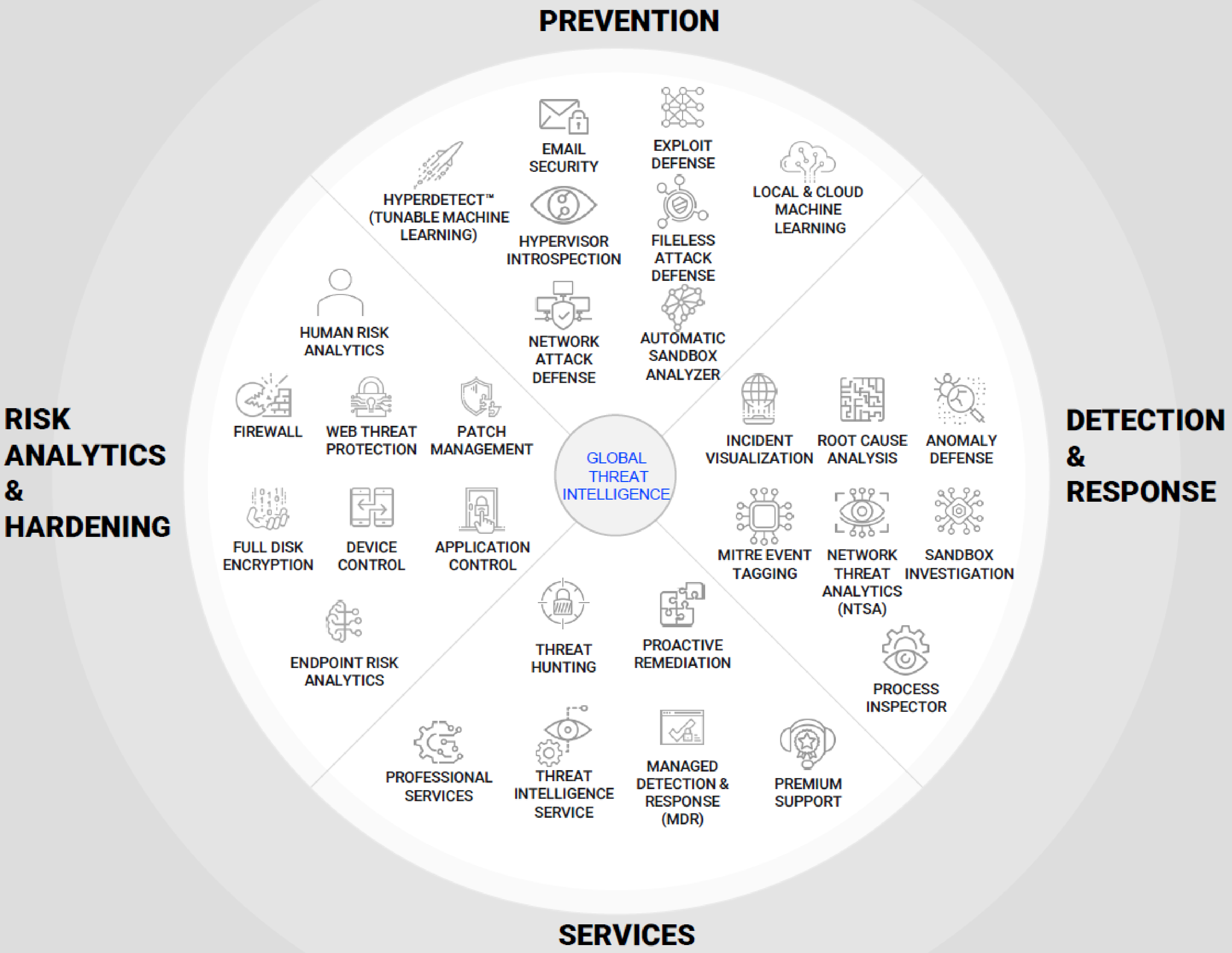
Trusted Technology

Technology used by 150+ leading technology companies – 38% of Market

Consistently ranked #1 in leading independent testing

INTEGRATED TECHNOLOGIES & SERVICES FOR THE BEST BREACH AVOIDANCE

Bitdefender GravityZone is a next-generation security platform that lets you protect all the endpoints in the enterprise, including client devices and both virtual and physical datacenter infrastructure.



