



# 10<sup>th</sup> Annual e-Crime Germany

24<sup>th</sup> January, 2018, Frankfurt

## Evaluating risk, prioritising spend

The fine line between pragmatism and denial?





## e-Crime Germany 2018: it's not FUD, it's just reality

**"[In Germany just] 32% of IT Decision Makers expected to be attacked in the next year. In contrast, 79% of ITDMs in the UK expected to be attacked. In Germany 40% of the C-suite expected this and 57% in the UK," BAE Systems, Cyber Defence Report 2017**

**"Industrial espionage costs German industry billions of euros each year, with small-and medium-sized businesses often the biggest losers," Hans-Georg Maassen, Head of Domestic Security Service, Federal Office for the Protection of the Constitution (BfV)**

German firms are significantly more confident that they will not be the victims of a cyberattack, and that they are prepared for one, than similar companies in similar economies. It is true that language is a defence: English is still the primary language of email-based attacks and email is still the primary threat vector. It is also true that German corporate governance and data protection legislation is long-standing and strong.

However, German corporate confidence is anomalous given current threat levels, the assessment of risk by domestic security agencies, especially of cyber-espionage, and the obvious issues raised by Cloud-outsourcing, advanced and adaptive malware / ransomware and IoT botnets. The development of AI-enabled social engineering also heralds a new and dangerous era of cyber-insecurity.

In addition, most businesses still underestimate the level of digitalisation required to survive in a world driven by e-Commerce, industrial and general process automation, virtualisation and data analytics.

This transformation creates connectivity and data flows for which most companies are still unprepared, and whose security will be critical to the success of the enterprise.

From online payments, to mobile data, to protecting IP and the information handled by robotic process information to the safety of IoT devices to the simple basics of patching globally networked endpoints— we lack a robust cybersecurity environment. Complacency is totally unwarranted.

**The 10th e-Crime Information Security Germany will cover these and other key subjects for its audience of professionals tasked with safeguarding digital assets and sensitive data. There will be real-life case studies, strategic talks and technical break-out sessions from security teams behind some of the world's most admired brands, who know, just like you, that security is now more important to business than ever before.**

**AKJ Associates**



# e-Crime Germany 2018: Key themes

## Cost-effective compliance

- GDPR and other regulatory demands are expensive: how to reduce the cost?
- Cognitive, robotic process automation and AI solutions to compliance demands
- Outsourcing: from Cloud, to SaaS to virtual CISO – how much in-house do you need?

## AI: separating the hype from the reality

- AI attacks based on analysis of social media are the next threat. Solutions?
- What do vendors mean by “AI” and “machine learning” and what questions should CISOs be asking about these new products?
- AI for devops: finding the bugs before they escape

## Securing specialised systems

- SAP and other ERP implementations are attractive targets: do CISOs get involved?
- What about treasury management, cash and risk management systems?
- Industrial, supply chain, logistics and manufacturing: identifying and securing embedded technologies.

## Securing email and social media

- Phishing is still the primary attack vector, because it works. What works against it?
- How can companies protect honest employees against increasingly sophisticated attacks?

## Mobile, e-Commerce and payment security

- The challenge of omni-channel digitalisation
- Using payment security to lower costs and increase revenues
- PCI DSS as a framework for payment security and GDPR compliance

## How risky is your Cloud?

- Public Cloud: the answer to security or the next problem?
- Moving workloads to IaaS: who's responsible for what?
- Understanding end-point, IDAM, network and application level controls in your Cloud service.

## New ideas in incident response

- Disaster recovery as a service
- Cloud and automated incident response
- The role of cyber insurance

## Employee awareness and engagement

- How to automate and engineer out as many human decision points as possible
- Cyber-security training: what works and what doesn't?
- What about dishonest insiders? How to monitor, detect and defeat



## End-users and security professionals need your help ...

1

### To improve detection and deterrence

Data is not enough. Often it's too much. Intelligence should be just that: intelligent, otherwise it simply creates more problems. But how can security professionals choose from so many solutions? **This is your opportunity to showcase yours.**

4

### To build the business case for cyber spend

Increasingly attackers are targeting honest employees with combinations of malware, phishing emails and human operators. How can companies protect themselves and use positive social engineering to fight back? **Can your products help?**

2

### To counter common cyber frauds

Some of the best cyber-security solutions train employees so well that they become part of an organisation's cyber defences. These providers work with IT and HR to make this a reality. **Show how your products can do this.**

5

### To secure payments and personal data

Financial services companies struggle with new and legacy systems, retailers struggle with PCI DSS, and everyone is worried about new payment methods such as contactless and phone. **Which solutions are available, scaleable and easy to implement?**

3

### To comply with new regulations

Cyber-security is going mandatory. Voluntary commercial codes are not enough. Regulators want companies to demonstrate true cyber-security as well as basic compliance. **How can you help CISOs with this?**

6

### To outsource what they cannot do in-house

Many organisations cannot afford in-house SOCs or security teams big enough to counter cyber threats effectively. So what can they outsource and does outsourcing really solve the underlying risk problem? **What can you offer?**



## We deliver a focused selling opportunity





# Why do so many blue-chip vendors work with us? Real buyers ...

100%

The most senior cybersecurity solution buyers

You will be surrounded by the most senior buying audience in the cyber-security market.

The AKJ Associates delegate database is the largest compilation of senior information risk and security professionals in the world. We have been building it since 1999!

