



## Securing Financial Services

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### The dangerous illusion of security

Fragmented security architectures struggle to detect threats that span identity, data and systems, leaving critical gaps in how financial institutions understand risk. AI makes all this much worse. So, what's the answer?

## Security without visibility: defending what you can't see

Modern attacks use legitimate access and move across systems undetected—because no single control sees the full picture. Endpoint solutions check device behaviour; identity solutions check for valid logins and authentications; SaaS usage looks normal; network traffic looks normal. And yet attacks bypass all of these checks and get through anyway.

**Local visibility is not delivering global understanding.** Security tools validate individual events. They do not inherently understand the relationships between events occurring in different parts of the environment. As a result, they cannot detect patterns that only emerge when activity is viewed as a connected whole.

**This creates a dangerous illusion of security. What is needed is a new approach that manages the blind spots.**

**Do identity differently:** traditional models treat identity as a gatekeeper—something that determines whether access should be granted. But attackers can easily acquire valid credentials or tokens and login. For CISOs, this means moving beyond authentication and focusing on how identities are actually used. **The focus therefore needs to shift from “who logged in” to “what did they do next.”**

**Understand connections:** the modern enterprise is defined by integrations: SaaS platforms linked through APIs, workflows that span multiple applications, and data flowing continuously between services. Yet in many cases, these connections are only partially documented or understood. Understanding these pathways begins to reveal the routes attackers are most likely to take.

**OAuth permissions and API access are a key blind spot:** designed to enable seamless interoperability between systems, these create persistent, often invisible trust relationships. Once granted, these permissions can allow access to data and functionality without further authentication. Bringing these under scrutiny can close off entire classes of attack that would otherwise go undetected.

**Focus on movement not access:** even relatively basic monitoring of data movement across key systems can provide a level of insight that traditional access controls do not – unusual transfers between applications, and API-driven extraction patterns, for example. **But this data is rarely brought together in a way that reveals how events relate to one another. This is about looking at risk, not individual solution dashboards.**

**Apply all security measures to AI as well as humans:** as organisations introduce AI-driven automation, this approach must be extended to include non-human actors. AI agents and automated workflows should be treated as privileged identities in their own right, with clear visibility into what they access, what actions they perform, and what data they touch. **Banks are already warning about uncontrolled agent and API sprawl. How bad is it?**

**Reduce unnecessary complexity:** while wholesale consolidation is rarely achievable in the short term, incremental rationalisation—eliminating redundant tools, standardising on core platforms, and simplifying the operating model—is key. Fewer well-understood tools deliver better outcomes than many poorly integrated ones.

**The big question though: in the longer term, what happens to these unconnected, local visibility solutions in a world in which a connected platform is really the answer?**

**Is the UK's Cyber Security and Resilience (Network and Information Systems) Bill a regulation too far?** Do prescriptive requirements risk forcing investment into compliance over real risk reduction, duplicating existing frameworks and increasing reporting and assurance burdens without improving visibility into modern threats? Will liability for third-party and systemic failures be pushed disproportionately onto banks, despite their limited control over cloud providers and critical vendors, creating cost, accountability, and insurability challenges.

## Key Themes

### Identity, authority, and control for human AND non-human actors

CISOs must rethink core identity and governance frameworks, including the adoption of robust agent identity models (spanning machine, service, and workload identities), and clearly defined delegation structures that determine what authority an agent holds and who grants it. **What technologies can help them maintain visibility and control?**

### Securing algorithmic insiders

What does "insider threat" mean when the actor is non-human? For CISOs, the focus shifts to monitoring the behaviour of agents as well as users, developing capabilities to detect anomalous machine activity, and establishing effective controls that balance guardrails, detection, and containment. **Do you need AI defences to do that?**

### Data control and visibility when there is no perimeter

How can firms enforce confidentiality when data is constantly in motion across systems the firm does not fully control? For CISOs, does this mean that the focus must shift toward controlling data itself rather than the environments it resides in? **If so, what kinds of architectures and solutions can deliver security in that context?**

### The power of automation

There's too much manual intervention in security. SOAR pulls data from SIEMs, EDRs, firewalls, cloud APIs, ticketing systems threat intelligence feeds, and even email servers and coordinates actions across tools via APIs and prebuilt integrations and intelligent playbooks. **Well, that's the theory. How does it work in the real world?**

### Integrity and the AI-enabled supply chain

AI-native operating models imply dependence on a complex supply chain of foundation models, internal systems, and external APIs and orchestration layers that collectively produce legal work. Imagine the consequences of hacking such a system. **So how do CISOs stop that happening?**

### Dealing with regulations

Is the UK's Cyber Security and Resilience (Network and Information Systems) Bill a regulation too far? Prescriptive requirements risk forcing investment into compliance over real risk reduction, duplicating existing frameworks (, and increasing reporting and assurance burdens without improving visibility into modern threats. There is also concern that liability for third-party and systemic failures may be pushed disproportionately onto banks, despite their limited control over cloud providers and critical vendors, creating cost, accountability, and insurability

# Why AKJ Associates?



## A History of Delivery

For more than 25 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 & Cyber Security 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(ISO)s, 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, manufacturing, retail, healthcare, CNI.

## 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 25 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**.

# Delivering your message direct to decision-makers



## Plenary Speakers

The e-Crime & Cyber Security 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.



## 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.



## 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 25 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 lead generation and always increases profitable sales activity.**



### **Cyber-security**

We have a 25-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** has been the hallmark of AKJ's events for 25 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.

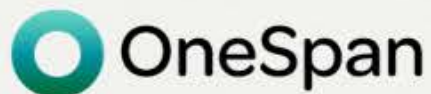
## Get Your Message Across

- **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 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 25 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 25-year reputation and the e-Crime & Cybersecurity Congress brand.

# What our sponsors say about us



"Firstly, a big thank you for yesterday — it was a fantastic event, and we really felt it was a great success. The quality of the attendees was excellent; people were genuinely engaged and very open to conversation. We had strong interest at the stand throughout the day, with many visitors eager to learn more about our solutions."

**Sales Manager UK & I**



"Thank you for your email. I attended the event yesterday and have to say it was very well organised.

We were very happy with the turnout for our afternoon session as well - all in all, it was a very successful event!

**Senior Marketing Executive**



"AKJ are a pleasure to work with.

A lot of work goes into making physical events a success, and with AKJ the team are there to support at each step.

They ensure the events are a great success for both suppliers and end users alike."

**Senior Digital Marketing Manager**



"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 our work with them has delivered way beyond expectations."

**Senior Marketing Manager**

**95% percent of our exhibitors and sponsors work with us on multiple events each year.**

**This is because they generate real business at our events every year. Our sponsor renewal rate is unrivalled in the market.**

**AKJ Associates**