Bitdefender

Trusted by 45,000+ customers

OEM’d by 150+ tech leaders

*“**Bitdefender allows us** to show **Citrix** to the world without the paralyzing fear of being hacked.”*

CITRIX

adaptivemobile ANOMALI Bemobi censornet. CipherCloud CLAVISTER ContentKeeper
eclectic iq EGOSECURE A MATRIX42 COMPANY EMSISOFT endian ESTsecurity Fuva Brain GFI Software HAURI
iboss KANGURU Secure. Anytime. Anywhere. KERIO KONGSBERG LIBRAESVA LogMeIn Mailspike.org anubisnetworks REAQTA
NETGEAR NETWORK BOX NEXT GENERATION MANAGED SECURITY NNSP NPCORE NSFOCUS RAON SECURE Tencent 腾讯 Recorded Future
SecureMe2 SAM SEAMLESS NETWORK smoothwall Soliton SOLXYZ SOURCENEXT TeamViewer
ThreatTrack TitanHQ TOPSEC TECHNOLOGY untangle WatchGuard zerospam ZYXEL NETWORKS MICRO FOCUS

Defining Resilience

Detecting and **responding** in a manner which limits impact within a pre-defined risk tolerance.

Bitdefender

Achieving Resilience

“Easier said than done”

✓ **Too Many Tools & Too Little Visibility**
Evaluating, implementing, learning & administering multiple tools to address increasing environment complexity

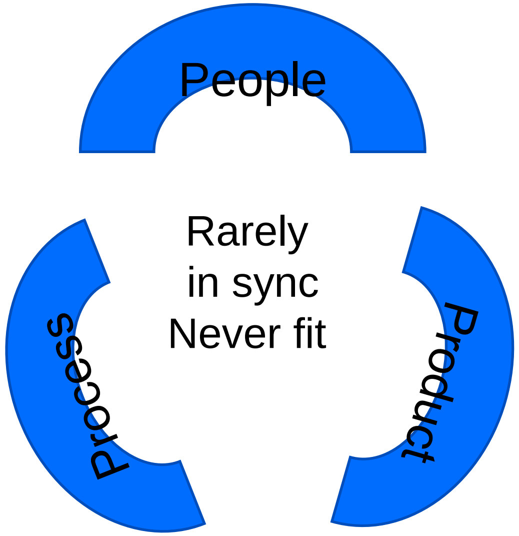
✓ **Not Enough Prevention**
High risk of breach, monitoring “noise”, heavy reliance on staff for detection & response vs. automation

✓ **Staffing & Outsourcing Each Have Risk**
Hard to staff in-house security experts 24x7, low value outsourcing lacks expertise for effective response

✓ **Hard to Stay On Top of Evolving Threats**
Limited to no context for threat actors and vectors, high effort to curate and analyze threat intelligence

✓ **Limited Budgets & Ineffective Spend**
Higher cost, lower return on investment from buying multiple tools and services, increased internal staffing needs

Why is resiliency difficult to achieve?

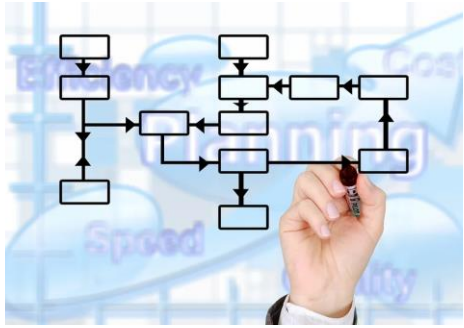


People

Process

Product

Rarely
in sync
Never fit



The People Factor

Bitdefender

- ✓ **Staffing & Outsourcing Each Have Risk**
- ✓ **The great resignation**
- ✓ **Turnover**
- ✓ **People checking out months before departure**
- ✓ **Remote/office/ back to remote**

The Process Factor

Bitdefender

- ✓ **Hard to Stay On Top of Evolving Threats**
- ✓ **Too Many Tools & Too Little Visibility**

