# 23rd PCI London: Getting real about 100% compliance

**January 26th, 2022**

## Full compliance with PCI DSS is plunging. But does it matter?

Is partial compliance enough? Or does falling compliance reveal a darker truth about cybersecurity in general?

**AKJ Associates**

## Time for a new approach to PCI DSS compliance?

According to Verizon's latest PSR, "Fewer and fewer organizations are demonstrating the ability to keep a minimum baseline of security controls in place. In 2019, from the total population of organizations assessed on PCI DSS compliance, only 27.9% of organizations achieved 100% compliance during their interim compliance validation.

This is a further 8.8 percentage-point (pp) drop from the year before, when only 36.7% of organizations demonstrated full compliance…The compliance downturn in 2019 isn't the result of changes to the PCI DSS requirements.

A marked decrease in sustainability has been noted by the PSR for several years… As before, security testing—Requirement 11—continues to be the requirement that organizations experience the most difficulty with keeping in place."

PCI DSS version 3.2.1 consists of 12 PCI DSS Key Requirements, 79 base requirements, 252 control requirements, and 440 test procedures. It's no great surprise then that full compliance proves challenging. So what about less?

The measure of good security is not total compliance with a standard or set of regulations. And there are plenty of critical areas, MiFID 2 for example, where key institutions are very far from complete compliance.

The question then becomes, which parts of the PCI DSS standard are the most important? Where should compliance officers focus their limited resources? Where are the weak points in people's compliance regimes? Has remote working caused any of the drop in compliance reported?  And what kinds of technologies can help plug the gaps?

The Verizon report also goes big picture. It notes that cybersecurity overall continues to be plagued by underinvestment on the one hand and an overly complex solutions ecosystem on the other. Companies cannot be expected to keep up with the pace of digital transformation, the continuous development of new security tools, the vast increase in their attack surfaces and in the sophistication of attackers. They have their own businesses to run and that is hard enough in today's environment.

Blaming management, as Verizon seems to do, is not the answer. The answer is that the current model of security and compliance is broken. The security ecosystem, creating as it does security stacks of up to 70 tools, is not fit for purpose. And standards / regulations, by creating more and more complex rules to cope with markets they lag and do not understand, become less and less relevant to the risks they are trying to mitigate.

**So is the right answer for PCI DSS simply to look at your own risks and then comply with the parts of the standard that pertain to them?**

**PCI London will look at how we all need a new kind of compliance and a new kind of security. Join our real-life case studies and in-depth technical sessions from the security and privacy teams at some of the world's most admired brands.**

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## Key Themes

### Reducing the cost of PCI DSS compliance

Most companies have limited resources to devote to one small dataset (card data). They need solutions that can be applied more widely, they need automation, and they need pro-business solutions. **So which products make the grade?**

### Building continuous, cost-effective testing

"Security testing retains its traditional place at the bottom of the PCI DSS compliance list in terms of full compliance" in the Verizon report. But it is clearly a critical component of ensuring effectiveness and maintaining compliance . **Demonstrate your expertise.**

### Sustaining selective, risk-based compliance

Firms need to know where the greatest risks to their data lie and how best to mitigate them. To do this they need network and process visibility, third-party visibility and good technology to cover new payments channels and platforms. **Can your solutions help them?**

### Ensuring new technologies are compliant and secure

The world of payments is in flux. From Klarna to Stripe, from Wise to wallets, the tools we use to make payments and the channels through which card data flows are changing. **How much do these innovations change the nature of PCI DSS compliance and can you help?**

### Aligning PCI DSS, GDPR and other efforts

Companies have spent significantly on PCI DSS, then poured more resources into GDPR and other compliance initiatives. What commonalities tie their different compliance goals together and which technologies can save them money while keeping them secure? **Can you provide help or advice or solutions in this area ?**

### What's happening with PCI DSS 4.0

All compliance regimes evolve as the wider marketplace does. Keeping up is a constant struggle. But with PCI DSS 4.0 promising a new risk-based approach, will yet another round of investment be needed? **Can your solutions ease the transition?**

## AKJ Associates

# Why AKJ Associates?

## 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.**

**AKJ Associates**

# Delivering your message direct to decision-makers

## Plenary Speakers

The e-Crime Congress Series events offer sponsors the opportunity to deliver content in a number of different ways.

Plenary speakers **deliver their presentations on the day of the event from a fully featured AV stage** to a face-to-face audience.

Their presentations can contain slides, video and audio and speakers can deliver their speeches from the podium or from any point on the stage.

Plenary presentations are 20 minutes long and take place in the main event auditorium guaranteeing access to the largest possible audience of cybersecurity professionals on the day.

**Presentations are generally designed to be informative, topical and actionable, with the use of case studies and up-to-the-minute references to current developments.**

Double-handed talks with clients are also welcomed.

## 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 sessions of up to 30 attendees are held in break-out rooms and delivered live to attendees.**

They are an opportunity for vendors to deep-dive into a topical problem, technology or solution in front of a group of cybersecurity professionals who have self-selected as being interested in the topic being discussed.

