e-Crime & Cybersecurity Congress Virtual Series: Securing Financial Services

SECURING
FINANCIAL SERVICES
VR

1st Annual Securing Financial Services Summit VR

8th July, 2020, Online

Protecting the customer, securing critical global infrastructure

Security, privacy and financial crime priorities for wholesale and retail financial institutions

https://akjassociates.com/event/finserv

AKJ Associates

The best intelligence? The best technology? The biggest attack surface?

On March 3, Andrea Enria, chair of the ECB supervisory board, sent a letter ’To all Significant Institutions’ to raise their awareness of contingency preparedness in the context of COVID-19. The purpose of the letter was to remind institutions of ‘the critical need to consider and address potential pandemic risk in their contingency strategies’ and it identified a series of IT and cybersecurity challenges including:

- The need for key third-party suppliers to maintain critical processes
- the need for alternative and sufficient back-up sites
- large-scale remote working and other flexible working arrangements
- a potential increase in cyber-attacks and cyber-security related fraud, aimed both at customers and institutions via phishing emails
- the risks inherent in customers’ higher reliance on remote banking services

As the crisis has unfolded, all of these challenges have been realised and more besides: online and mobile channels have seen huge increases in volumes; communications channels have been overwhelmed; trading floors have been swept by the coronavirus pushing market-critical functionality out of the bank and into the home; widespread remote working brings all the obvious security challenges and introduces new ones – messaging and document sharing apps like Finch and Symphony have seen volumes quadruple as they have moved out of the trading room and throughout the bank and into the supply chain; and legacy systems, already creaking in an era of digital transformation, are proving even more of a headache.

The financial sector may have been given a headstart by the regulatory push, and it is certainly one of the leaders in terms of investment in technology and cybersecurity, but these challenges are unprecedented in terms of scale and the speed with which the situation is changing.

And what about the smaller banks? What about the fragmented insurance and asset management sectors that have been much slower to digitalise? What about the smaller fintechs upon whom the big banks have begun to rely – and not just because of PSD2 and Open Banking? And finally, what about the underlying payments infrastructure and platforms that have already proved vulnerable?

The 1st e-Crime & Cybersecurity Congress Securing Financial Services will look at how cybersecurity teams are tackling this dramatically different threatscape. Join our real-life case studies and in-depth technical sessions from the security and privacy teams behind some of the world’s most admired brands.

e-Crime & Cybersecurity Congress Virtual Series: Securing Financial Services

Key Themes

Protecting the customer, securing e- / mobile channels

Huge numbers of customers have suddenly been forced online. On one platform, digital mortgage applications are up 1500%, for example. While bank systems may be secure, sophisticated scammers are already targeting worried customers and stressed employees with multi-channel scams. **Are financial institutions ready?**

Securing and protecting remote employees

Banks may be used to some employees working from home on well-protected devices, but they cannot have been prepared for the rise in unsecured data transmission, use of VPNs, employees using risky workarounds to achieve critical tasks under pressure, the security of free video and collaboration tools and so on. **What are the quick fixes and the longer-term solutions?**

Maintaining central control: endpoints, patching…

Unless they were already set up for remote working within a well-organized and secure policy and process framework, employees will not just be be outside centrally controlled end-point protection processes, they will be beyond any patching and update processes. **How can CISOs regain control? Is this the time for zero trust or virtualization?**

Securing the trading floor

Banks at first tried to keep critical functions operating on-premise. As COVID-19 has made this less and less achievable, key market functions are having to be maintained by distributed workforces. But can such critical systems be securely operated remotely? **How can cybersecurity teams help?**

Control, supervision, audit

How do banks' internal supervision and surveillance mechanisms function in a remote environment? What about audit? How can the required links to core comms, trading, clearing, settlement, and MIS / reporting systems be secured outside the business? **Are CISOs on the case?**

Securing the CISO (and team)

How are banks going about securing CISOs and their team who may also have been scattered geographically? With their need for unfettered remote access to the most sensitive systems and information, **are remote security teams the weakest link? How can they ensure they are not hacked?**

