



# 10<sup>th</sup> Annual e-Crime Abu Dhabi

September 19th, 2018, Abu Dhabi, UAE

## Safeguarding digital transformation

Businesses must go digital in partnership with CISOs to deliver strategic value





## e-Crime Abu Dhabi 2018: cybersecurity – a strategic opportunity

**“CISOs need to understand the strategic objectives of their organisations and the importance of data based on their roles as custodians and key stakeholders within their organisation,” Georges Demoura, Head of Group Information Security, Risk and Compliance – Technology & Innovation at Etihad Airways**

**“To be successful in any organisation, the CISO should understand the organisation’s strategic business while securing the resources needed for their work,” Abdulla Bader Al Sayari, Head of Information Security at the Department of Health in Abu Dhabi**

Businesses need to change, and they need to change quickly. As Emirates Airline President Sir Tim Clark said recently: “Guys, there's a storm coming, and if you don't get on it and deal with it, you will perish,” Clark said in a recent interview with Business Insider. “The company of the 2050s will bear no resemblance to the company of 2018.”

Clark was talking about digital transformation – the process that tomorrow’s successful companies will manage well, and the one that may kill companies who do it badly.

But while going digital is business enhancing, it means moving moving online and into the Cloud, it means increased connectivity with customers and suppliers and so it means increased complexity and presenting a larger attack surface to cyber criminals. More and more corporate infrastructure is being exposed.

So how do companies evolve your business and remain competitive, while protecting sensitive data and retaining clients’ trust?

This event will look at the key cybersecurity issues that arise from a digital transformation strategy in the context of current global cybersecurity trends and the evolution of the latest threats.

It will look at the proactive defensive steps companies must take now if they are to protect their digital transformation processes. It will address the continuing impact of compliance mandates such as GDPR and other legislation on organisations.

And it will examine how innovation combined with strong cybersecurity is a strategic business opportunity to differentiate organisations and add tangible benefit to the bottom line and customer experience.

**The 10th e-Crime Information Security Abu Dhabi 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.**



# e-Crime Abu Dhabi 2018: Key themes

## The basics

### Securing digital transformation

- Understanding and mapping your new attack surface
- Upgrade your vulnerability assessment and management
- Evaluate new platforms and solutions

### 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

### Securing e-Commerce

- Symptoms, indicators, and red flags
- What does the data look like?
- EMV malware – how does it work and how to stop it?
- Defeating pre-paid card fraud schemes

### Securing your company's large-scale move to the Cloud

- Maintaining control and visibility over Cloud data and applications
- Cloud vulnerability management
- Who is in charge of your Cloud?

## Next-generation solutions for a next generation digital business model

### Automation is here – keeping up with explosive data and connectivity growth

- How to automate and engineer out as many human decision points as possible
- Automated incident response – is AI the answer?
- Automating asset discovery and network intelligence
- Automated identity management

### Continuous security assessment and compliance

- Maintaining security and compliance versus meeting snapshots
- Advanced network scanning and monitoring
- Automated mapping of security reports to key standards

### Machine learning and AI

- What can AI do and what are its limitations?
- Where in the overall network and datasphere does AI make the most sense?
- Cognitive security versus machine learning

### The role of blockchain in tomorrow's cybersecurity

- Can the blockchain eliminate humans from authentication?
- An easy route to secure decentralized storage?
- Stopping DDoS with decentralized DNS?



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

### 1 To improve and automate network security

Automated asset discovery, configuration collection and change management; continuous, intelligent network scanning; whitelisting and blacklisting; automated patching. Clients need all this now. **This is the opportunity to showcase your solution.**

### 4 To ensure web security

Too many companies still fall victims to 15-year-old techniques like SQL injection. Too many still find visibility into their web presence difficult. And that's before the real problems of secure web application development. **Can your products help?**

### 2 To secure the IoT

Managing the cybersecurity of industrial installations and connected infrastructure is no longer a fringe activity when everything is connecting. Key vendors are acquiring in this sector. **How can you help secure Smart?.**

### 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, scalable and easy to implement?**

### 3 To comply with 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 maximise Cloud security and efficiency

Realistically, most companies will migrate a majority of their IT to the Cloud. Resources and economies of scale will dictate it. This outsourced IT needs securing. Also, security itself will be outsourced to the Cloud. **How can you help with this transformation?**



## They are looking for solutions in areas such as ...

### Mobile Security

#### Priorities in securing mobile environments

The complexities of managing mobile security are increasing as more and more business and consumer activity migrates to mobile devices. How do you create trusted mobile environments? How do you ensure secure data backup for mobile devices? What are the best solutions for mobile threat defence? And what special considerations are needed for mobile application development and security testing?

### Identity management

#### Intelligence-driven security

Identity defined security is the next generation of IAM. It will allow for intelligence-based, risk-based, adaptive decision making in all aspects of cyber security. The end goal is that threats, breaches and incidents will be managed and contained more dynamically, and CISO's will be able to report on the health and well-being of the entire cyber security framework based on metrics from these integrations.

### Cloud concerns

#### Preparing for a Cloud-based future

Public cloud will be the prime delivery model for more than 60% of security applications by the end of 2017. CASBs continue to increase the urgency for control and viability of cloud services by addressing the gaps in security due to the increase in cloud service & mobile usage. So how do firms get visibility and control over Cloud applications? How do they evaluate Cloud Access Security Brokers?

### Holistic cybersecurity

#### A holistic approach to cybersecurity and the business

Digital transformation is a route to (and requires) change, agility, speed, connectivity, real-time commerce, enhanced customer expectations and resilience in the face of disruption. Too often cybersecurity hinders these benefits instead of enhancing them. How can CISOs ensure that companies can benefit from digitalisation while remaining secure?



## We deliver a focused selling opportunity





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

100%

The most senior cyber-security 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 Dubai.

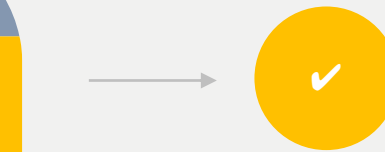
We understand that every vendor needs to sell more. That is the bottom line.

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



An impeccably organised event with all the right people, genuinely interested in learning about new solutions. e-Crime definitely gives you the opportunity to leave a mark on your attendees.



E-Crime UAE events have yet to disappoint – from the massive number of attendees to our packed speaking sessions, this is one event we always look forward to!



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**