

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: Al 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, Al-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

- All 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 laaS: 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 od 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

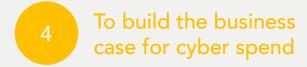


End-users and security professionals need your help ...



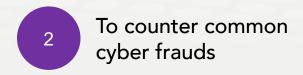
То

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.



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?



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.

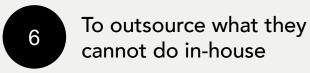


Financial services companies struggle with new and legacy systems, retailers struggle with PCI DSS, and everyone is worried about new payment methods such as contactless and phone. Which solutions are available, scaleable and easy to implement?



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?



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

Specific, actionable and relevant information for time-constrained industry professionals

e-Crime Munich

The perfect platform for solution providers to deliver tailored advice to the right audience



Target growth

Each event represents a targeted opportunity to address the needs of a specific community whose need for your solutions and services is growing.



Boost sales

Sponsors can tailor messages to the needs of an audience that shares similar concerns and challenges, looking for solutions now.



Meet commercial aims

We work with sponsors to ensure they meet their commercial aims. We offer a number of sponsorship options, each providing specific benefits.



Showcase solutions

Our events provide sponsors with a unique platform to showcase solutions, as well as provide advice on how best to solve delegates' key challenges.



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



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

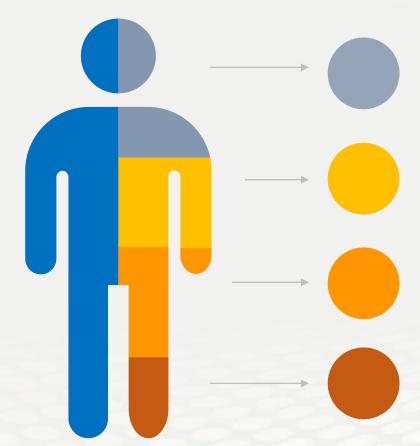
AKJ Associates has been building relationships with senior information risk and security professionals since 1999 and our cybersecurity community is the largest of its kind globally.

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

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



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 relevan ontent, a targeted audical earnst the opportunity to etwork. E-crime Frankfurt proved 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