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Key Themes

Blurring the boundaries in financial crime

Digital criminals do not distinguish between financial crime (money laundering, tax evasion, bribery), fraud (transaction- and identity-based deceptions that cause loss) and cyber breaches (compromises in bank systems. All a cyber-attacker is interested in is extracting value from financial institutions by digital means. **Is it time to open up the silos?**

Securing Fintech

Third-party platforms and partners are often smaller digital natives. That digital expertise and lack of legacy systems is an advantage in cybersecurity to an extent, but small size can often also mean fewer resources and smaller budgets for cybersecurity. **Are Fintech companies the Achilles heel of finance? How can their partners ensure that they are not?**

Incident response in the new environment

CISOs need to be sure that existing incident response processes will function across a distributed enterprise. Will remediation and reimaging capabilities work as intended in a remote environment? Can teams access endpoint telemetry and data remotely to support investigative work? **What updates are needed to incident response playbooks?**

Best practice in the Cloud

With so much financial infrastructure now hosted on a handful of Cloud providers, they have become systemically important. But to what extent can firms and their regulators evaluate their Cloud infrastructure security? **Are applications and data being brought back on premise? And how are hybrid-cloud environments working out?**

Performing critical security tasks remotely

Security teams take for granted their ability to do penetration and forensic tests and general upkeep on systems. But many security tools depend on being on the local network. **How do security teams ensure that they can do the basics remotely: change and monitor access privileges (under pressure from the business) monitor logs etc.?**

Protection versus business need

There is a wider strategic challenge: most businesses must take rapid and extraordinary actions to weather the COVID-19 storm. Their requests for technologies to help them do this will demand near instant responses and extreme flexibility. **It has never been more important that security teams understand and enable the business.**

Why AKJ Associates?

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A History of Delivery

For more than 20 years, AKJ Associates has been running been the world's most sophisticated closed-door meeting places for senior cyber-security professionals from government, law enforcement, intelligence and business.

For example, our annual London-based e-Crime Congress is still **the largest invitation-only, Chatham House rules,** gathering of the most senior information risk and security professionals from business and government in the world.

The UK Home Office sponsored the public sector delegation from 40 countries in 2002 and we are delighted to say they still do today.

Global Engagement

We have run hundreds of events in the **UK, across Europe, the Middle East and Asia**, attracting **tens of thousands of delegates** in cybersecurity, data security and privacy.

These delegates range from C-suite CIOs, CTOs, CROs and C(I)SOs, to heads of enterprise architecture, desktop and network. They encompass all the senior professionals whose input drives security and privacy solution purchase decisions.

And as well as cross-sector events for both private and public sector, we also design and deliver sector-specific conferences for high-value, high-sophistication sectors including the legal sector, financial services and gambling and gaming.

Unrivalled Relationships

Events like this have enabled us to build relationships of trust with **the most influential decision-makers** at the full spectrum of public and private sector organisations in the UK, Europe, Asia and the Middle East.

By providing this audience with valuable insights and business intelligence over the past 20 years, we have built up **the world's most significant community of professionals in cybersecurity.**

We use this to develop new events; to conduct research to understand what cybersecurity professionals are doing, thinking and buying; and to market our conferences and other services.

Smart Lead Generation

We have also developed and trained one of the **most effective marketing and telemarketing operations** in the cybersecurity space.

Our in-depth knowledge of the marketplace allows us to design marketing outreach that **consistently delivers the best audiences** for the providers of critical cybersecurity infrastructure and solutions.

We connect vendors directly with B2B decision-makers. By combining unrivalled reach, deep knowledge of specialist markets and sophisticated marketing we **engage buyers to deliver real results.**

Why the e-Crime & Cybersecurity Congress Virtual Series?

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The problem: end-user needs are rising, solution providers' too

Our end-user community is telling us that they face a host of new threats in this new environment, to add to their existing challenges.

