

# Carve through the noise by prioritizing the most critical threats



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# What are the odds?

Being eaten  
by a shark



1 in  
4,332,817

Getting struck  
by lightning



1 in  
1,107,143

Experiencing a  
data breach



1 in  
4

# With the acceleration of digital transformation, the world is more connected than ever

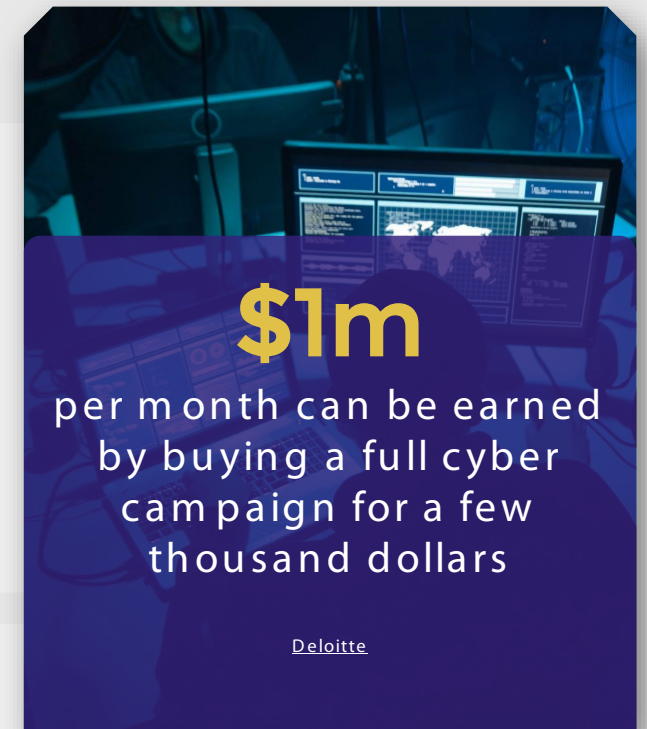
## Technology Drives All Businesses



## Third Party Reliance is Increasing

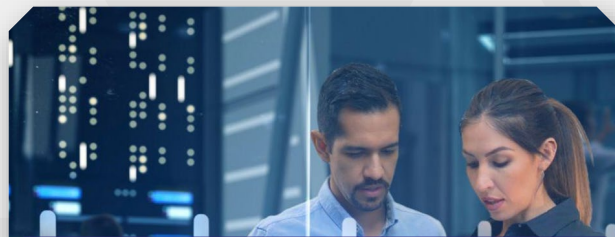


## Successful Attacks are Getting Easier



# ..and increasingly difficult to secure.

Technology Drives  
All Businesses



70%

Complex  
Environments

[Cloud Computing Study, 2022](#)  
[Use of IoT Study, 2019](#)

Third Party Reliance  
is Increasing

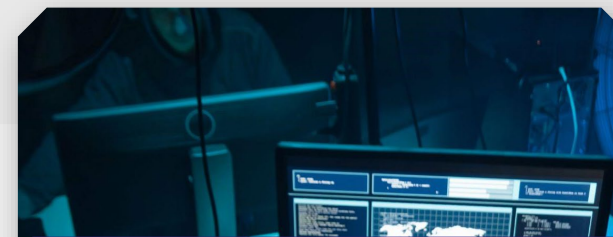


50%

Vast Amounts  
of Risk

[GBI Impact Study](#)

Successful Attacks  
are Getting Easier



\$1.5B

Sophisticated  
Adversaries

[Deloitte](#)