The Product Factor

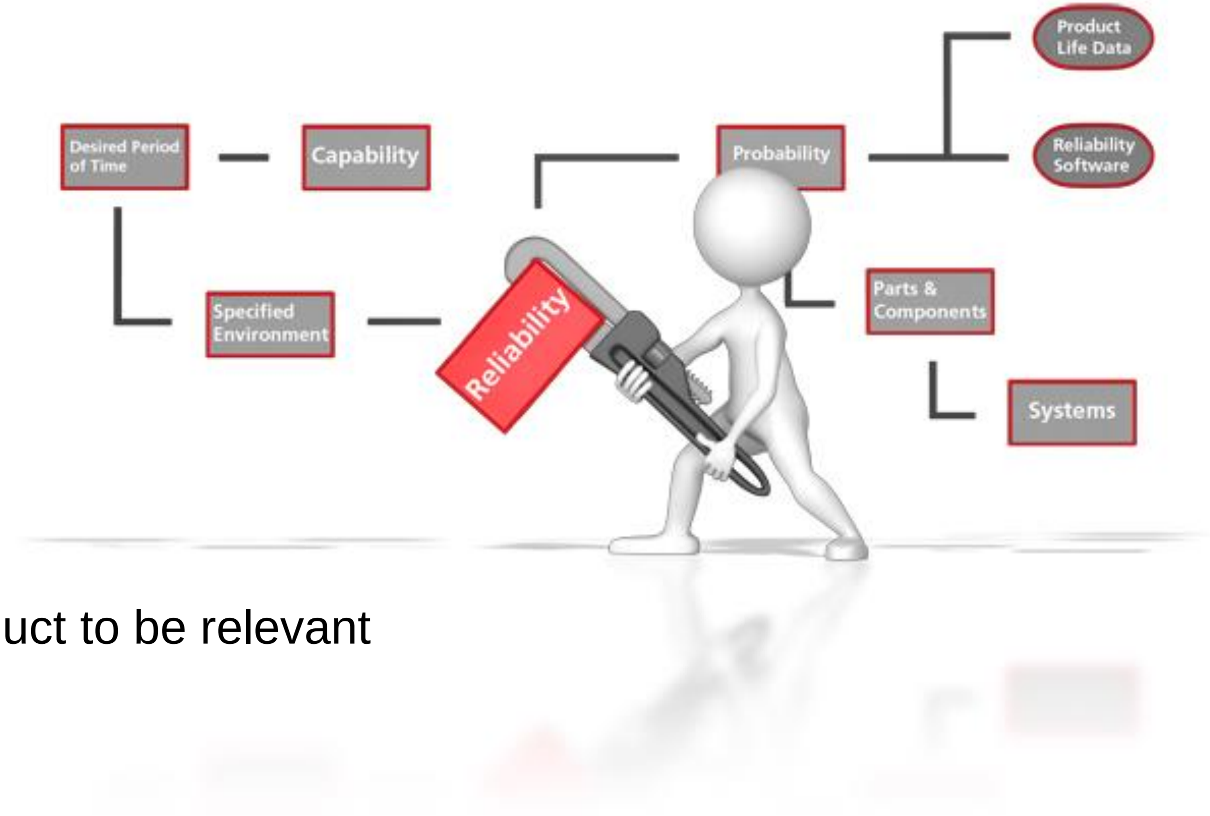
Bitdefender

✓ Not Enough Prevention

High risk of breach, monitoring “noise”, heavy reliance on staff for detection & response vs. automation

✓ Limited Budgets & Ineffective Spend

Higher cost, lower return on investment from buying multiple tools and services, increased internal staffing needs