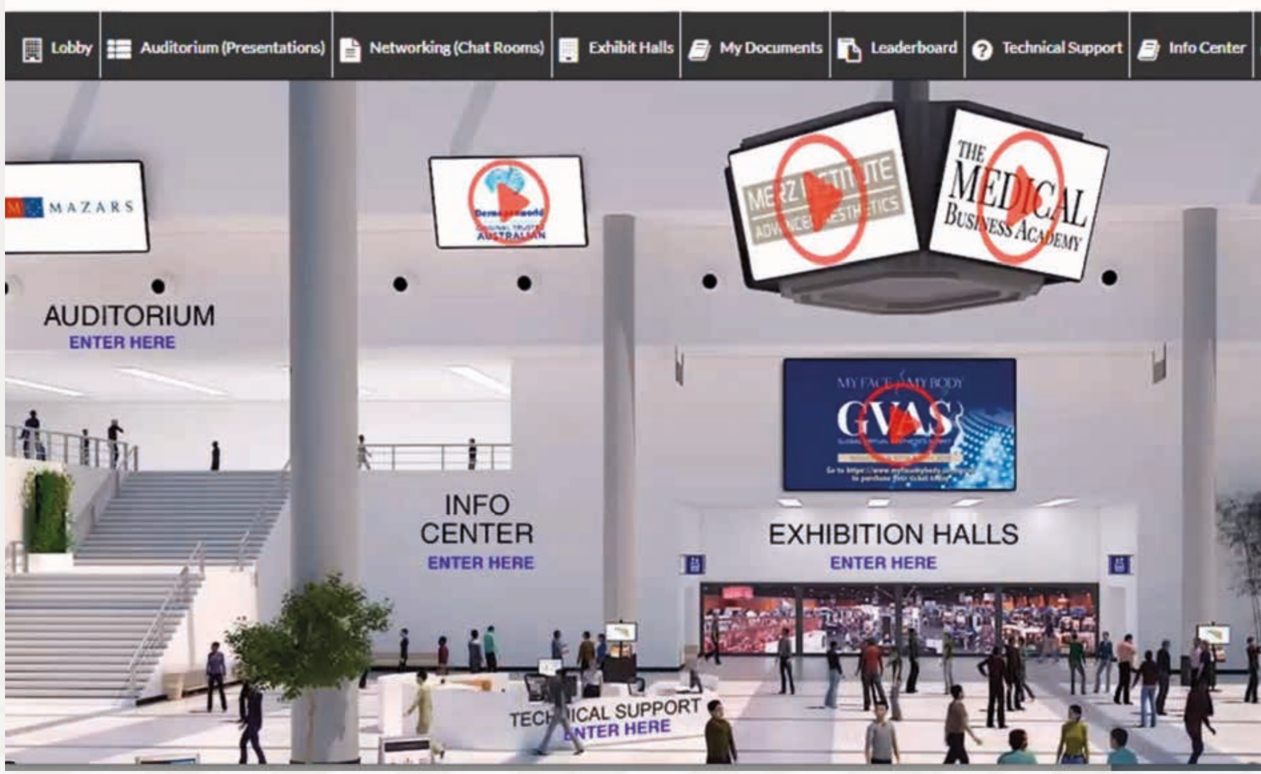
Remote working, an increased reliance on Cloud and SaaS products, and the leveraging of COVID-19 in phishing, malware and other malicious attack, are all putting organisations across the world under even more strain. **They need cybersecurity products and services that can solve these issues**.

We also know that our vendor partners and community have to continue building pipeline and creating commercial opportunities. They can't just stop. And **self-run webinars cannot replace everything**.

Therefore, **in response to many requests from our loyal end-user community** for us to continue to deliver best practice advice and to give them the up-to-date technical case studies and content they need to cope in the current environment, **we will be adding to our traditional physical service offering.**

The e-Crime & Cybersecurity Congress Virtual Series will offer virtual versions of our key upcoming events and will deliver the **same opportunities for lead generation and market engagement**.