# Understanding your security is not enough. Organizations need a simple way to...

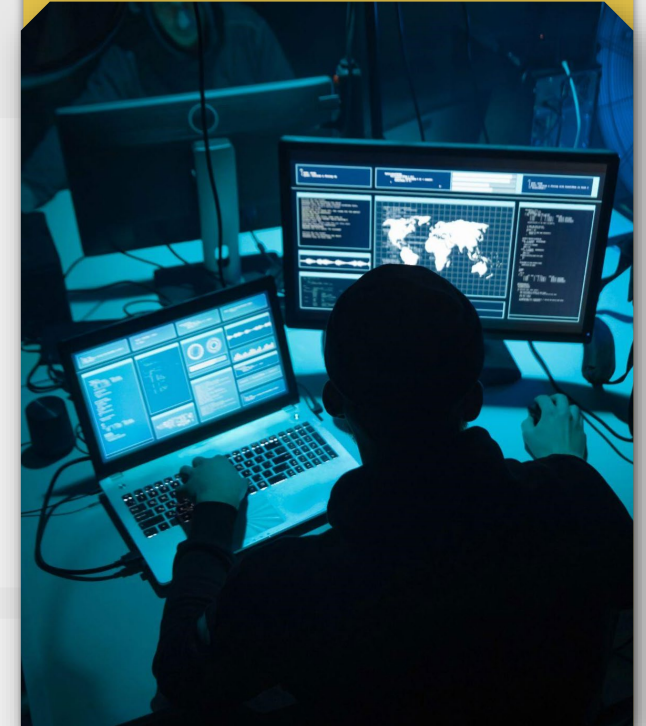
Measure  
Security Risk



Understand the Security  
of all Third Parties



Improve Security and  
Eliminate Risk



# 2023 Cyber Market Conditions

## The Cyber market has hardened.

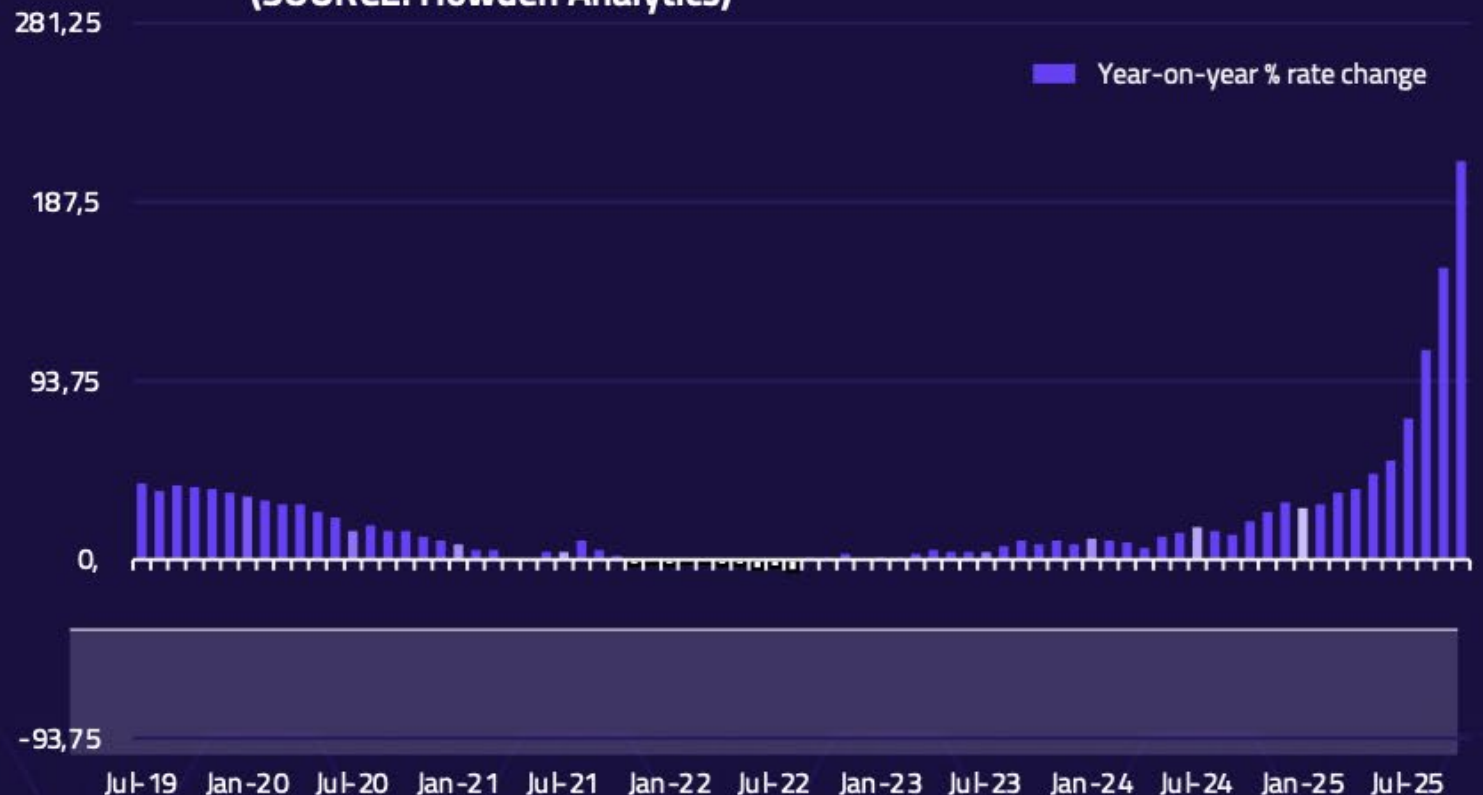
Driven by an increase in **frequency** and **severity** of attacks, and further fuelled by an ever-evolving risk landscape