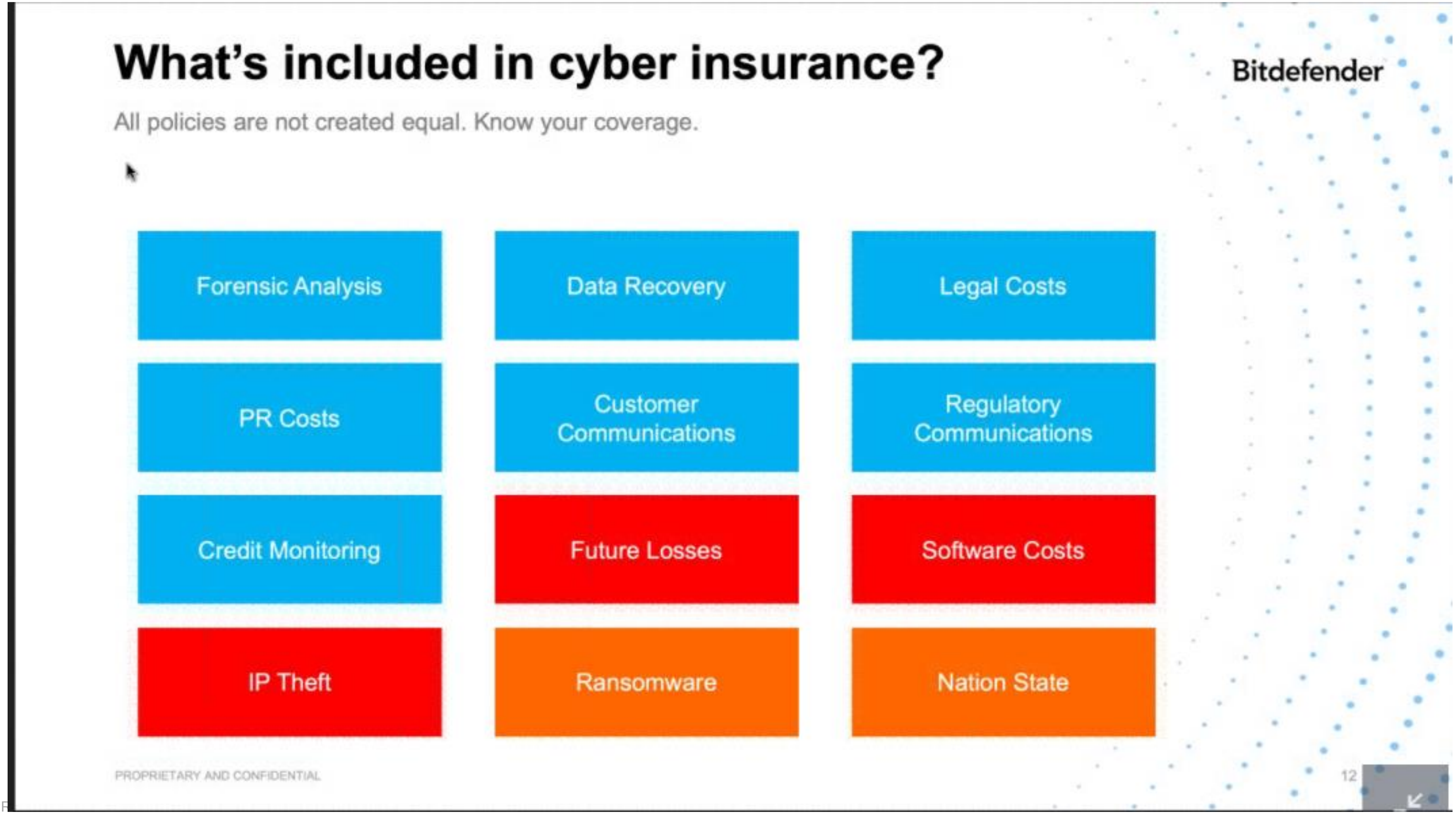


Truth in Product

- Most “Awesome Products rarely work as advertised”
- Most clients rarely enable enough features for the product to be relevant
- Most vendors break more than they fix
- The “next release” is always the next release
- The cost of security is never a ROI, ever.
- SOAR is a dream waiting for the nightmare to take over

Can Cyber Insurance save the day?

Bitdefender



What's included in cyber insurance?

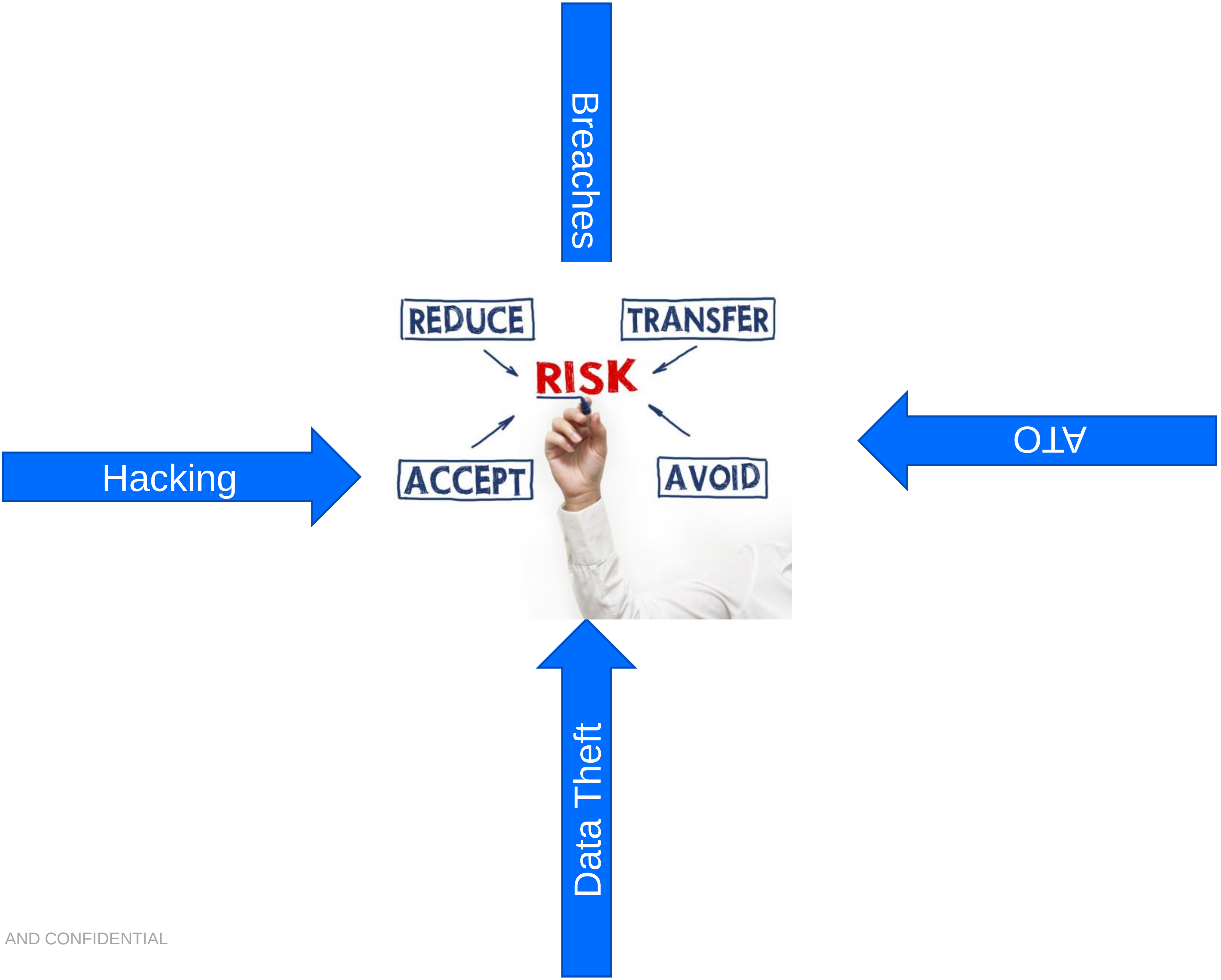
Bitdefender

All policies are not created equal. Know your coverage.