Maintaining the ethos, and mimicking the best features of, our physical events we will continue to offer **unrivalled partnership opportunities to cybersecurity vendors** looking to sell



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The solution: virtual events: intuitive, effective, engagement

AKJ’s e-Crime Congress Virtual Series events replicate all of the key features of our physical events, preserving all the key engagement and lead-generation opportunities sponsors have come to know and expect:

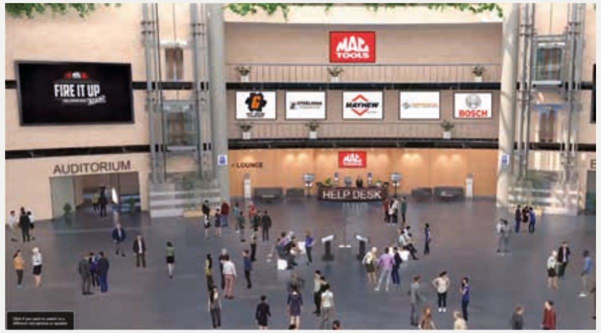
- Lobbies with extensive sponsor signage
- Opportunities for sponsors and end-users to deliver plenary presentations to all registered attendees
- The chance to provide in-depth Education Seminar sessions in breaks between plenary sessions
- Exhibition booths that can contain video, text, PDF and live chat resources
- Extensive networking opportunities

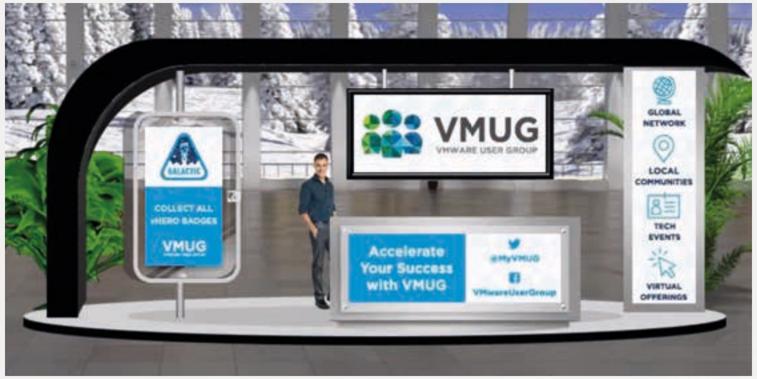
In addition, there are opportunities for interactivity during both plenary presentations and Education Seminars, and using smart gamification tools we can help ensure sticky engagement with content during the day.

Events run in real time using pre-recorded presentations. They cannot be re-run or downloaded unless sponsors and / or end-users agree for their content to be used in that way.

They are open only to pre-registered, vetted registrants to ensure only the highest quality decision-makers can attend.

And we deliver the same level of delegate information to our sponsors as they expect from physical events.





Delivering your message direct to decision-makers

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Plenary Speakers

Just as with a physical event, the e-Crime Congress Virtual Series events follow a real-time linear track in which presenters deliver their content to registered attendees.

These presentations are pre-recorded by the speakers and can contain exactly the same mix of slides, graphics, video and speech as would be included in a physical presentation.

While each presentation is running, a live, moderated chat allows those watching the presentation to interact with each other and with the speaker(s).