### Challenges

- ▼ Highly dynamic risk landscape
- ▼ Increasing cost of claims
- ▼ Increased complexity of incidents
- ▼ Capital shortages
- ▼ Legal and Regulatory scrutiny

Global Cyber insurance rate increases – Jul-15 to Sep-22

(SOURCE: Howden Analytics)



Your Security posture is *average* for your industry.



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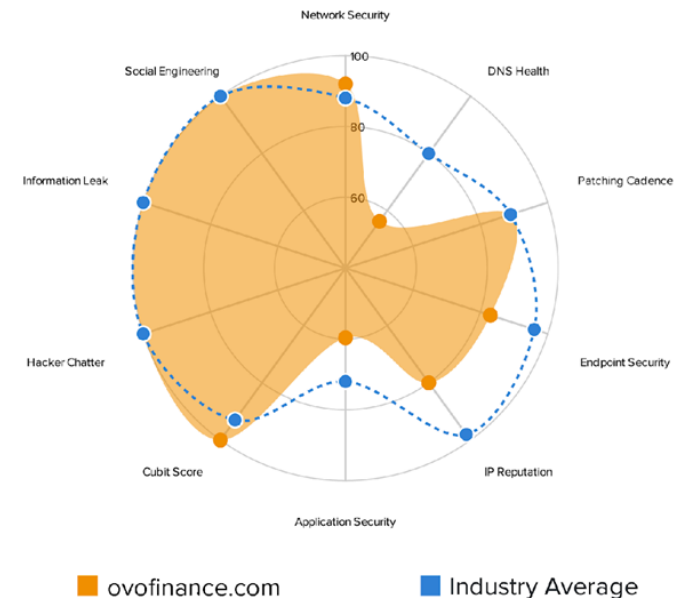


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### Threat Indicators

- A 92 **NETWORK SECURITY**  
Detecting insecure network settings
- F 49 **DNS HEALTH**  
Detecting DNS insecure configurations and vulnerabilities
- B 89 **PATCHING CADENCE**  
Out of date company assets which may contain vulnerabilities or risks
- B 83 **ENDPOINT SECURITY**  
Measuring security level of employee workstations
- B 80 **IP REPUTATION**  
Detecting suspicious activity, such as malware or spam, within your company network
- F 59 **APPLICATION SECURITY**  
Detecting common website application vulnerabilities
- A 100 **CUBIT SCORE**  
Proprietary algorithms checking for implementation of common security best practices
- A 100 **HACKER CHATTER**  
Monitoring hacker sites for chatter about your company
- A 100 **INFORMATION LEAK**  
Potentially confidential company information which may have been inadvertently leaked
- A 100 **SOCIAL ENGINEERING**  
Measuring company awareness to a social engineering or phishing attack