We know the senior executives who drive strategy from the top, we know the enterprise architects who often control the largest budgets and we know the IT Security Leads and Engineers who so often dictate the purchase process.

All of these job titles attend the e-Crime Congress germany.

We understand that every vendor needs to sell more. That is the bottom line.

Getting in front of the right people at the right time always increases the lead generation and always increases profitable sales activity



## Cybersecurity

We have a 15-year track record of producing the events cyber-security professionals take seriously



## Risk Management

We attract senior risk officers with responsibility for information risk assessment and mitigation



## Fraud, Audit, Compliance

We provide the go-to events for fraud prevention and compliance owners at the world's key corporates



## Data Protection & privacy

We are a key venue for decision-makers with budget and purchasing authority



## Why do so many blue-chip vendors work with us? Real benefits...



### Talk to customers

Face-to-face interaction with the right buyers works! Our vendors tell us it does and they renew year after year



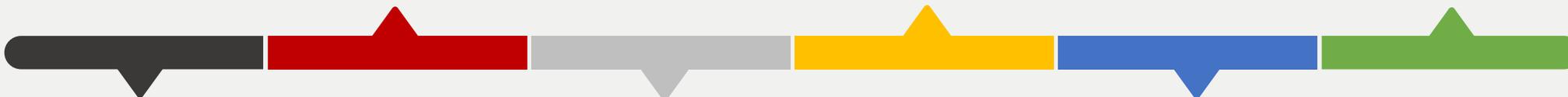
### Build relationships

Relationships built from a personal meetings are stronger than those initiated by solely digital conversations



### Save time

Meet dozens or hundreds of selected buyers in just one or two days – the value of a high quality event



### Lead sourcing

We provide the best leads in the business. Each sponsor receives a full delegate list at the end of the meeting



### Increase sales

All delegates are the right delegates. They have all been researched and confirmed as senior and with buying capacity



### Get your message across

Delegates take all lunches and breaks are in the exhibition. So sponsors and exhibitors are always surrounded by qualified buyers



## What our sponsors say about us

A great success. Organised and run with the usual AKJ friendliness and efficiency, we were very happy to have supported and will be pleased to attend again.



The key to a successful event is to make sure that you have highly relevant content, a targeted audience and the opportunity to network. E-crime Frankfurt provided just that.



We found the event very productive, it was good to meet potential customers and gives a chance for decision makers to meet us and understand what we do and how we can help them with their security.

**Ninety five percent of our exhibitors and sponsors work with us on a number of occasions each year.**

**Our sponsor renewal rate is unrivalled in the marketplace.**

**This is because our sponsors generate real business at our events every year**



## Sponsorship packages

### Principal Sponsor

- ✓ Play an active role in one of the main plenary sessions; highlight your expertise; share a platform with industry leaders and present for 20 minutes in front of the full conference delegation.
- ✓ Assist key stakeholders address challenges by hosting two case studies or workshop-based seminars. Conducted in a closed-door environment, you have the opportunity to engage for two 35-minute sessions with a focused group of delegates and benefit from increased interaction. (No clash with plenary time - seminars complement the main agenda).
  - Exclusive 20-minute speaking opportunity
  - Two separate 35 minute sessions – up to 40 participants in each seminar
  - Speaker and presenter profiles in the event guide and online agenda
  - 6 metre x 2 metre exhibition space
  - Three-page article + full colour outside back cover advertisement in the event guide
  - Company profile and branding in the event guide and on the event website
  - Branding on all marketing material with 'Principal Sponsor' designation
  - Stage graphics
  - Delegate list (at event)
  - 10 delegate staff tickets

Investment £18,500 / \$25,900 plus VAT

### Strategic Sponsor

- ✓ Deliver thought leadership on a complex topic or security issue by playing an active role in one of the main plenary sessions; highlight your expertise, share a platform with industry leaders, and present for 20 minutes to the full conference delegation.
  - Exclusive 20-minute speaking opportunity
  - Speaker profile in the event guide and online agenda
  - One 3 metre x 2 metre exhibition space
  - Two-page article and full-page colour advertisement in the event guide
  - Company profile and branding in the event guide and on the event website
  - Branding on all marketing material with 'Strategic Sponsor' designation
  - Stage graphics
  - Delegate list (at event)
  - Five delegate staff tickets

Investment £10,850 / \$15,190 plus VAT

## Sponsorship packages

### Education Programme Sponsor

✓ Contribute to helping key stakeholders address challenges by hosting a case study or workshop-based seminar. Conducted in a closed-door environment, you have the opportunity to engage for two 35 minute sessions with a focused group of delegates and benefit from increased interaction. (No clash with plenary time - education seminars complement the main agenda).

- Two separate 35-minute sessions – up to 40 participants in each seminar
- Presenter profile in the event guide and online agenda
- One 3 metre x 2 metre exhibition space
- One page article and full-page colour advertisement in the event guide
- Company profile and branding in the event guide and on the event website
- Branding on all marketing material with 'Education Seminar Sponsor' designation
- Delegate list (at event)
- Four delegate staff tickets

Investment £9,995 / \$13,993 plus VAT

### Networking Package Sponsor

✓ Set up a point of contact in the networking area with a 3x2m space  
✓ Gain visibility, promote your brand, and showcase your technology

- One 3 metre x 2 metre exhibition space
- Company profile, branding and web link on the event website
- Company profile and branding in the event guide
- Delegate list (at event)
- Two delegate staff tickets

Investment £5,450 / \$7,630 plus VAT