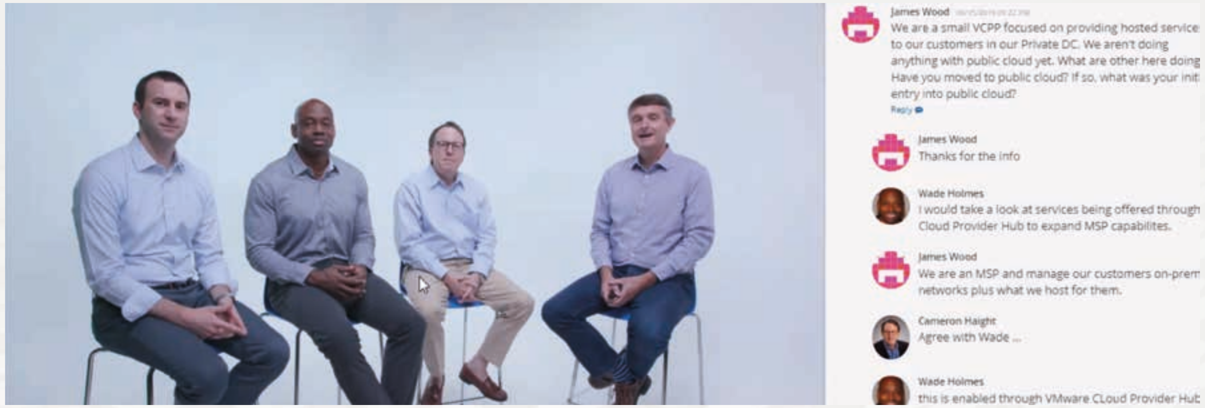
Speakers can take questions, elaborate on points made in the presentation and organise to discuss details further with attendees offline, at their booths or in the networking lounge.

Education Seminars

At pre-defined points in the day, attendees will be notified that the main plenary sessions are making way for a series of in-depth technical break-outs.

This Education Seminars are effectively pre-recorded webinars in which vendors deep-dive into a topical problem, technology or solution. Created by the sponsor team, these Seminars run simultaneously, just as they do in our physical event. Attendees choose which session to attend and, again, each Seminar is accompanied by a moderated, live chat in which the Seminar presenter(s) can take questions from those watching the presentation.

At the end of the Seminar, attendees are notified that Networking time is now available before the next Plenary session.



James Wood
We are a small VCPP focused on providing hosted service to our customers in our Private DC. We aren't doing anything with public cloud yet. What are other here doing Have you moved to public cloud? If so, what was your init entry into public cloud?

James Wood
Thanks for the info

Wade Holmes
I would take a look at services being offered through Cloud Provider Hub to expand MSP capabilites.

James Wood
We are an MSP and manage our customers on-prem networks plus what we host for them.

Cameron Haight
Agree with Wade ...

Wade Holmes
this is enabled through VMware CLoud Provider Hub

Your team and your resources available in real-time

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Exhibition Booths

Sponsor packages that contain a Virtual Booth allow vendors to interact with attendees in the virtual Exhibition Hall. This can be accessed in a number of different ways including via a floorplan, logo displays and directly by entering the Hall itself.

Booths can be customised with vendor logos and avatars; they can incorporate chat, video, and links to research and white papers.

The virtual platform is extremely intuitive to use and delegates find it very easy to find their way around and start interacting.

Sponsors who have presented in Plenary or in an Education Seminar can close their presentations by directing the audience to their booths. And there are additional gamification elements, including sponsor-supplied prizes, that can effectively drive traffic to booths.

GALACTIC
COLLECT ALL HERO BADGES
VMUG
VMUG
VMWARE USER GROUP
Accelerate Your Success with VMUG
@MyVMUG
VMwareUserGroup
GLOBAL NETWORK
LOCAL COMMUNITIES
TECH EVENTS
VIRTUAL OFFERINGS

