



5th Annual e-Crime & Cybersecurity Spain

21st November, 2019, Madrid, Spain

No cybersecurity, no digital transformation

Digitalization is a critical commercial imperative. What does that mean for CISOs?





Spain 2019: Securing Digital Transformation / DX

By 2030, 80 percent of heritage financial services firms will go out of business, become commoditized or exist only formally but not competing effectively, according to the latest from global research giant, Gartner, Inc.

And as for banking so for firms in many other sectors. To avoid irrelevance, the argument goes, companies need to transform – not simply tweak - internal systems, processes and cultures to deliver the experience demanded by 21st century customers.

But while going digital is business enhancing, it means 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 cybersecurity is the critical foundation upon which DX rests. And heads of DX may be the key to getting it done.

But how do companies evolve their 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 5th e-Crime & Cybersecurity Spain will cover these and other key subjects for its audience of professionals tasked with safeguarding digital assets and sensitive data.



We deliver a focused selling opportunity





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.**

4

To achieve the visibility they need

Cybersecurity requires asset visibility, endpoint visibility, user access /usage visibility, threat visibility and overall network visibility. These granular, technical requirements are in fact the foundation of security and DX. **Can you help?**

2

To move to secure solutions in the Cloud

The move to Cloud is inexorable and for those fully committed to digital transformation it is a key part of the strategy. But moving mission-critical infrastructure onto third-party systems needs security. **Can your products help?**

5

To secure themselves against digital fraud

Fraud (theft by deception) is the flipside of security – it's what happens if security is not up to scratch. But too often fraud and security teams are separate and siloed. **What solutions are available and affordable?**

3

To comply with new regulations

Cybersecurity 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 SOC's 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?**



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?



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

Where the real decision-makers allocate budgets

100%

The most influential solution buyers

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

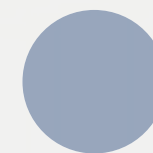
AKJ Associates has been building relationships with security and data privacy professionals since 1999 and our cybersecurity and payment security community is the largest of its kind globally.

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 will attend the e-Crime & Cybersecurity Congress Spain 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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Relationships built from personal meetings are stronger than those initiated by solely digital conversations



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Get your message across

Delegates take all lunches and breaks in the exhibition area. So sponsors and exhibitors are always surrounded by qualified buyers



What our sponsors say about us

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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.

 **cigital**

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.



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.

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