### Industry Comparison: Information Services



### Vulnerabilities

VULNERABILITY TYPE	MEASURE
Open Ports	0
Site Vulnerabilities	387

## Overall Grade

SecurityScorecard Security Rating



## Grade Per Risk Factor



## Attribution, Research & Analytics

IP Attribution, Normalization of Data, Scoring

## Data Collection

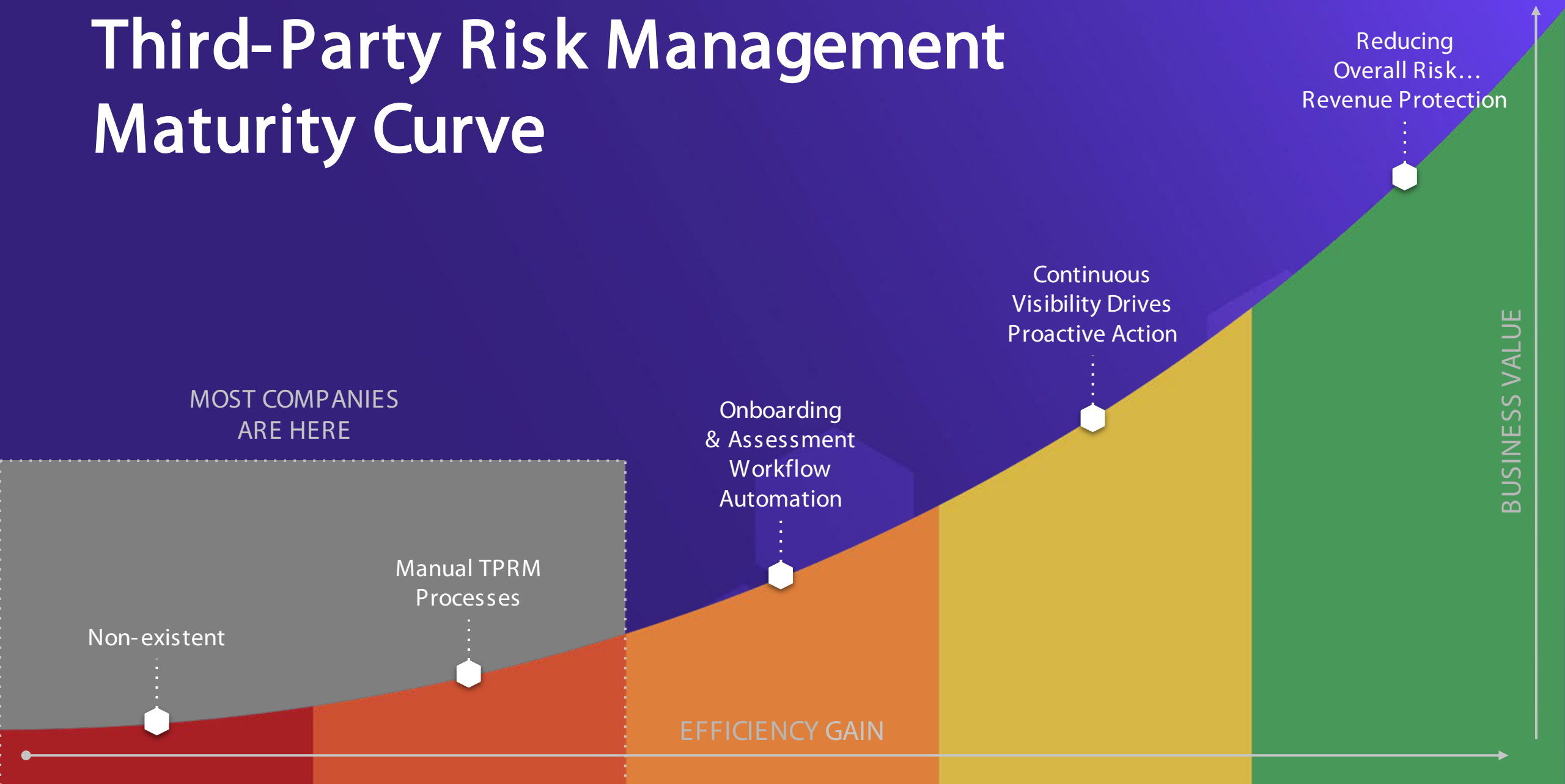
Sensors Crawling the Entire Internet

Vulnerability Fingerprinting

Emerging Threat Collection



# Third-Party Risk Management Maturity Curve



# CISOs are from Mars, Board members are from Venus

*I've deployed Akamai Prolexic for SYN FLOOD mitigation on our 72.2.52.1/24 production network.*

*Oh... You mean you spent \$300K on a product that will prevent a \$2M revenue loss from website disruption?*

Why are we  
spending more money  
but our cyber risk problem  
is only getting worse?