Forensic Analysis	Data Recovery	Legal Costs
PR Costs	Customer Communications	Regulatory Communications
Credit Monitoring	Future Losses	Software Costs
IP Theft	Ransomware	Nation State

PROPRIETARY AND CONFIDENTIAL

The Formula for success?



Breaches

Hacking

ATO

Data Theft

Why deploy this technology?

Will this solution lower my risk?

Will I become resilience?

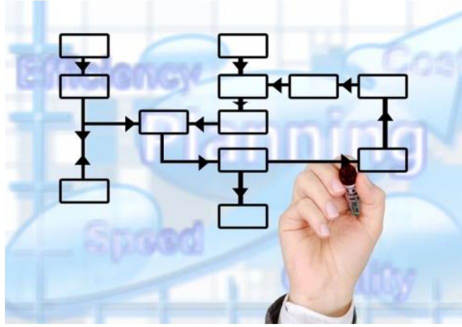
Can I see the time of value at some point?

What is the total cost of reality?

Resilience = Risk + Culture + Acceptance + Platform

Accept People as they are

+



Simplify the process

+

Deploy solutions, not a product

The Platform (The Program)

How do the Pro's build resiliency?

Bitdefender

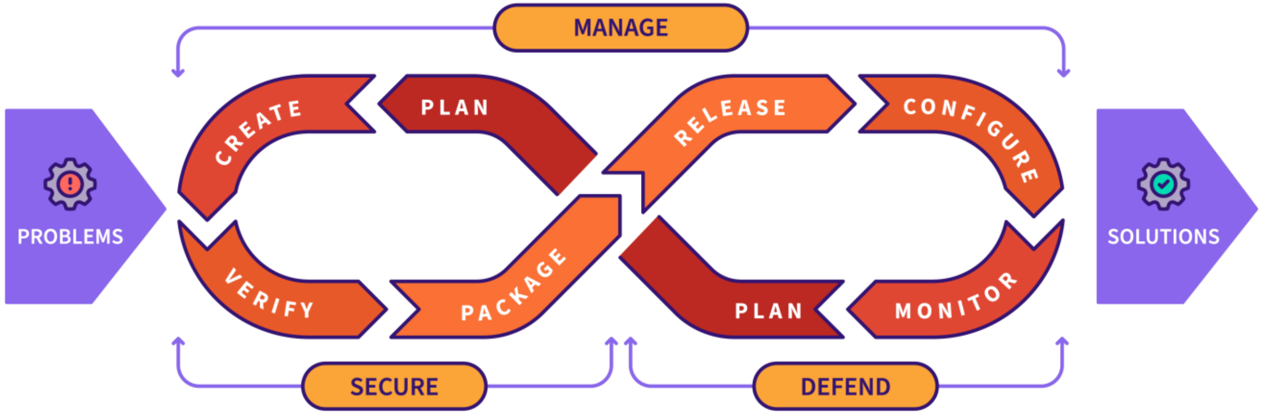
- Process
- Platform
- People
- Culture

Roll Tide

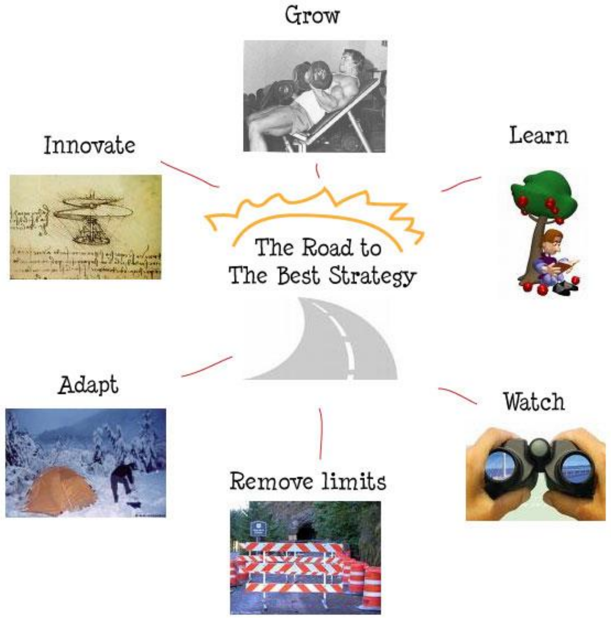
The Patriots Way

In a resilience-oriented risk platform world

Bitdefender



People become inner-changeable
* Everyone is on the risk
management team (Scrum)



