14th e-Crime & Cybersecurity Germany

28th January, 2020, Frankfurt, Germany

Privacy first, security second?

GDPR fines are shifting the economics of cyber. What should CISOs do?

e-crime & cybersecurity GERMANY

http://akjassociates.com/event/germany

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e-Crime & Cybersecurity Germany 2020: it's all about risk

Introduction

Cybersecurity professionals sometimes don't like to admit it, but compliance and security budgets follow the risks. Operational risks are hard to measure, but companies have their own historical data on losses and so can create models of probability and so future expected losses for given risks. In this way they can compare the expected losses across their risk portfolio and allocate budget appropriately. Information sharing would improve this, but is not happening.

Cybersecurity teams have long resisted this type of analysis, portraying cyberrisk as 'different', 'existential' and so not subject to normal risk pricing. But Boards, faced with other more pressing operational threats, such as political and economic upheaval, digital disruption and massively increasing competition, do not agree. But they do agree that things are changing.

In Europe, GDPR fines have added another variable into the mix. It's not just the size of the penalties proposed or handed out to Google, British Airways and Mariott that is changing senior management thinking, it is the realisation that the largest fines are, and will likely continue to be, related not to data breaches and pure security issues, but privacy issues around data that has not necessarily been compromised in a security sense.

So, while in the US, where the penalties for poor cybersecurity can be huge (driven by both governmental penalties, class action lawsuits and shareholder action), and in Asia data privacy and security are still in their infancy, in Europe, it is likely that data privacy will take a larger portion of the budget than cybersecurity.

So what does this mean for cybersecurity professionals? And what does it mean more generally for information and data protection and integrity?

Because privacy and security overlap, and because they, and data centralisation and visibility, are critical to digital transformation, it seems about time that the silos in data management need to be removed. Companies need a holistic approach to their entire data management process; they need an aggregated approach to compliance, privacy and security; they need to apply standard operational risk modelling and budgeting to these activities; and they need new management and staffing structures to implement these changes.

CISOs, other senior cybersecurity professionals, and vendors too: the times they are a-changing.

The 14th e-Crime & Cybersecurity Germany will cover these and other key subjects for its audience of professionals tasked with safeguarding digital assets and sensitive data. There will be case studies, strategic briefings and technical break-outs from teams at your leading peer firms.

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

e-Crime Germany 2020

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

Focus

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.

Leads

Boost sales

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

Choice

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.

Value

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.

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 …

Digital Transformation

No cybersecurity, no digital transformation (DX)

In the post-DX business, technology and data are no longer discrete tools useful to, but separate from, the business, they are the way the business delivers. Without them, there is no business. At that point, cybersecurity is not just an IT operations matter; it's not just about a loss of data, a blip in customer confidence, share price and reputation; it has finally become the real business risk that CISOs and vendors have claimed it was all along.

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

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 German security, privacy and digitalisation marketplace.

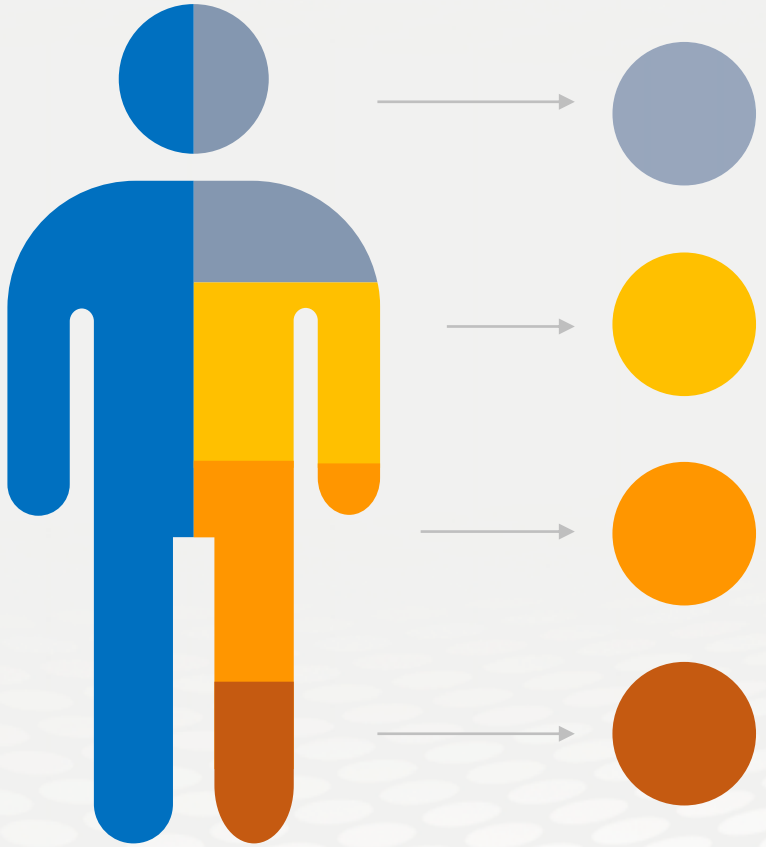
AKJ Associates has been building relationships with security and data privacy professionals since 1999 and our cybersecurity and payment security community is the largest of its kind globally.

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 & Cybersecurity Congress Germany in 2020.

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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Where the top solution vendors get their message across

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 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 in the exhibition. So sponsors and exhibitors are always surrounded by qualified buyers

Our testimonials speak for themselves: we have many more

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.

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.

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.