3rd Annual e-Crime & Cybersecurity Nordics

26th September, 2019, Stockholm, Sweden

Automatic for the CISO

Can new technologies solve cybersecurity's data overload?

e-crime & cybersecurity NORDICS

http://akjassociates.com/event/nordics

AKJ Associates

Introduction

Nordics 2019: Time for a new approach?

What is the biggest cybersecurity threat to organisations? Email-delivered malware? Malicious insiders? Nation-state sponsored attacks?

In theory, perhaps. In practice though, for most large entities, the most serious problem they face is more basic: the volume of data that needs to be analysed far exceeds the manual triage processes currently necessary to identify and mitigate the most critical threats.

The ugly truth is that very few companies can afford the in-house resources necessary to provide even a basic level of true cybersecurity. They need to outsource as much IT and security as possible, and they need more intelligent and better automated solutions to distinguish signal from noise.

The first question for senior management then will be, ‘can I outsource this?’.Getting rid of the cybersecurity problem by moving as much physical and application infrastructure as is possible to the Cloud is clearly a strategy many boards are pursuing, but what security issues does it solve, which does it leave for CISOs and which new ones does it create?

On-premises, the foundations of any operational risk management discipline are rigorous processes. So is there a role for robotic process automation (RPA) in cybersecurity?

What about SIEM and SOAR solutions? And for all the AI hype, is anyone actually deploying truly intelligent systems, or are today’s machine learning methodologies simply another way to generate too many alerts?

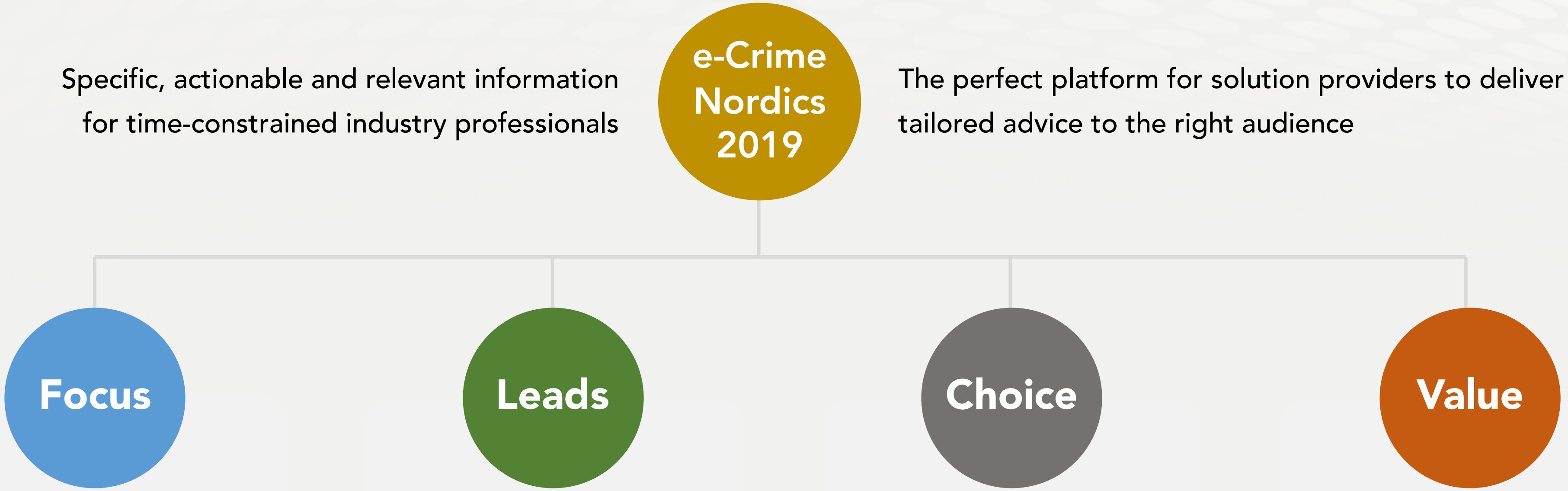
The 3rd e-Crime Nordics will cover these and other key subjects for its audience of professionals tasked with safeguarding digital assets and sensitive data. There will be real-life case studies, strategic talks and technical break-out sessions from security teams behind some of the world’s most admired brands, who know, just like you, that security is now more important to business than ever.

Where market-leading solution providers know they will find buyers

We deliver a focused selling opportunity

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

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.

http://akjassociates.com/event/nordics

Demonstrate your solutions

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

1 To find solutions that fit their needs

With so many providers, so little concrete information and so few metrics, choosing the right solutions is a real challenge. So how can security professionals choose from the provider ecosystem? **This is your opportunity to showcase yours.**

2 To deal with the alert tsunami

SIEM and SOAR systems are smart, but they're expensive, noisy, they require highly-skilled staff and alerts without context are not that useful. They can be hard to set up and reporting can be inflexible. **Can your products help?**

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?**

4 To better utilise threat intelligence

Cybersecurity spending should be tailored to the threats and vulnerabilities specific to a particular organization. Smarter threat intelligence allows CISOs to map the threatscape to their specific vulnerabilities and invest appropriately. **Can you help?**

5 To build better faster SOCs

Speed of detection and remediation is the biggest single driver of risk (and loss) reduction in cybersecurity. So how can CISOs improve the speed of their SOC or other security processes. **What solutions are available and affordable?**

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?**

Demonstrate your expertise

They are looking for solutions around …

The exploding attack surface

Coping with a runaway threatscape

It's good to avoid FUD, but it also helps to confront reality: and the truth is that the Internet of Things, the nation-state and organised criminal focus on control and safety systems, and the wholesale migration to the Cloud by companies struggling to survive digitalisation means that the attack surface continues to grow far more quickly than defence capabilities or cybersecurity budgets. So what are the possible solutions?

