Cybersecurity Basics for the Non-Technical Executive

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Introduction

01 Disclaimers

02 Key terms

03 Cybersecurity in the enterprise - a visualization

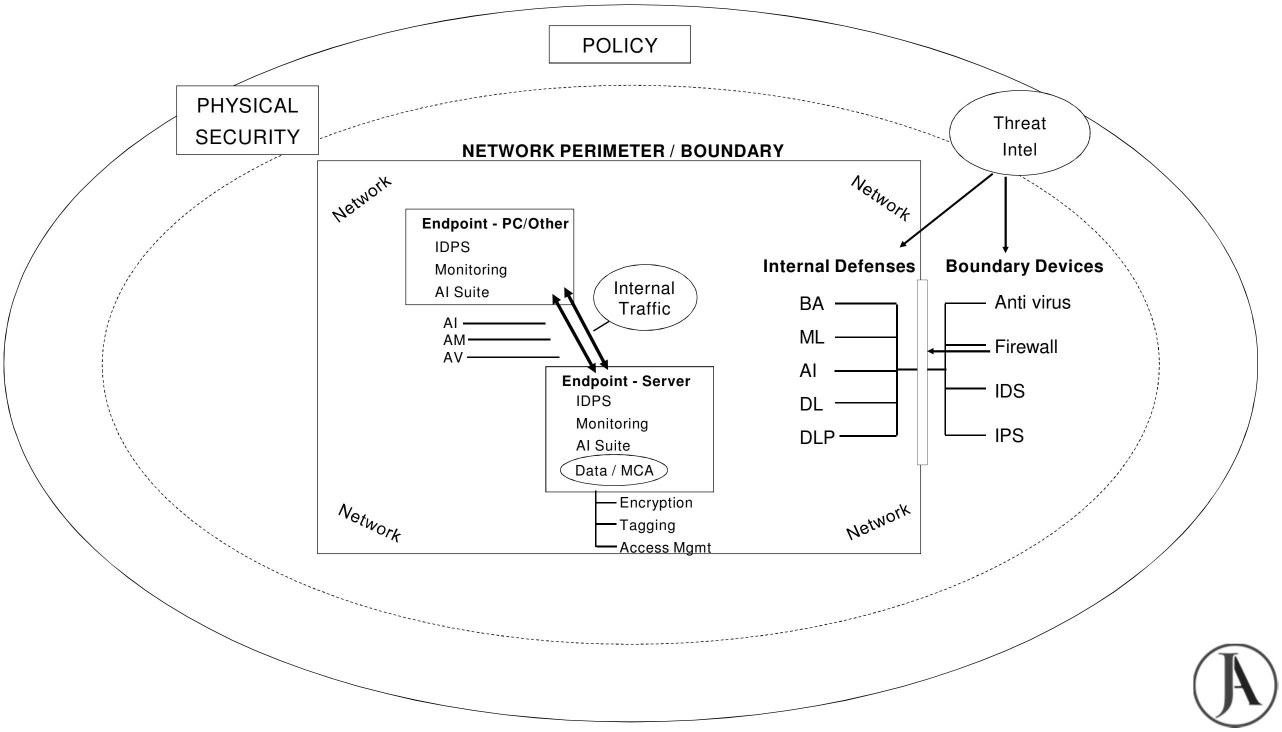
04 The solutions

05 What can I do and why should I care?

06 Q&A

Some Key Terms

- Endpoint
- Anti Virus (AV)
  - Malware (AM)
  - Fingerprint
  - Hash - password/other
- Firewall
  - Traffic gateway
  - Packet inspection
- IDS/IPS - Intrusion Detection & Prevention Systems
- DLP - Data Loss Prevention
- AI - Artificial Intelligence; BA - Behavior Analytics; ML - Machine Learning; DL - Deep Learning
- MCA - Mission Critical Assets
- Threat Intelligence
- Penetration Testing - PenTest
- Active Defense
  - Active vs passive activity on your network
  - Honeypots
  - NOT hackback
- Attack Surface Baseline
- Cyber Hygiene
- Phishing
- Social Engineering



The Solutions

1 Data/Mission Critical Assets

Encryption, Access Management, Tags, DLP - Policy

2 Application

Access Management, Monitoring, Multi Factor Authentication, VPNs

3 Endpoints

Local Firewall, IDS/IPS, Patch Management, ML, DL, BA, DLP, Asset Tracking, AV

4 Network

AI Suite (ML, DL, BA), IDS, Segmentation, Active Defense

5 Perimeter

AV, Firewall, IDS/IPS, Honeypots, DLP, Tags, Attack Surface

6 Outside Threat

Risk Profile, Who, What, Why, How? Data Feeds, Darkweb

What Can I Do?

- Understand and question policies - then follow them.
- Hyper vigilant - on the home front as well.
- Educate friends, family and colleagues.
- Social media - just know.
- Over 90% of breaches come from phishing and/or social engineering.

Why Should I Care?

- Company asset protection
- National security asset protection
- National security defense
- Personal and family defense

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Q & A

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