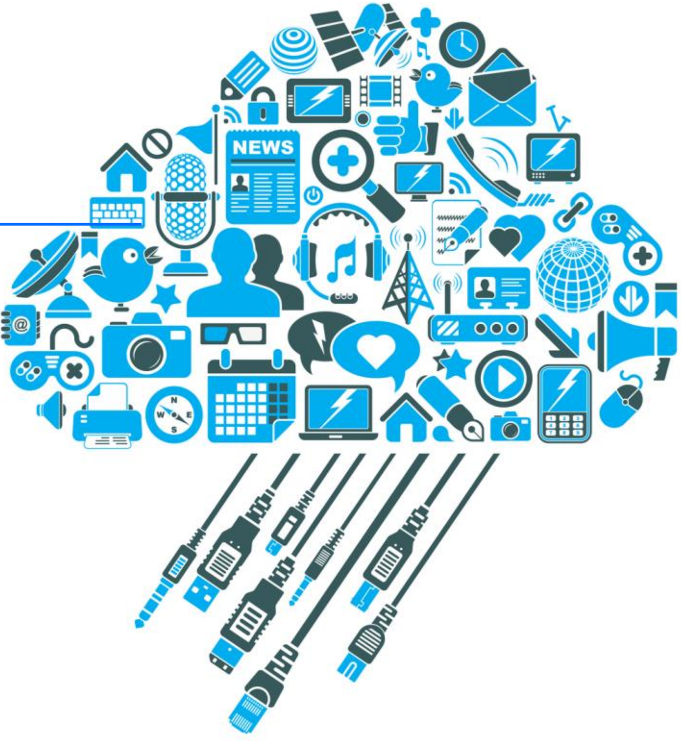
The Solution Becomes
Manageable

Process becomes Fluid (DEVOPS Culture)

Never a perfect science, however!

Creating a risk scrum team buildings resilience

[Are DevOps and Agility the key to a successful global risk and compliance strategy? (c1risk.com)]



Trust but verify the solution to align with the platform and the scrum

The Platform becomes the constant

Enhancing the People Factor

- Risk education comes a “drip”
- Small frequent updates
- Enable the scrum to innovate
- Review often (gamification)

https://drip7.com/why-drip7/

drip7

C1Risk

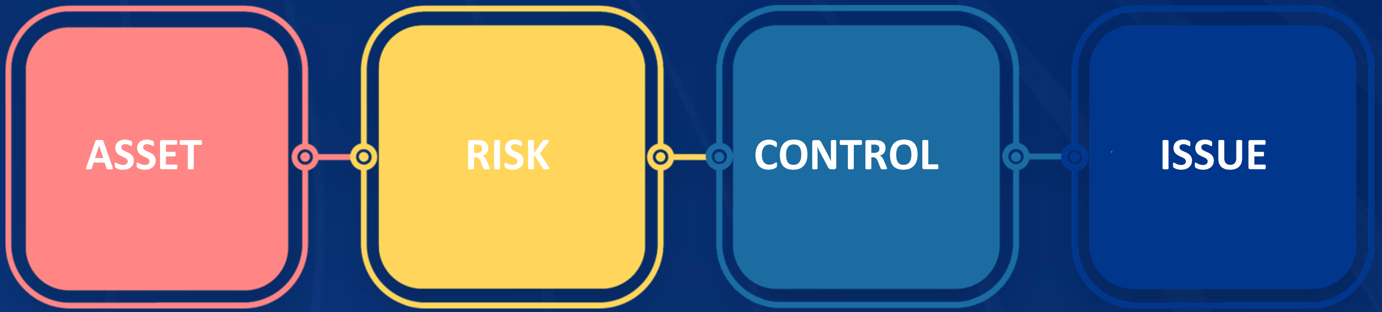
Increase Productivity with automated workflows, alerts, notifications and integrations for risk operations

Collaboration platform to embed security risk culture in the entire organization

Visualize Risk & AI monitoring and risks for strategic planning

Powerful

A single integrated, interconnected system designed to be the **one source of truth for risk** in your organization.



