



11th Annual e-Crime Germany

19th January, 2018, Munich

Achieving compliance, maintaining security

Balancing the demands of GDPR and the next wave of security technology





e-Crime Munich 2018: a difficult balancing act

"The German Interior ministry has confirmed [Feb 2018] it has discovered a serious intrusion into its servers in December 2017. The attack is thought to have seen data exfiltrated for up to a year before its discovery," DPA

"For many familiar attacks, we expect progress in AI to expand the set of actors who are capable of carrying out the attack, the rate at which these actors can carry it out, and the set of plausible targets," The Malicious Use of AI: Forecasting, Prevention, and Mitigation

2018 is the most demanding year yet in cybersecurity. On one side, information security professionals must ensure compliance with GDPR, a data privacy directive that requires companies to truly understand the smallest details of their data flows and business technology.

But on the other, a new cybersecurity arms race is under way, which requires CISOs and their peers to understand yet another new generation of offensive and defensive technologies: AI and automation look like at least part of a viable solution to the problems of scale and innovation in the threatscape.

As attackers develop sandbox evading malware, AI-powered attack software and adapted state-level hacks, CISOs need to keep up with rapidly advancing technology while satisfying increasing C-suite demands for compliance and cost-efficiency.

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.

So how can CISOs achieve this increasingly broad and complex set of objectives?

e-Crime Information Security Munich 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.



e-Crime Munich 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?

New technology for attackers and defenders

- 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?
- Can new deception technology help you combat cyber attackers?

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

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





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Where the real decision-makers allocate budgets

100%

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

AKJ Associates has been building relationships with senior information risk and security professionals since 1999 and our cybersecurity community is the largest of its kind globally.

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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



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Fraud, Audit, Compliance

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Data Protection & privacy

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Getting in front of the right people and explaining your products face to face is the most effective lead generation.



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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.

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