



## **2<sup>nd</sup>** **Securing Financial Services Summit**<sup>VR</sup>

7<sup>th</sup> July, 2021, **Online**

### **Securing banking's rush to the Cloud**

After years of hesitation, financial institutions are migrating rapidly. But Cloud security is a whole new ballgame. Do CISOs know the rules?

**AKJ Associates**

## Security first, second, third....

When Deutsche Bank and Google Cloud agreed a multi-year contract back in July 2020, as part of a £12 billion investment plan for new technology, it was just the latest sign that banks have moved beyond their traditional aversion to public Cloud, forced by the need to shed costs and compete with fintech upstarts. The two companies also plan to ‘selectively co-innovate’ with promising startups and fintechs, as well as driving broader adoption of Deutsche Bank’s cloud-native offerings.

Goldman Sachs will expand its Marquee web services platform next year. This expansion will come in the form of new products, and these additions will run on AWS. And JP Morgan’s multi-billion multi-Cloud journey is well under way, and the bank has explored multiple Cloud providers, private cloud and hybrid Cloud. Its launch of a digital-only UK retail bank in response to the threat from challenger fintechs is one result.

The list of those embracing public or hybrid Cloud goes on. And for banks still unsure about general Cloud providers there is another model. IBM and Bank of America are collaborating on what they are calling “the world’s first financial services-ready public cloud”. This custom platform takes it for granted that that security, privacy and compliance with a host of detailed regulations is fundamental to any finserv Cloud

migration. And IBM explicitly says that it will add a stringent, financial services policy framework, financial-grade resiliency and offer a large catalogue of financial ISV and SaaS solutions.

And this emphasis is right: FS Cloud migration depends on whether the banks and the regulators can be sure that the Cloud is a secure and private repository of the trillions of pieces of market and client data that it will need to hold and process. In one study, 59 percent of industry respondents felt that making sure cloud platforms and their related applications and data were secure represented the most significant challenge to fully embracing multicloud computing solutions.

When explaining its strategy, Deutsche Bank was at pains to emphasise that it will have functionality to manage its encryption keys, as well as choose the data region for applications to be deployed, saying, ‘flexibility and resilience will improve, with an uncompromising focus on data privacy and security to safeguard customer data and Deutsche Bank’s information assets’.

**So how can financial services firms ensure their Cloud journeys are secure?**

**Securing Financial Services will take place online and will look at how cybersecurity teams, risk management functions and boards are tackling the key issues in digitalisation, data privacy, security, operational resilience and regulatory compliance. Join us.**

## Key Themes

### Building a secure multi-cloud strategy

Some studies allege that security incidents rise the more Cloud providers a firm uses. But for most FS firms a single-Cloud strategy is a non-starter. So, what are the key considerations for operating and innovating in multi-Cloud environments? **And how should firms go about ensuring multi-Cloud security?**

### Staffing Cloud security

The well-publicised talent shortage in cybersecurity in general is even more pronounced when it comes to Cloud security. Finding staff with the skills to address the very specific needs of security in the Cloud is becoming increasingly difficult as demand surges. **What sourcing or training solutions can you suggest?**

### The security challenges of Cloud Native

Securing containers, backing up Cloud Native applications, avoiding accidental misconfigurations – these are just some of the security headaches of the Cloud Native environments banks must embrace as they digitalise to meet the fintech challenge. **So, what are the solutions?**

### Keeping regulators happy

For highly regulated industries such as financial services, complying with a huge and complex mass of mandatory regulation is a priority. This is not just a case of ensuring security or privacy, it's about knowing the current state of the regs and of compliance with them. **Can you help banks track compliance?**

### Is hybrid Cloud the answer to security worries?

Banks report a clear intention to maintain many workloads on dedicated, on-premise servers while also pushing ahead with public Cloud deployments. But hybrid Cloud environments come with their own issues of visibility and control, compliance and governance and data security. **Can you help FS firms tackle these problems?**

### Securing data in transit

Inability to monitor data in transit to and from Cloud applications is often raised as an issue. Major Cloud providers include several layers of protection, including encryption, IPSec tunnels, managed SSL certificates, and so on. **But what should end-users do to ensure the integrity of data in transit across multi- and hybrid-Cloud environments?**