https://www.c1risk.com

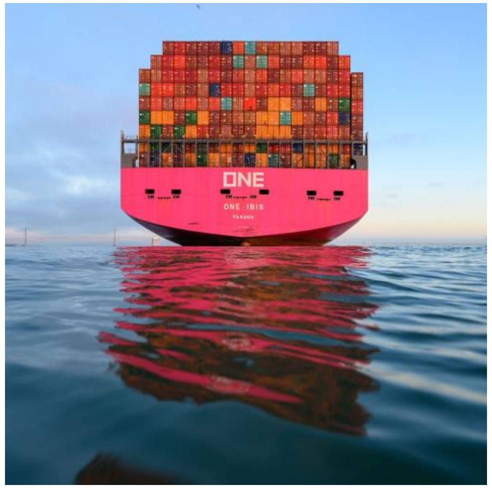
Selecting the right platform for Risk

Business Resiliency

1. **Resiliency is governance not identification:**
    1. Data requires action and verification
2. **Resiliency is the lifecycle of:**
    1. Integration - everyone knows what they need to know
    2. Prioritization - risk management with the business in mind
    3. Remediation - action in accordance with policies, strategies, best practices
    4. Continuity - Scale
3. **Trust and verify (wash, rinse, repeat…)**

C1Risk

Integrated Risk Management



The Platform is the solution…

1. **Integration of People: Engage people in risk management at every level**
   a. Leadership
   b. Practitioner
   c. Non-Practitioner
2. **Integration of Data: Share & gather across all sources**
   a. Risk Management is a two-way street of data gathering and actionable reporting
3. **Integration on a continuum: Process longevity**
   a. Process continuity cannot depend on people
   b. Process automation enables people

C1Risk

Trust and Verify

Bitdefender

What role does pen testing and vulnerability scanning play in the business resilience model?

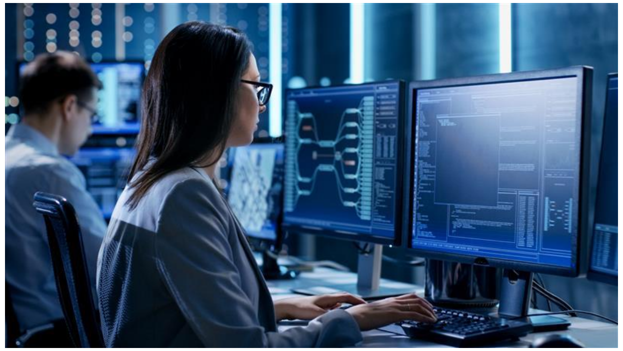
Vulnerability scanning process

The vulnerability scanning process is similar to that of pen testing. It starts with client authorization of the scan and a client provided scope. It can also be done internally to an organization as well.

Once the scope is determined, it needs to be scheduled as either a one-time scan or regular process. Then credentials can be added.

https://cybri.com/penetration-testing-vs-vulnerability-scanning/

CYBRI



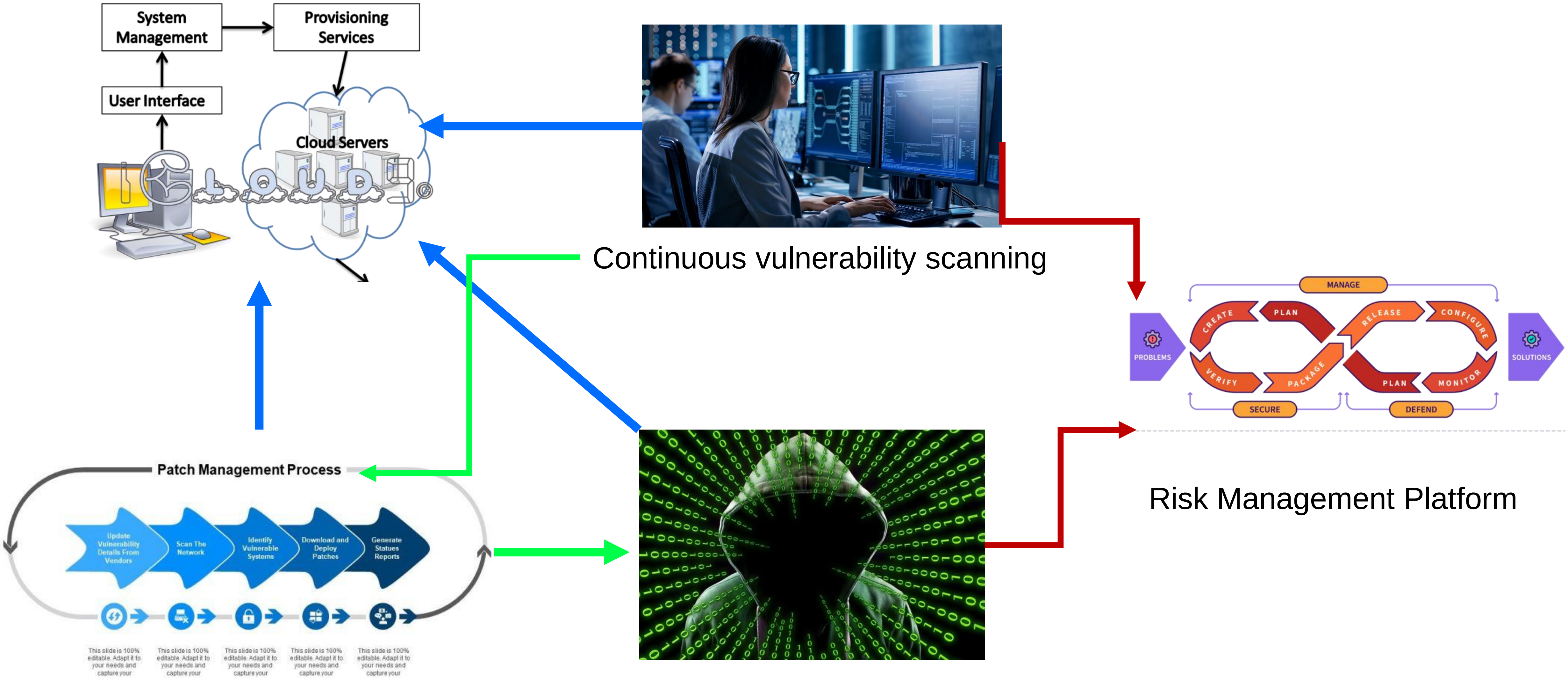
The key difference between vulnerability scanning and pen testing is the amount of manual work involved.

