

The Impact of cyberattacks on your business

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A man in a dark suit is seen from behind, looking out of a large window at a city skyline. The scene is overlaid with digital elements, including blue and red lines and dots, suggesting a high-tech or data-driven environment.

The meta-covid pandemic period
challenged everyone.

Those survived has been due to their
ability to adapt to the rapid changes.

As your digital footprint
expands, so does your
attack surface.



Challenges in the New Digital Driven Economy



Cloud adoption

The opportunity

Organizations migrate to the cloud for **Resilience, Elasticity & Reduction** of their total cost of ownership.

The challenge

A **Secure Cloud Strategy** will help to control Cost and Risk exposure



Digital Transformation

The opportunity

Organization use digital tools to revolutionize the way they're using their data and their systems to **create value, enhance customer experience and remain competitive.**

The challenge

Digital Transformation is increasing the **complexity and dependency on the Digital Ecosystem**, and therefore the attack surface.

A Complex Digital Ecosystem

Digital Boundaries blur, formulating a Complex Digital Ecosystem where **Internal, Cloud and External** parties are **practically indistinguishable**.

The importance of **perimeter security** as **we know it is gone**.

Have you ever prioritized
rapid profit and **innovation** over
security measures?

Rapid profit Vs security

The opportunity

Deliver a customer experience that enables increased and faster purchases.

The challenge

Not including security processes leave you expose to cyber threats.



Do you **rush** introducing **new technologies** to **maximize the effectiveness of your operations and enhance customer experience?**

Rush to adopt new technologies

The opportunity

Introducing cutting-edge technologies to maximize the effectiveness of your operations and enhance customer experience.

The challenge

The rush of adopting new technologies can leave security gaps in your cyber defenses that are hard for you to spot, but easy for threat actors to exploit.



Can you depend your
reputation on your third-party
providers' security controls?

Third party providers & reputation

The opportunity

Turning to third-party partners to manage day-to-day **operations** in order to **reduce costs and improve customer experiences**.

The challenge

If one of your third-party providers becomes compromised, then so are you. The **security gap between your organization and a third party** may result in a **disruption** in your operations, reputation damage and loss in customer trust.



Are **cyber-threats** the only type
of threat for today's
organizations?