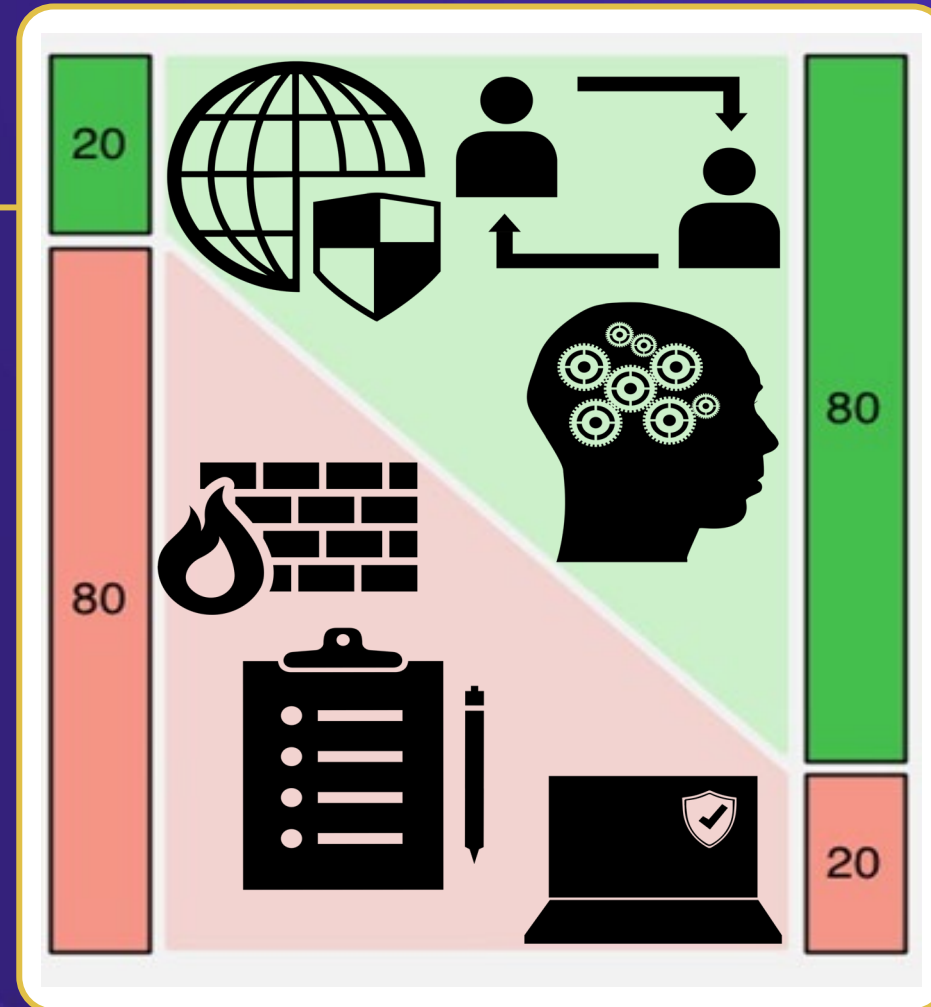


# 80/20 Problem of Security Budgets

## Budget

### TRADITIONAL TOOLSET

- Legacy
- Regulatory compliance
- Point-in-time, fragmented analysis
- Detect < 5% of threats



## Results

### SECURITY 2.0 TOOLSET

- Information sharing
- Security ratings
- Real-time threat intelligence
- Hackers-view
- Machine learning
- Security 2.0 Toolset

# What to do?

I have spoken to dozens of CISOs, CIOs, and analysts.  
A few trends came up in conversations so far:

1. Automation : how do you make all tools better talk to each other

2. AI/ML : turn mountains of raw data into actionable 1-2 insights.

3. Risk quantification: How do you measure KPIs on your security program and communicate to the Board?



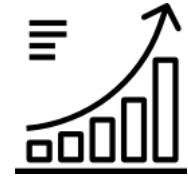
# 5 Key Areas to Prioritize in Cyber Security Now



Optimize and automate business ecosystem risk



Consolidate and integrate vendor risk data into your security stack for deeper insights



Set key performance indicators (KPIs), track ROI, and communicate to stakeholders



Ruthlessly prioritize to keep your organization secure



Make your organization the vendor of choice

# Thank You!



Q&A

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