



**INTERNET
SECURITY
ALLIANCE**

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Cyber Security and the Economy

The state of Internet security is eroding quickly. Trust in online transactions is evaporating, and it will require strong security leadership for that trust to be restored. For the Internet to remain the juggernaut of commerce and productivity it has become will require more, not less, input from security. PWC Global Cyber Security Survey



Obama: How to link Cyber Security to the Economy

If the risks and consequences can be assigned monetary value, organizations will have greater ability and incentive to address cybersecurity. In particular, the private sector often seeks a business case to justify the resource expenditures needed for integrating information and communications system security into corporate risk management and for engaging partnerships to mitigate collective risk. Government can assist by considering incentive-based legislative or regulatory tools to enhance the value proposition and fostering an environment that encourages partnership.”

--- President's Cyber Space Policy Review May 30,
2009 page 18



Where We Are Going

“Security seems to be following the trajectory of the quality movement of 20-30 years ago. With quality, everyone created a VP for quality, but in 10 years the positions were gone or buried. It may be that quality became ingrained and didn’t need its own VP. **But the evidence in the survey suggests that security is neither ingrained nor valued”**

Source PWC Global Info Security Survey



Where We Need to go

Security investment must shift from the technology-heavy, tactical operation it has been to date to an intelligence-centric, risk analysis and mitigation philosophy. .. We have to start addressing the human element of information security, not just the technological one, It's only then that companies will stop being punching bags. Only then will they be able to hit back. PWC Global Cyber Security Survey



What's Missing

We have the technology but still don't have our hands around what's important and what we should be monitoring and protecting. Where's that console that says, 'Hey, credit card numbers are crossing the firewall and this is a PCI issue that has a real business impact?'"

PWC Global Cyber Security Survey 2008



What We need to Do

“ The security discipline has so far been skewed toward technology—firewalls, ID management, intrusion detection—instead of risk analysis and proactive intelligence gathering. “

PWC Global Cyber Security Survey



Obama: What We Need to Do

It is not enough for the information technology workforce to understand the importance of cybersecurity; leaders at all levels of government and industry need to be able to make business and investment decisions based on knowledge of risks and potential impacts. —

President's Cyber Space Policy Review May
30, 2009 page 15



Communicating? Not Really

Are security and IT communicating enough with the CEO? By comparing their answers, one finds some startling disconnects. .. CEOs seem to think their enterprises are a lot more secure (and their employees more reliable) than CIOs and security leaders do.



The Insider Threat

- This year marks the first time "employees" beat out "hackers" as the most likely source of a security incident. Executives in the security field, with the most visibility into incidents, were even more likely to name employees as the source.



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