Type of Threats

Cyber threats

External threat actors, using digital means



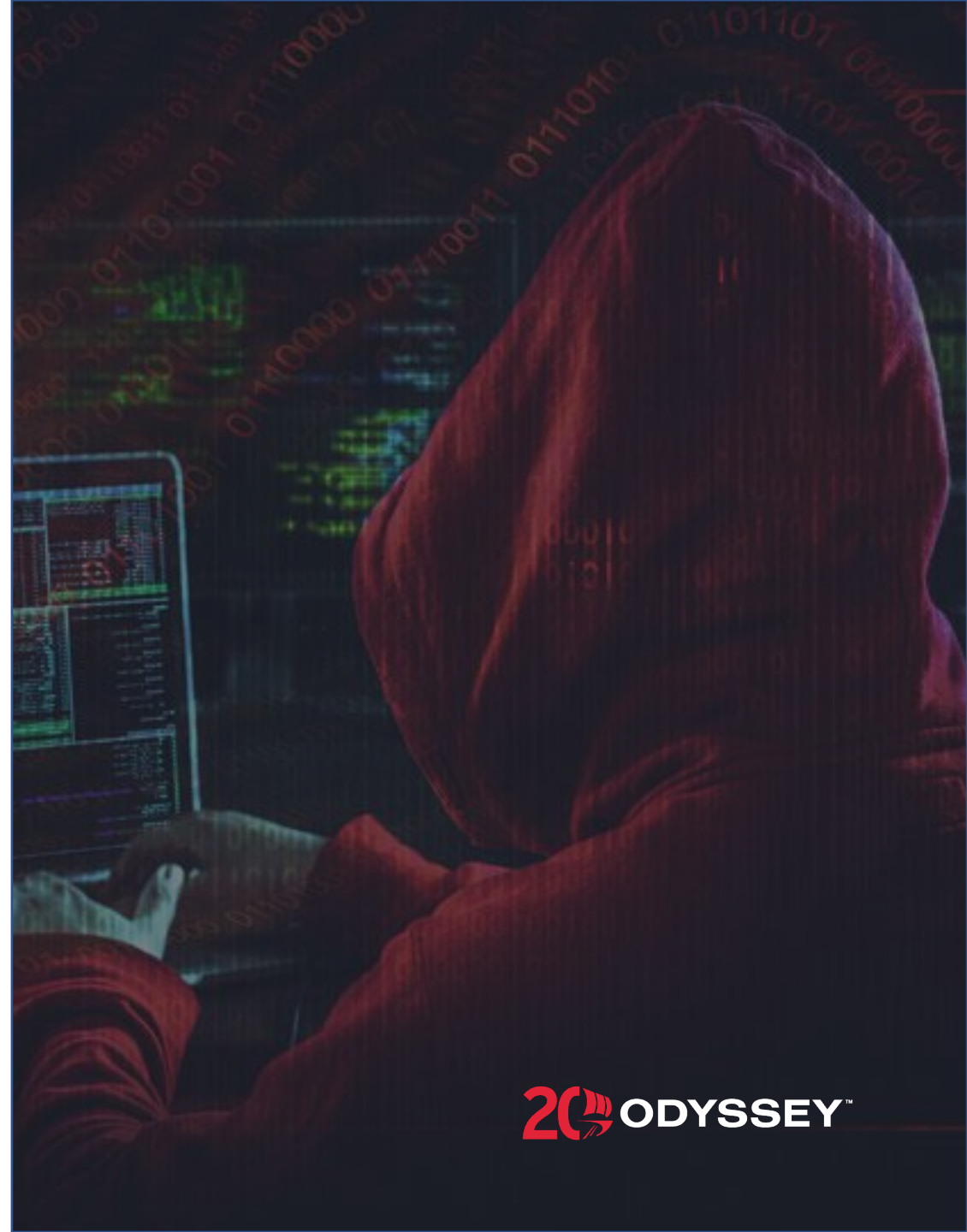
Insider Threats

Internal threat actors, disgruntled employees, saboteurs or even negligent staff.



