



How Common Sense & Holistic Risk Assessment Can Prevent Majority of Breaches



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Cybersecurity: quick facts & numbers

- Worldwide information security spending will hit \$170 billion by 2020.

Gartner

- Total annual venture capital funding in cybersecurity increased by 76% to \$3.34 billion in 2015.

THE WALL STREET JOURNAL
WSJ

- Barak Obama asked for a \$19 billion 2017 cybersecurity budget (\$5 billion increase) across the US government.



- Respondents of the GSIS[®] Survey 2016 say they “significantly boosted” information security spending.



- Top U.S. cybersecurity salaries rise to \$420,000 in 2016.

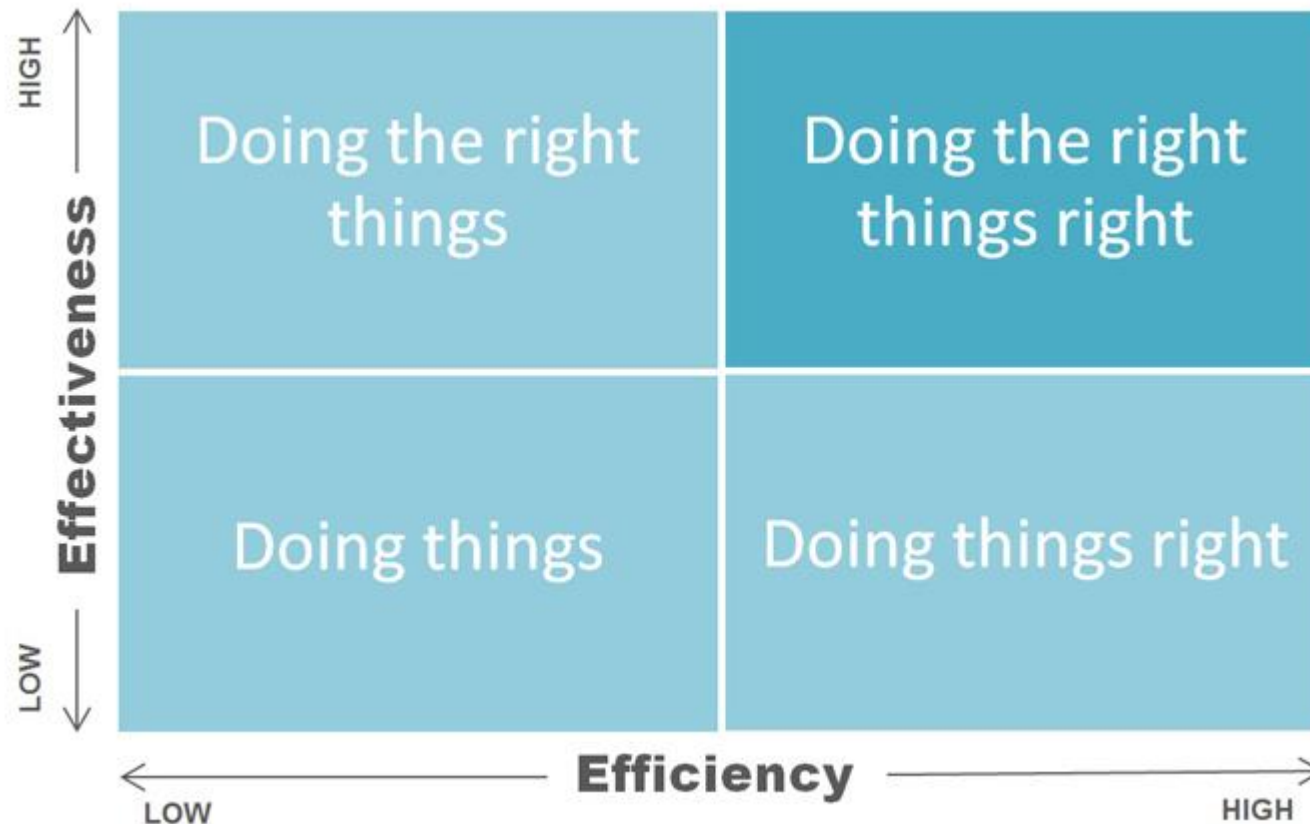
Forbes

- Cyber crime is up 20% every year since 2014, and is the fastest growing economic crime.
- In 2015, companies experienced 99 successful attacks (intrusions) per year (46% increase in 4 years).
- 81% of healthcare organizations have been hacked in cyber attacks in 2013-2014.
- 80 out of 100 big law firms have been hacked since 2011.
- Banks hide cybercrime losses: cyber thieves steal twice the amount reported.



- “It’s not a question if [you will be hacked] but when [you will be hacked]”.
- Can you imagine your banker saying “It’s not a question if I lose your savings, but when I lose your savings” ?
- Can you image your family doctor saying “It’s not a question if you will die from the disease, but when you will die” ?

Cybersecurity = efficiency + effectiveness



Efficiency is
"Doing the thing right"

Effectiveness is...
"Doing the right thing"





Global Information Security Survey 2015

- 69% of respondents say their information security budget needs to rise by up to 50% to protect the company.
- 40% of the respondents hold an accurate inventory of their ecosystem (data, network connections, third-party providers).
- 34% would rate their security monitoring as mature or very mature.



State of Cybercrime Survey 2015

- 47% of respondents said that adding new technologies is their main spending priority, higher than all other initiatives.
- 24% said that cybersecurity strategy redesign is a priority.
- 15% see priority in cybersecurity knowledge sharing.

- Maintain complete and up2date inventory of all your digital assets, including data in the cloud and mobile devices.
- Identify and assess your risks before spending a single cent on cybersecurity. Involve as many external experts as you can, including competitors and law enforcement agencies.
- Prioritize your risks by probability and impact. Map threats, vulnerabilities and attack vectors.
- Assess infosec vendors by demonstrated price/quality ratio only. Try every solution in your own network, before buying and deploying it.