9th Annual e-Crime & Cybersecurity Congress France

1st April, 2020, Paris

Refining the science of cybersecurity

Quantitative risk management, operational risk and fraud / security / privacy silo convergence

e-crime & cybersecurity FRANCE

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AKJ Associates

France 2020: Time to upgrade your cybersecurity model?

Introduction

In one sense, cybersecurity is mature: information security has been recognised as a core business issue for at least 20 years, and regulations, policies, procedures and solutions have been developed throughout those decades. But in another sense, it can feel as though we are still at the very beginning.

Recent fines by the CNIL in France on, for example, SERGIC and Active Assurances (largely under GDPR Article 32) were triggered by basic failures to implement appropriate security measures to keep customer data safe. GDPR disclosure requirements and fines seem to indicate that in digitalising their businesses companies are still struggling with securing core data assets.

So why is this? Is cybersecurity risk exceptional? Is it material? Is it so different to other types of operational risk faced by businesses that it must be analysed, resourced and managed differently?

Or do the kinds of quantitative risk management techniques used to analyse long-tail, 'Black Swan' risks elsewhere in businesses apply equally to cybersecurity?

And what about the traditional silos that have separated data privacy, data security, fraud, KYC/AML, business continuity and physical security? As digital transformation continues at pace, do these traditional demarcations still make sense or do they represent unnecessary complexity and inefficiency? In leading firms, convergence of some or all of these silos has begun. And for companies without those resources, is the Cloud and moving as much technology and data as possible off-premises the answer?

So is GDPR finally forcing firms to address these core questions of risk assessment, risk management and technology management, or will cybersecurity continue in its present form?

The 9th e-Crime Congress France will look at the latest in the processes and technologies used to protect data, identity and digital transformation. There will be real-life case studies, strategic talks and technical break-out sessions from the security and privacy teams behind some of the world's most admired brands.

Demonstrate your solutions

Security professionals also 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 nation state actors and exploits

Just a couple of years ago, most firms were told they were not targets for nation states. How times have changed. Hostile state entities as well as 'escaped' state-developed exploits are a threat to all. **Can your products help?**

3 To comply with new regulations

Cybersecurity and privacy are 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 build more secure applications

In a world of rapid digitalization companies need constant product iteration and innovation to stay competitive. But rapid application development can compromise security and damage the business. **Do you have answers?**

5 To access the latest testing and simulation environments

The biggest firms now have access to state-of-the-art "cyber ranges" in which they can replicate their environments and safely experience real threats. But how can the rest of us test our system? **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 …

Adaptive architectures

Building solutions to bite back

Passive, static systems are increasingly vulnerable in a world of adaptive malware and attackers developing AI-based threats. Global adaptive security architecture is one answer – using predictive modelling and threat intelligence to adapt to a changing threatscape. This may even mean solutions becoming available with the ability to go on the offensive.

Securing digital ecosystems

Building security into all business processes

Too many companies find themselves with a muddle of consumer-grade security solutions when what they need is a robust, enterprise-grade solution stack that is scalable and can realistically be implemented across a global business. In addition, good security hygiene – the digital equivalent of health and safety – is required holistically. Which solutions reflect this underlying truth?

Artificial intelligence

Much ado about nothing or the only solution?

True artificial intelligence – in its guises of machine learning, deep learning, neural networks and so on – is extraordinarily complex and difficult. It is a work in progress and tends to be the preserve of those with the deepest pockets – governments or a handful of tech giants, such as Google and Facebook. So are the statistical models at cybersecurity vendors AI? More importantly, what is the proof they identify and nullify threats better than the alternatives?

Managed Services

One-stop shop?

In all the talk of cyber-security, threat intelligence, next generation solutions and artificial intelligence algorithms it is easy to lose sight of the fact that very few companies can possibly afford or manage solutions for network protection and monitoring, end point security, messaging security, web security, incident response, threat intelligence – the list goes on. Is the answer for most firms to outsource to a one-stop shop?

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

France 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.

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Where the real decision-makers allocate budgets

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

100%

The most senior solution buyers

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

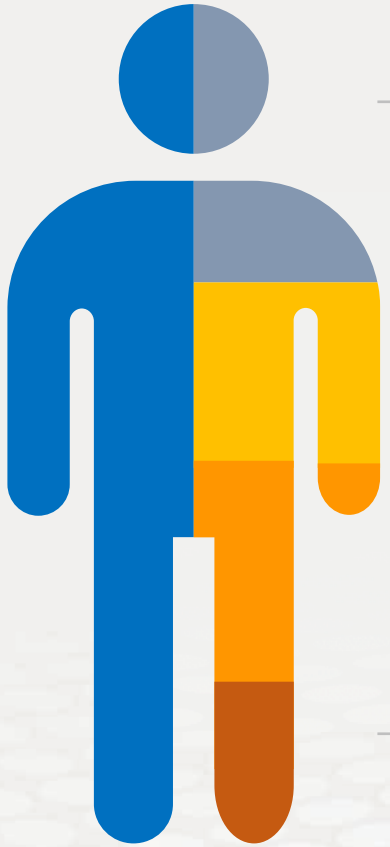
AKJ Associates has been building relationships with security and data privacy professionals since 1999 and our cybersecurity and payment security community is the largest of its kind globally.

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 & Cybersecurity Congress France 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 delegate list.

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

At AKJ we are always looking for ways to help our sponsors derive more value from our events. To reflect the evolution of contact channels, we are delighted to be able to confirm that we can offer lead scanners at our events. As sponsors seek to improve ROI and leverage post-event communication, we are committed to providing the latest technologies to help you drive your business forward.

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Our testimonials speak for themselves: we have many more

What our sponsors say about us

proofpoint.

e-Crime 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 e-Crime series.

ManageEngine

Merci pour ce bel évenement et une attention spéciale pour l'équipe d'accueil qui a fait un travail formidable. Ils étaient tous très accessibles, disponibles. Encore merci pour vos efforts et l'organisation impeccable de cet évenement, très bonne continuation et a bientôt pour un autre eCrime sur la planète.

zscaler™

We participated at e-Crime Paris for the first time, and it was a success. The quality of the content delivered and of the audience was very good. We had a lot of great interactions during the day with senior Security IT decision makers and we look forward to following up with all of them in the near future.

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

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