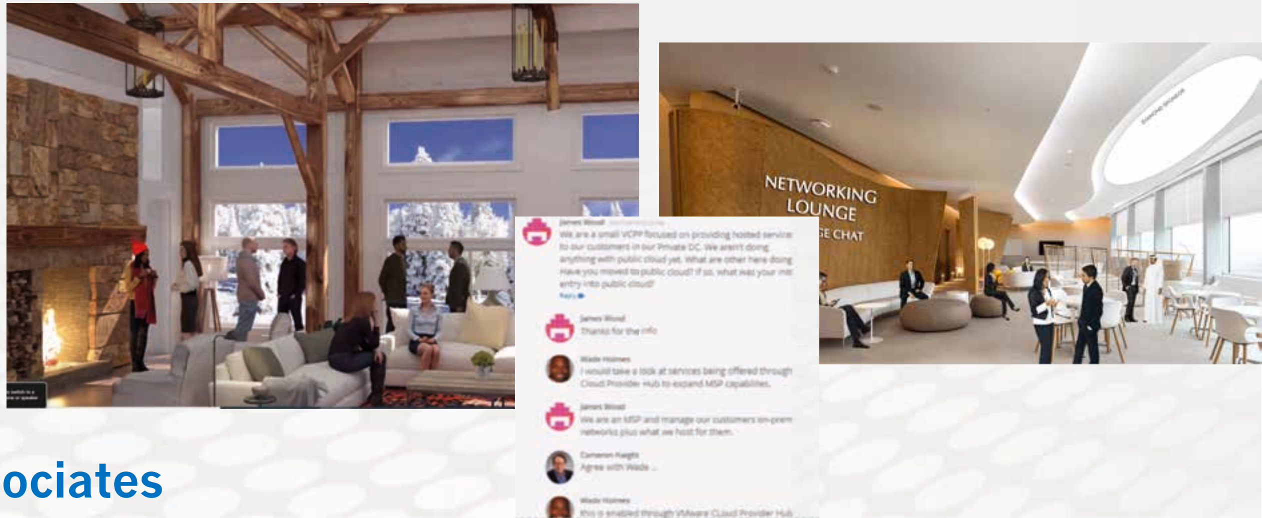
Networking Opportunities

The entire virtual event is structured around networking opportunities. Attendees can interact with each other:

- Via the live chats attached to every Plenary Session and Seminar
- Via private-chat with each other or with the sponsors and other speakers
- Via the Exhibition Booth chat functions
- Via the dedicated Networking Lounge

Sponsors are able to join any chat sessions attached to their own presentations (in Plenary or Education Seminar); they can interact privately or in group chat in the networking lounge.

And using their own Virtual Booths they can chat to potential clients, exchange contact information, and deliver video and text-based content to those attendees too.



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Delivering the most senior cybersecurity solution buyers

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Our USP? We put buyers and sellers together

We understand that every vendor needs to sell more. That is the bottom line. This is even more necessary in the present situation.

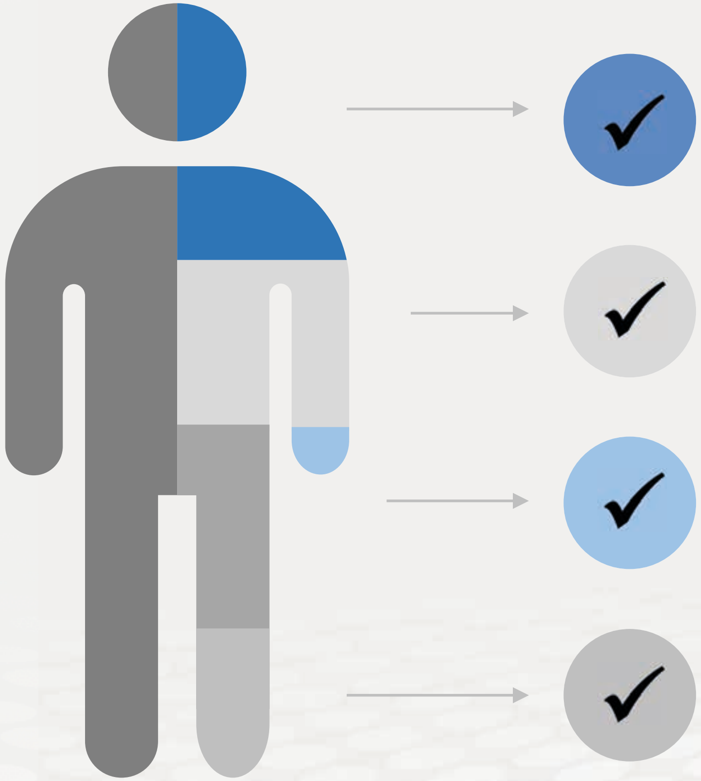
You will have access to the most senior buying audience in the cyber-security market.