## Key Themes

### Identity & Access Management in the Cloud

Properly managing identities and permissions while using Cloud computing platforms is a crucial first step when implementing a compliant (multi-)cloud strategy. **So how do you bridge the gap between your existing identity management systems and the Cloud while respecting regulatory requirements and the needs of your DevOps teams?**

### SaaS, IaaS, PaaS

Cloud security architectures depend on Cloud delivery models. For example, IaaS cloud deployments require network segmentation, (IDS/IPS), virtual firewalls placed in front of web applications and so on. A SaaS deployment might demand logging and alerting, IP whitelists and API gateways. **What are your recommendations?**

### Frictionless security: the customer challenge

CISOs tasked with securing Cloud implementations might be forgiven for thinking that security was their sole concern. Unfortunately for them, banks move to the Cloud so they can innovate faster and tailor products and interactions better to their customers. **Getting out of the way of this process is the real challenge. Can you help?**

### Vulnerability monitoring

The same mechanisms that create the benefits of Cloud, like virtualization, can have a negative impact on monitoring controls and erode CISOs' ability to take action in response to incidents. And traditional tools, like SIEMs, may not be configured to deal with the practicalities of how Cloud deployments work. **What should CISOs watch out for?**

### Solving the Cloud visibility problem

CISOs describe Cloud visibility as 'hazy at best', with more than two thirds (69%) of those polled admitting they have a cloud visibility gap. So how do you ensure you can see all Cloud assets and can analyze assets in-depth? **Which new generation tools can give you in-depth, full-stack visibility into AWS, Azure and GCP?**

### Ensuring consistent control

Lack of consistent security controls spanning traditional server and virtualized private cloud infrastructures can cause serious problems for CISOs. One solution for ensuring consistent policy setting and control within the cloud is automation. **But how does this work in practice and how can CISOs maintain consistency within the shared responsibility model?**

# Why AKJ Associates?



## A History of Delivery

**For more than 20 years**, AKJ Associates has been running 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?

## 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, creating commercial opportunities and getting in front of prospects. 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 have added to our traditional physical service offering.**

The e-Crime & Cybersecurity Congress Virtual Series offers 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 **continue to offer unrivalled partnership opportunities to cybersecurity vendors** looking to sell.





# Why the e-Crime & Cybersecurity Congress Virtual Series?

## The solution: virtual events: intuitive, effective, engagement

AKJ's e-Crime Congress Virtual Series events replicate many 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



## 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.

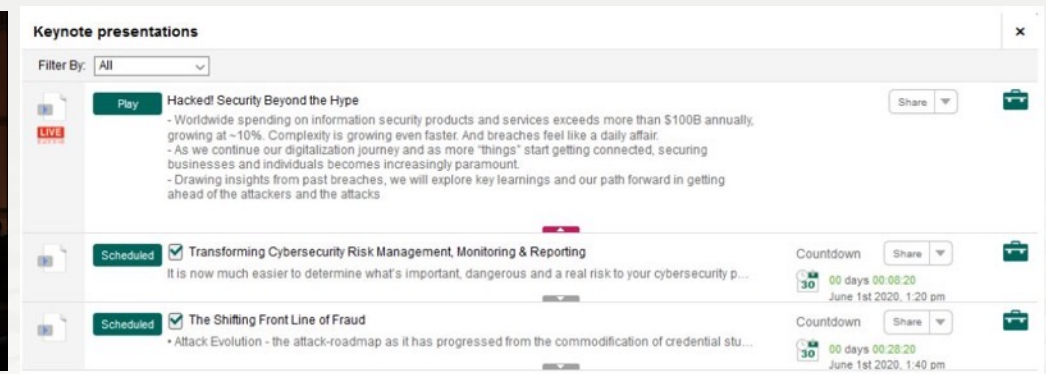
## Education Seminars

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.

These Education Seminars are pre-recorded case studies 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 events. Attendees choose which to attend, and 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.