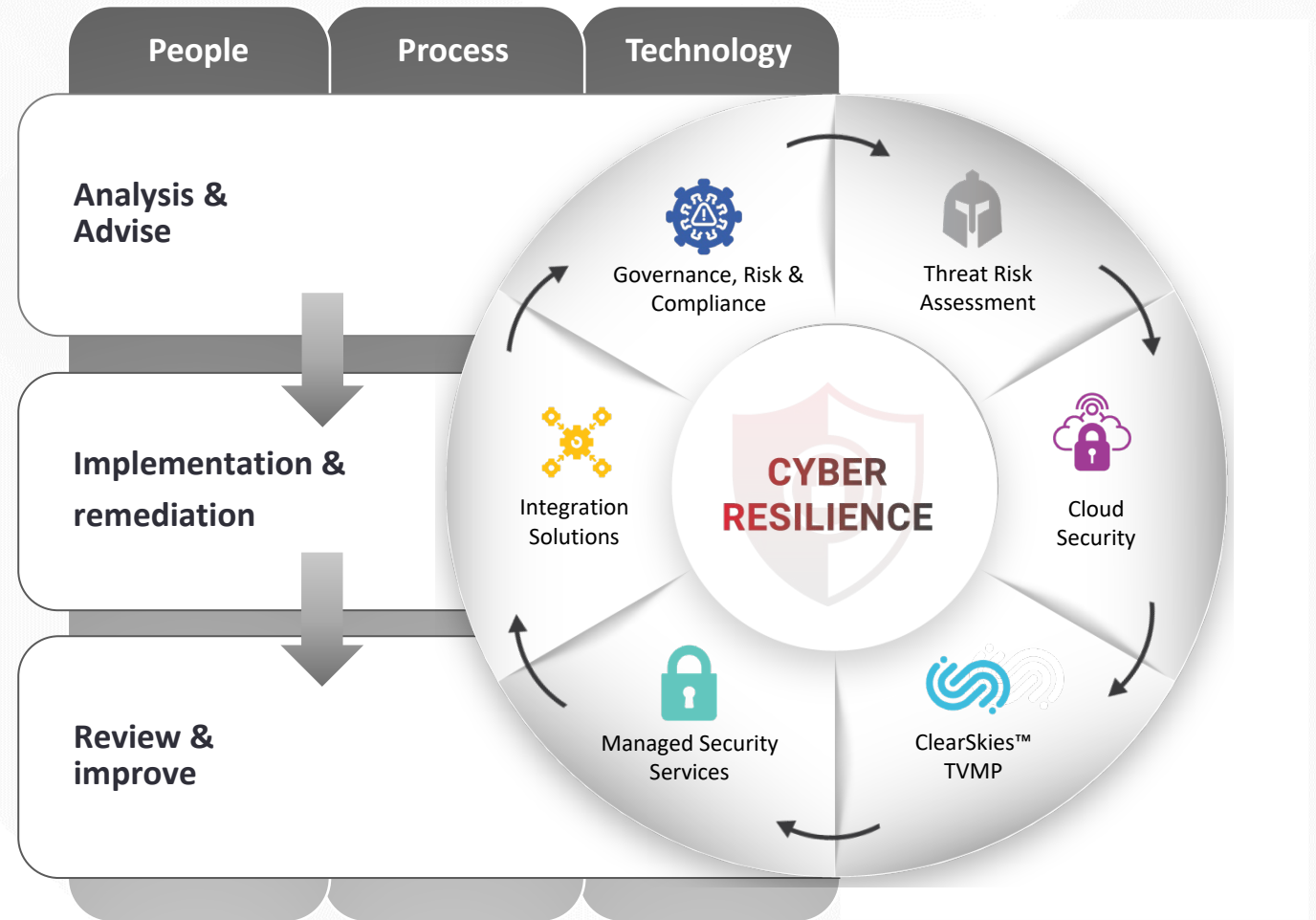
Third Party

Outsourcing of digital services (e.g. cloud services)



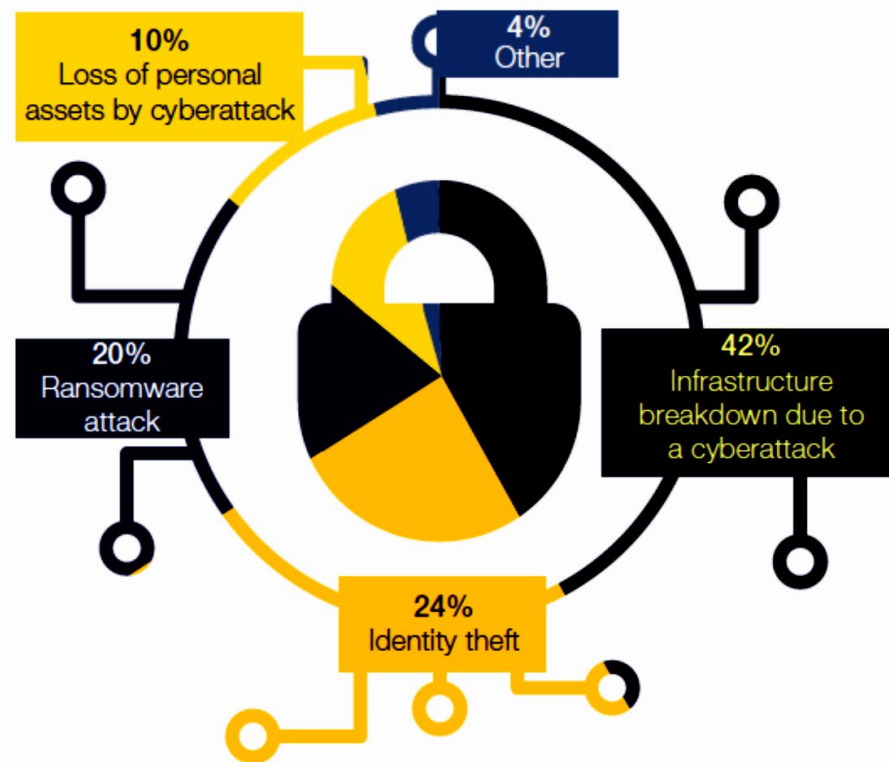
A Holistic Methodology

A holistic methodology should be structured so that it takes into consideration both the nature of your business operations as well as your organization's **"Risk Appetite"**



Global Cybersecurity Outlook 2022: Highlights

What are the personal cybersecurity concerns of cyber leaders?



There were on average,
270 attacks per organization in 2021,
31% increase over 2020

Adopting a **Cyber resilient** mindset

to be able to **anticipate, adapt & quickly recover**

from Cyber, Insider & Third Party threats

A nighttime photograph of a modern glass skyscraper with many lit windows. In the foreground, there are blurred red and white light trails from moving vehicles on a city street.

Thank You