AKJ Associates has been building relationships with senior information risk and security professionals for 20 years 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 e-Crime & Cybersecurity Congress events.

Getting access to the right people at the right time always increases the lead generation and always increases profitable sales activity.



Cyber-security
We have an almost 20-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

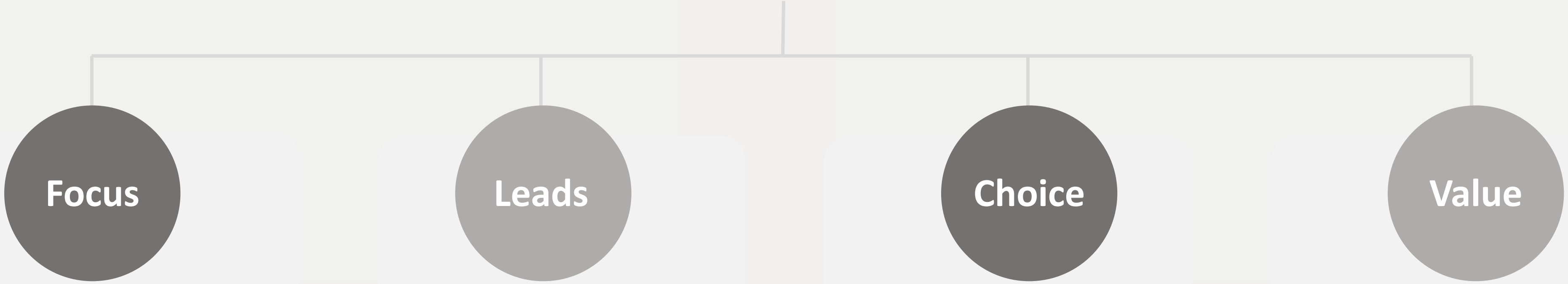
Fraud, Audit, Compliance
We provide the go-to events for fraud prevention and compliance owners at the world's key corporates

Data Protection & privacy
We are a key venue for decision-makers with budget and purchasing authority

We deliver the most 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



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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Delegate Acquisition

- The e-Crime & Cybersecurity Congress has the **largest community of genuine cybersecurity stakeholders** to invite to our events.
- Our reputation for hosting **exceptional events with informative content, excellent networking opportunities and the best vendor partners** means delegates know they are attending a quality event, and are willing to give up the time to attend.
- Our delegates are **invited by an in-house delegate liaison team** who call senior security and privacy professionals at public and private sector companies with a personal invitation to attend
- We **follow up all registrations** with further calls, emails on logistics requirements and reminders to **ensure the best possible attendance**.

Lead Sourcing

- The e-Crime & Cybersecurity Congress prides itself on **putting the key cxybersecurity buyers and sellers together**
- To offer you the best prospects to network with, **we don't invite academics, job seekers, consultants,** non-sponsoring vendors or marketing service providers to this closed-door event. This **attention to quality over quantity** will be the case for our virtual offering.
- Each of our vendor partners will receive a delegate list at the end of the event.
- Through our chat lounge, presentation Q&A chat box, and Virtual Booth chat you will have **unrivalled opportunities to network** virtually with high-quality prospects at the event.

Get Your Message Across

- **Content is king,** which is why the e-Crime & Cybersecurity Congress prides itself on delivering informative and useful content, to attract senior audiences of decision-makers.
- Deliver an exclusive 20-min keynote presentation in the virtual plenary theatre, or host a 30-min targeted workshop session: good content drives leads to your virtual booth, and showcases your company's expertise
- AKJ's in-house content / research team will moderate and complement the agenda with best practice from leading experts and senior security professionals from the end-user community
- If you are not presenting, the virtual booth offers the opportunity to share white papers and other resources for delegates to download

Exclusivity Delivered

- AKJ Associates has never done trade shows. We see most value in working with **a select number of the top vendor partners**, and offering those companies the best access to leads.
- Our virtual events keep the same ethos, limiting vendor numbers. We will not be a virtual hangar with hundreds of vendors competing for attention. We will keep our **virtual congresses exclusive and give you the best networking opportunities**.
- All virtual booths offer the same opportunities with the same capacity and functionality regardless of the vendor company.
- This is an opportunity to **continue building pipeline and driving leads** in partnership with our outstanding 20-year reputation and the e-Crime & Cybersecurity Congress brand.