# Your team and your resources available in real-time

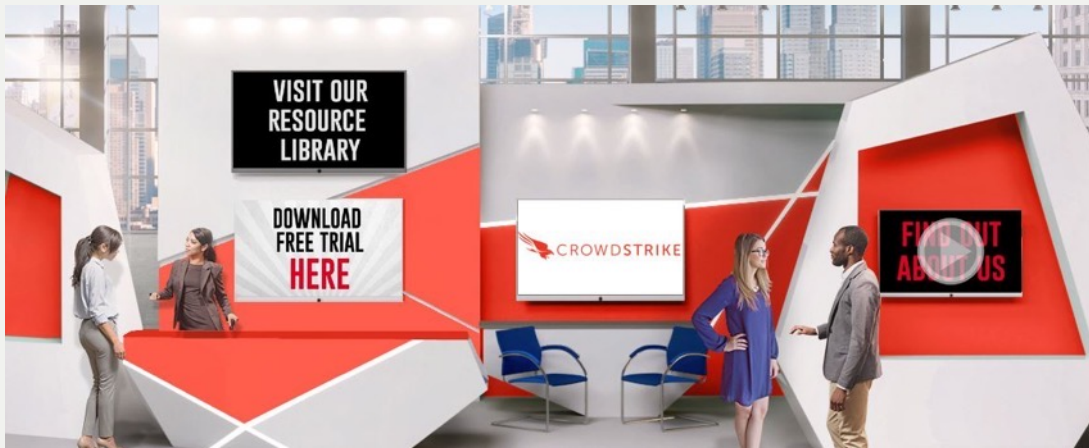
## Exhibition Booths

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.



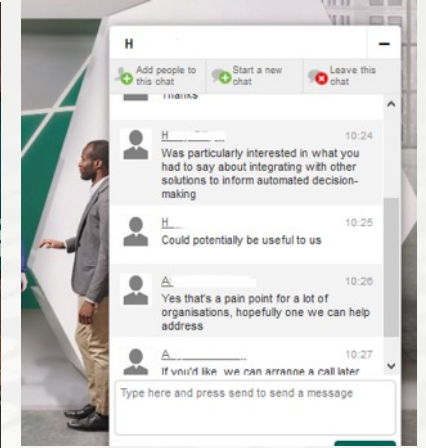
## Networking Opportunities

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.



# Delivering the most senior cybersecurity solution buyers

## 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.

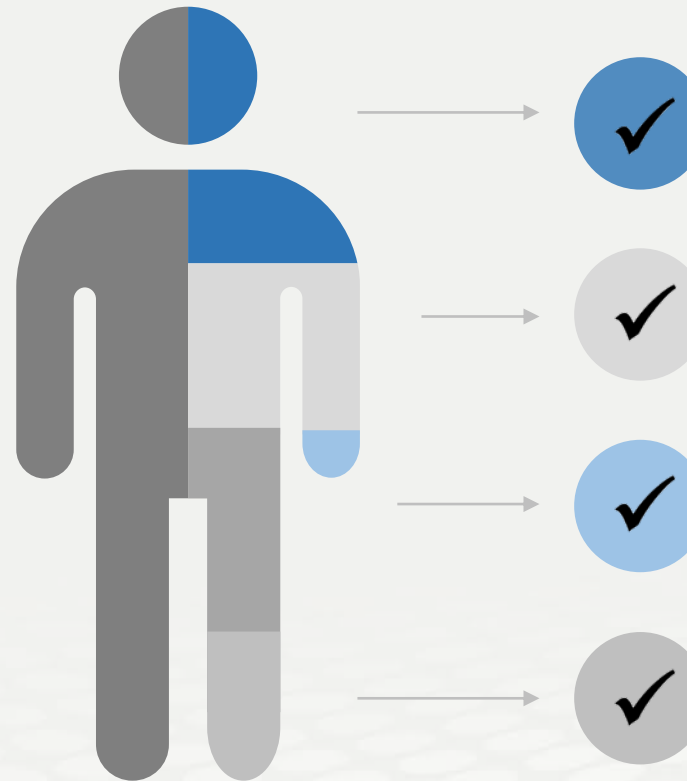
**You will have access to the most senior buying audience in the cyber-security market.**

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.



## 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 cybersecurity 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



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.



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.



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.



The level of engagement yesterday [*at the Virtual Securing Financial Services Congress*] was outstanding and we have already managed to book 2 meetings as a result, live on the day.

✓ **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**

**AKJ Associates**