**They are also the ideal venue for solution providers to go into technical detail about their own products and services.**

These Seminars run simultaneously, and attendees choose which session to attend.

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





**AKJ Associates**

## Exhibition Booths

**Sponsor packages that contain an Exhibition Booth give sponsors the opportunity to be present in the main networking area of the event.**

At these booths, sponsor representatives can interact with delegates face-to-face, deliver messaging and technical information via video presentations, demo products using their own BYOD technology and to distribute printed marketing and product information.

Sponsors may wish to consider different ways to drive footfall to their booths.

For example, 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 available, including sponsor-supplied prizes, that can effectively drive traffic to booths.

**AKJ Associates**

# Delivering the most senior cybersecurity solution buyers

**PCI LONDON**

## 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 compliance and security professionals for 20 years and our PCI and cyber community is the largest of its kind globally.

We know the senior executives who drive strategy from the top, we know the global compliance leads who often control the largest budgets and we know the data privacy and governance professionals who so often dictate the purchase process.

All of these job titles attend PCI London events.

**Getting access to the right people at the right time always increases the lead generation and always increases profitable sales activity.**
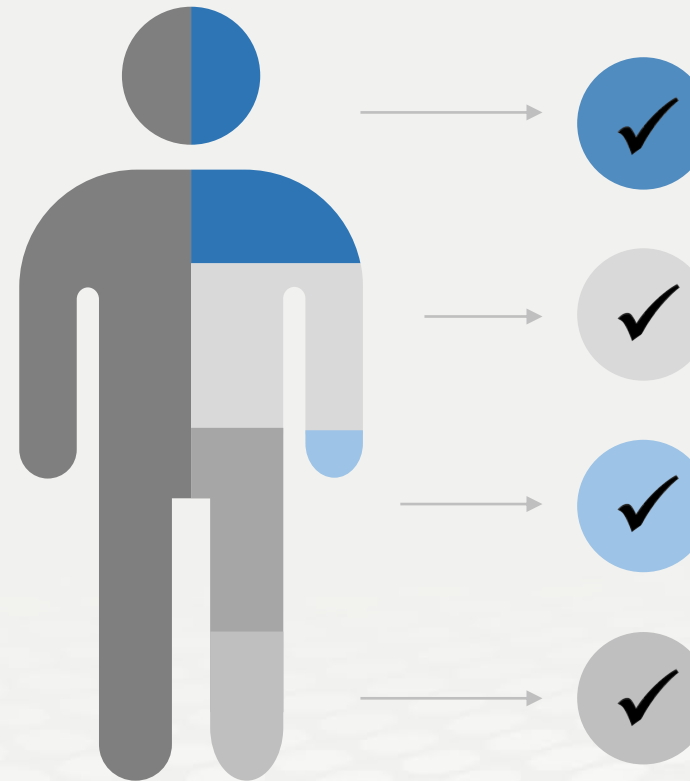
**Cyber-security**
We have an almost 20-year track record of producing the events cyber-security professionals take seriously

**PCI DSS Compliance**
We attract senior compliance officers with responsibility for governance, compliance and data privacy

**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 GDPR and other decision-makers with budget and purchasing authority

**AKJ Associates**

# We deliver the most focused selling opportunity

**pci LONDON**

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**

**Leads**

**Choice**

**Value**

## 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.

## Boost sales

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

## 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.

## 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.

**AKJ Associates**

# PCI London January 2022

## 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** has been the hallmark of AKJ's events for 20 years.

- Each of our vendor partners will receive a delegate list at the end of the event.

- Through our targeted networking breaks built into our agendas you will have **unrivalled opportunities to network** with high-quality prospects with face-to-face networking 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 booth, and showcases your company's expertise

- AKJ's in-house content / research team will complement the agenda with best practice from leading experts and senior security professionals from the end-user community

- If you are not presenting, the exhibitor booth offers the opportunity to share white papers and other resources for delegates to takeaway

## 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 events keep the same ethos as when we first started 20 years ago, limiting vendor numbers. We will not be a hangar with hundreds of vendors competing for attention. We will keep our **events exclusive to give the best networking opportunities**.

- All 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.

**AKJ Associates**

# What our sponsors say about us

**SureCloud.**

We have sponsored PCI London for several years. Thank you to the PCI London team for bringing the community together effectively and congratulations on another successful event.

**Marketing Communications Manager, Surecloud**

**Hewlett Packard Enterprise**

Thanks again for a great PCI London event. It was great to participate in such an interesting event with many interesting people and good facilities & logistics.

**Regional Marketing Manager for EMEA, Enterprise Security Products, Hewlett Packard Enterprise**

**Syntec**
Integrated contact centre systems

PCI London is the best forum available both for merchants to keep abreast of the standards and issues; and also for sponsors to network with customers and partners.

**Director, Syntec**

✓**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**

https://akjassociates.com/event/pcilondon