What our sponsors say about us

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PhishRod

It was indeed a great show. Despite the situation overall [COVID 19] the number of people that turned up, shows the trust people have of the e-Crime brand. Wish you all the best for the upcoming events and we shall surely be a part of them.

KASPERSKY lab

This is always a great event for 'taking the temperature' on security issues, to get a feel for people's impressions on current security challenges and to find out what organizations of all kinds are doing.

vmware Carbon Black

AKJ has been a valuable partner for us for a few years now, enabling us to build relationships and engage with the CISO community in a number of key territories across Europe. The events they hold are a great vehicle for discussing the latest challenges and opportunities in the security sector, and our work with them has delivered way beyond expectations.

✓Ninety five percent of our exhibitors and sponsors work with us on multiple 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

e-Crime & Cybersecurity Congress Virtual Series: Securing Financial Services

Frequently Asked Questions

Who can register? How do I know they are the right people?
We allow only invited cybersecurity professionals to register for our events. All registration will continue to be done via the standard AKJ website and attendants to the virtual event will be provided with a unique code that will allow them to participate.

What personal registrant data is stored on the virtual event platform?
The same data that attendants at a physical event would make public (their name and company name on their badge) will be stored in the virtual platform system for the duration of the event to allow chat participant identification and then deleted. No contact information will be passed to the platform.

How do they attend sessions?
Participants in the Virtual Congress can choose the presentations they wish to attend using the agenda (available via an agenda tab and also through the help desk) as well as simply by entering the main plenary room where presentations will be running, or the Education Seminar rooms at the appropriate times.

Does it work on any devices?
The whole platform works without any downloads or plug-ins and will display on any device (mobile, tablet or desktop).

Can participants attend at any time and rewind things they have missed?
No. The event is ‘live’ in the sense that it will run in a linear fashion from start to finish. Attendees will not be able to view their own privately-streamed version of the event, with stop/pause/playback. If they arrive late for a presentation, they will miss the material that has already run. This form of event is sometimes called ‘simulive’.

Are presentations live or pre-recorded?
Initially we will be using pre-recorded presentations across both plenary and Education Seminar areas.

Can attendees interact with speakers?
Yes, there will be chat functionality that will allow this. Ideally, each speaker will attend their own presentation and, while it is running, they will be on hand to take questions from participants.

Is chat moderated?
Yes, at all times by an experienced AKJ content editorial team. Those abusing the chat will be warned or blocked and can be denied access to the event.

How do you maintain Chatham House Rules?
The event is open only to verified cybersecurity professionals from end-user organisations and selected sponsor companies. No press, consumer or non-professional attendees will be given passwords to enter the event. As the event runs as a live, linear sequence, there is no opportunity to record any part of the event for later viewing or distribution.

But what about screenshots and other recording?
There is no difference between the virtual event and the physical event in this regard. At a physical event, it is possible for people to break the rules and take photos or video of the screen, or take audio recordings, all with their phones. In the same way, people can use their phones to do these things while watching a virtual event. Software that directly accesses audio and video cards is available, though this type of software would not be allowed on any corporate hardware and few people buy it for their home devices. Our view is that, just as we have found in physical events, people respect the Chatham House rules and there is no real incentive to go to the trouble of breaking them.

Are there networking breaks?
Yes. The agenda includes times in which there are no presentations and which give participants time to visit other areas of the event such as the Exhibition Hall, exhibitor booths, the networking lounge (comprising chat rooms for event attendees) and the Experience Zone (where they can find other event resources).