Identity analytics

Better network traffic analysis

The adoption of identity analytics for identity governance and administration as well as authentication can reduce organizational risk and administrative efforts, while improving user experience. Products without analytics capabilities will over time increase administrative overhead and risk undiscovered security problems. What should CISOs look out for?

Behavioural analysis

Better ways to spot the bad guys

One promising development in the search for more efficient ways to detect malicious activity is behaviour-based analysis tools to complement signature-based detection solutions. So how do these tools actually work? Are they scalable? And how much do they cost?

AI – the state of play

Slow train coming: the wait for intelligent cybersecurity

Automation is linear and rules-based and automated cybersecurity solutions work that way –using signatures and/or other historical data to identify issues. Despite the claims made for artificial intelligence, current machine learning solutions are not too far from that methodology. Slightly smarter statistical analysis still generates too many alerts for most human teams. Are truly intelligent solutions in the pipeline?

Where the real decision-makers allocate budgets

e-crime & cybersecurity NORDICS

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

100%

The most influential solution buyers

You will be surrounded by the most active buying audience in the Nordic cybersecurity and digitalisation marketplace.

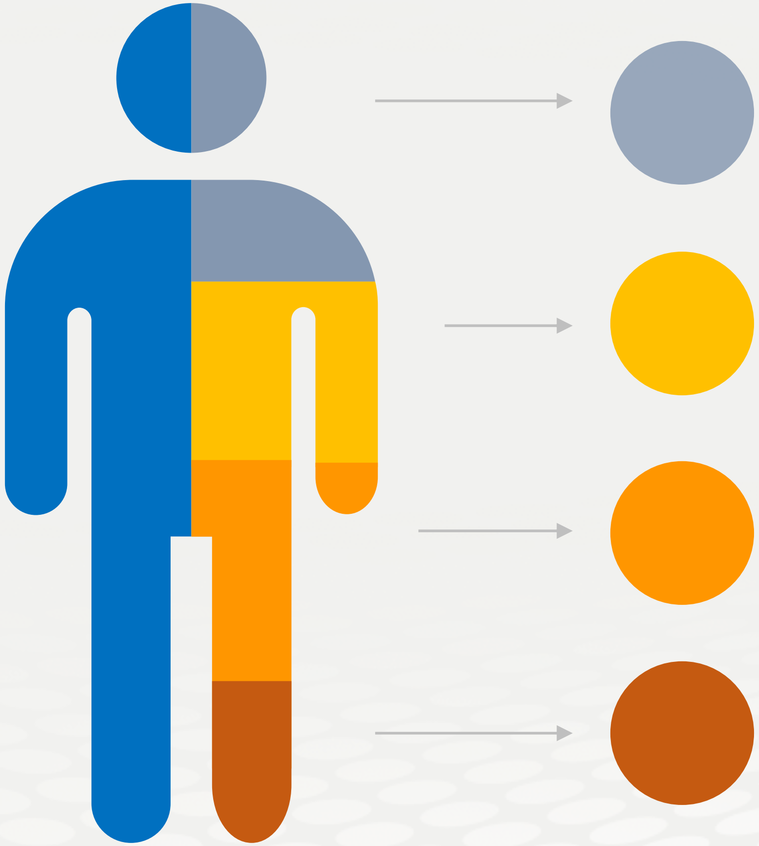
AKJ Associates has been building relationships with security and data privacy professionals since 1999 and our cybersecurity and payment security community is the largest of its kind globally.

We know the senior executives who drive strategy from the top, we know the enterprise architects who often control the largest budgets, we know the IT Security Leads and Engineers and we know the security and data specialists.

All of these job titles attend e-Crime Congress Nordics in 2019.

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 specialists
We have been producing the events these professionals take seriously for more than 15 years

Digital transformation
We attract senior executives tasked with digital transformation and the associated need for new security solutions

Fraud, Audit, Compliance, Risk
We provide the go-to events for fraud prevention, digital risk managers 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 in privacy and GDPR

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Our testimonials speak for themselves: we have many more

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What our sponsors say about us

proofpoint.

eCrime remains a critical event for security pros. Year after year, AKJ manage to stay on top of market trends and satisfy attendees' demand for topical expertise; we are delighted to be part of the eCrime series.

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My team and I were impressed with the volume and caliber of the audience e-Crime Congress attracts. This event gave us the opportunity to expand our networks and learn more about our customers.

COFENSE

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.