



e-Crime & Artificial Intelligence Forum

July 5th, 2018, London, UK

Are you ready for “cognification”?

Intelligent cybersecurity: cut costs, improve performance





e-Crime AI 2018: reduce costs, improve security

“The AI in security market is expected to be valued at USD3.92 billion in 2017 and to reach USD 34.81 billion by 2025, a CAGR of 31.38%.”

“Addressing today’s threats requires real-time Artificial Intelligence to scale your team of information security analysts across your entire enterprise.”

As one analyst puts it, “The volume of threat data is exceeding the capacity of even the most skilled security professional, and organizations are drowning in a sea of information that continues to grow as rapidly as the threat landscape itself. When organizations see over 200,000 security events every day and don’t have the skills to stay ahead, where do you turn?”

The answer, increasingly, is in the use of AI-based solutions. Not only can automated, intelligent systems analyse volumes of data no humans can tackle, but they can spot patterns and anomalies far more quickly too

These abilities not only improve security, they lower its cost by reducing the number of analysts needed to manage the current crop of passive defences.

In combination with human analysts these systems are also far quicker and more accurate in identifying more complex threats and anomalies.

The e-Crime AI Forum 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 to help end-users understand how these new technologies can be cost-effectively deployed in real-life business situations.

AI solutions now exist in network security, endpoint security, application security, and cloud security. Vendors exist who have applied machine learning to identity and access management (IAM), risk and compliance management, encryption, data loss prevention (DLP), unified threat management (UTM), antivirus/antimalware, intrusion detection/prevention system (IDS/IPS), and pretty much every other area of cybersecurity – firewall, security and vulnerability management, disaster recovery, DDOS mitigation, web filtering, application white listing, and patch management.

Advanced AI and Machine Learning is helping analysts meet the volume and sophistication of modern attacks, reducing organizational risk, improving visibility and improving SOC teams’ ability to stay ahead of modern threats.

But with so many vendors claiming AI expertise, how can CISOs evaluate the AI ecosystem? How do vendors differentiate?



e-Crime & Artificial Intelligence Forum 2018: Key themes

Understanding AI, machine learning, deep learning and neural nets

- What exactly is Artificial Intelligence? What's the difference between machine learning, deep learning, neural nets, context awareness computing, and natural language processing?
- What can it do better than humans and what does it do worse?

Evaluating AI and machine learning solutions

- How do their AI engines differ?
- What are they good at and what are they bad at?
- What questions should you ask an AI vendor?

AI in core network security

- Automating asset discovery and network intelligence
- Is AI plus human analysts the optimum combination?
- What about the endpoints?

AI in alert prioritization and data analysis

- Separate the signal from the noise
- Automating incident response
- Is AI plus human analysts the optimum combination?
- Automating the SOC

AI in identity and access management

- Detecting Shared Logins and User Credentials
- Third-Party Access Data Compromise
- Privileged User Account Abuse
- Geolocation and Remote Access Security

AI's role in defending against malicious insiders

- Accurately identify malicious insiders from user behaviours
- Detecting data snooping
- Predicting employee departure and preventing data exfiltration

Improving web security

- How many websites do you have? Auditing web presence and applications
- Advanced web attacks and exploitation
- Secure web application development
- Stopping SQL injection and XSS attacks once and for all

Deploying AI solutions

- What is the difference between deploying AI versus conventional solutions?
- How much training / data do you need for the solution to work?
- Are AI solutions more difficult to maintain or scale?



End-users and security professionals need your help with improved intelligence and proactive threat hunting

1 To automate network security

Configuration collection and change management; continuous, intelligent network scanning; whitelisting and blacklisting; automated patching. **This is the opportunity to showcase your solution.**

2 To build next generation SOC's

How can CISOs meet the volume and sophistication of modern attacks, reduce organizational risk and improve SOC teams' ability to stay ahead of modern threats? **Do your AI solutions help?**

3 To improve network and threat visibility

AI promises true visibility into network traffic, anomaly detection and attack patterns, guiding analysts to the most critical answers that support faster response times. **How can you help CISOs with this?**

4 To solve the IDAM problem

AI solutions say they can deliver advanced "intelligent" dynamic access control technology to effectively block hacking, ID theft, rogue digital intrusion and user impersonations once and for all. **Can your products help?**

5 To secure web applications

New web application firewalls leverage AI to dynamically and automatically update security postures to protect web applications from vulnerabilities. **Which solutions are available, scalable and easy to implement?**

6 To detect and prevent the latest email attacks

Machine learning models can analyse billions of emails, use identity mapping, trust models and behavioural analytics to spot sophisticated phishing attacks. **Are these a key part of the solution to the human problem?**



They are looking for solutions in ...

SIEM

Solving the problem of false positives

SIEM systems generate too many false positive alerts, making it difficult for analysts to detect and mitigate real threats quickly. But AI threat detection, when not implemented carefully, can generate even more false positives, further eroding the effectiveness of Security Operations Center (SOC) analysts. So what combination of machine learning and big data architecture provide a solution?

Identity management

Smarter ways to guard the network

First there were passwords; then there was IAM analytics. But examining logs to ID suspicious behavior has become increasingly difficult with multiplying endpoints and legitimate user behaviours. AI promises "intelligent" dynamic access control technology to effectively block hacking, ID theft, rogue digital intrusion and user impersonations once and for all. Does it work?

Intrusion & detection systems

Managing scale, prioritizing threats

Sophisticated attackers can bypass traditional defences techniques, so the need for more intelligent intrusion detection is increasing by the day. Machine learning is one answer but such solutions need large and robust data sets to provide examples from which the computer can learn. Today, however, very little security data is publicly available. So how do these solutions work?

Cognitive endpoint protection

Choosing an intelligent EDR solution

Managed endpoint detection and response solutions have been proposed as the defence against the problem of latency in traditional security systems. They increase visibility into endpoint status, actively block threats, monitor privileged accounts and even utilise machine learning to detect threats and malicious activity. So what kinds of organisations should adopt them? How much do they cost? And what improvements in their capabilities are being developed?



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