Beyond that, a pen test often leverages a vulnerability scan as the start of a test rather than that being the end.

It is important to understand that in a full cybersecurity program that a company will have both regular vulnerability scanning and pen-testing. One does not replace the other.

Scan – Remediate – Pen Test – Report - Repeat

Bitdefender


System Management
Provisioning Services
User Interface
Cloud Servers
CLOUD
Patch Management Process
Update Vulnerability Details From Vendors
Scan The Network
Identify Vulnerable Systems
Download and Deploy Patches
Generate Statues Reports
This slide is 100% editable. Adapt it to your needs and capture your
This slide is 100% editable. Adapt it to your needs and capture your
This slide is 100% editable. Adapt it to your needs and capture your
This slide is 100% editable. Adapt it to your needs and capture your
This slide is 100% editable. Adapt it to your needs and capture your
MANAGE
PROBLEMS
CREATE
PLAN
RELEASE
CONFIGURE
VERIFY
PACKAGE
PLAN
MONITOR
SOLUTIONS
SECURE
DEFEND

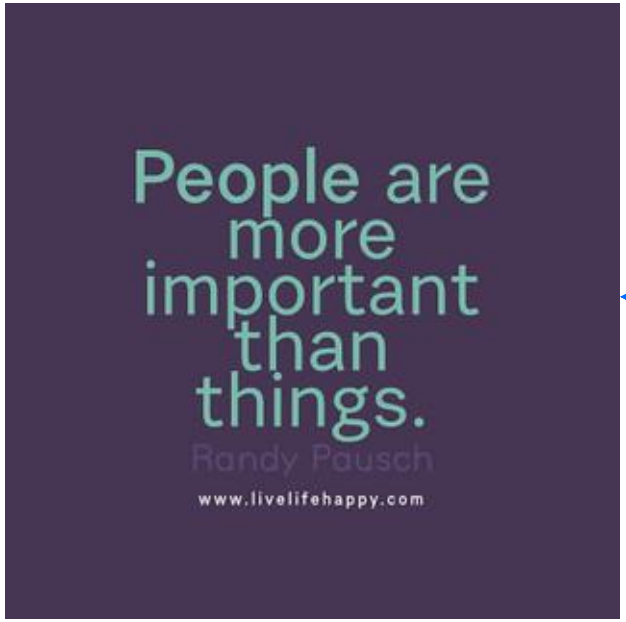
Continuous vulnerability scanning

Risk Management Platform

White box, Gray Box, Black Box Pen Testing

Conclusion

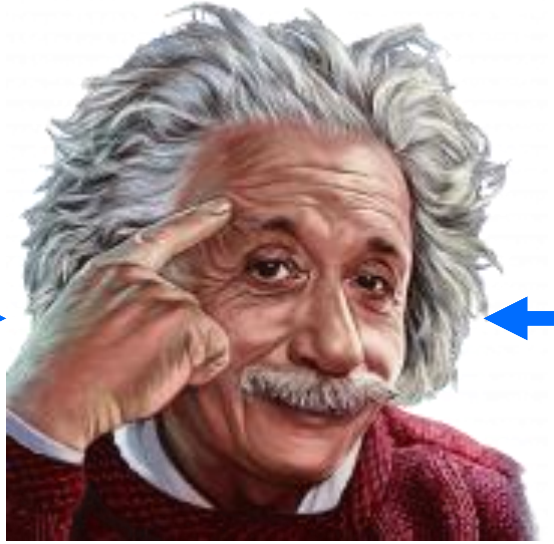
Resiliency is achievable for any organization



People are more important than things.

Randy Pausch

www.livelifehappy.com



Processes work only if people understand them

Platform is the solution not the product

Thank you

Q&A

Contact:

John Gormally, MBA

jgormally@bitdefender.com

Linkedin: www.linkedin.com/in/johngormally