Larry Clinton

President

lclinton@isalliance.org

703-907-7028

ISA Board of Directors

Ty Sagalow, Esq. Chair
President, Innovation Division, Zurich
Tim McKnight 2nd Vice Chair
CISO, Northrop Grumman

J. Michael Hickey, 1st Vice Chair
VP Government Affairs, Verizon
Marc-Anthony Signorino, Treasure
National Association of Manufacturers

- Ken Silva, Immediate Past ISA Chair, CSO, VeriSign
- Lt. Gen. Charlie Croom (Ret.), VP Cyber Security, Lockheed Martin
- Jeff Brown, CISO/Director IT Infrastructure, Raytheon
- Eric Guerrino, SVP/CIO, BNY Mellon
- Pradeep Khosla, Dean, Carnegie Mellon School
- Joe Buonomo, President, DCR
- Bruno Mahlmann, VP Cyber Security, Dell
- Linda Meeks, VP & CISO, Boeing Corporation
- Justin Somaini, CISO, Symantec
- Gary McAlum, VP CSO, USAA
- Andy Purdy, Chief Cyber Strategist Computer Sciences Corporation

INTERNET SECURITY ALLIANCE

ISA Mission Statement

ISA seeks to integrate advancements in technology with business economics and public policy to create a sustainable system of cyber security.

The Internet Changes Everything

- Concepts of Privacy
- Concepts of National Defense
- Concepts of Self
- Concepts of Economics
- We have been focused on the HOW cyber attacks we need to focus on the WHY ($)
- Cyber security is an economic/strategic issue as much operational/technical one

INTERNET SECURITY ALLIANCE

Cyber Security Economics are Skewed

- Responsibility, costs, harms and incentives are misaligned
- Individual and Corporate Financial loss
- National Defense
- Core investment is undermined by edge insecurity
- Enterprises are not structured to properly analyze cyber risk (ANSI-ISA study)

INTERNET SECURITY ALLIANCE

What we do know is all bad

- All the economic incentives favor the attackers, i.e attacks are cheap, easy, profitable and chances of getting caught are small
- Defense inherently is a generation behind the attacker, the perimeter to defend is endless, ROI is hard to show
- Why am I not in this business?

INTERNET SECURITY ALLIANCE

Bad News and Good News

Bad: The situation is getting worse

Good: We know how to stop/mitigate 80 to 90% of cyber attacks

Bad: Although attacks are up, investment is down in 50-66% of American firms (PWC/CSIS/Gartner)

INTERNET SECURITY ALLIANCE

Regulation is not the answer

- Compliance (not security) already eats up much of the “security” budget
- Specific regulations can’t keep up with attacks
- Vague regulations show no effect
- Regulations increase costs uniquely for American companies
- Regulations can be counter productive “ceilings” (Campaign Finance)

ISA Social Contract Model

- Model on Electric/Telephone
  "Social Contract 1.0" (November 2008)

- Cyber Space Policy Review (May 2009)

- Social Contract 2.0 (January 2010)

INTERNET SECURITY ALLIANCE

Implementing Obama's Cyber Policy via a Social Contract Model

- Developing a market for standards, practices through market incentives
- Creating an actionable model for information sharing
- Digital-legal realignment
- Securing the Global IT Supply chain
- Corporate Cyber Financial Risk Management

INTERNET SECURITY ALLIANCE

Incentive based model for Cybersecurity

- Rely on status quo methods to create cyber security standards and practices
- Test for effectiveness (e.g. FDA)
- Create tiered levels based on risk profile
- Apply market incentives to voluntary adoption
- Embraced by CSPR (tax/liability/procurement / insurance) & legislation

INTERNET SECURITY ALLIANCE

We are not cyber structured

- In 95% of companies the CFO is not directly involved in information security
- 2/3 of companies don't have a risk plan
- 83% of companies don't have a cross organizational privacy/security team
- Less than ½ have a formal risk management plan—1/3 of the ones who do don't consider cyber in the plan

INTERNET SECURITY ALLIANCE

ANSI-ISA Program

- Outlines an enterprise wide process to attack cyber security broadly and economically
- CFO strategies
- HR strategies
- Legal/compliance strategies
- Operations/technology strategies
- Communications strategies
- Risk Management/insurance strategies

INTERNET SECURITY ALLIANCE

What CFO needs to do

- Own the problem
- Appoint an enterprise wide cyber risk team
- Meet regularly
- Develop an enterprise wide cyber risk management plan
- Develop an enterprise wide cyber risk budget
- Implement the plan, analyze it regularly, test and reform based on EW feedback

INTERNET SECURITY ALLIANCE

The ISA Supply Chain Strategy/Framework

- Solve the supply chain problem in a way that ALSO produces other security benefits thus justifying the increased expenditure
- Businesses are not suffering greatly from supply chain attacks, but are suffering from other attacks
- Key is to make the entire supply chain secure, i.e. supply chain must be part of a comprehensive framework

INTERNET SECURITY ALLIANCE

Framework: Legal Support Needed

1. Rigorous contracts delineating security measures
2. Locally responsible corporations w/long term interest in complying
3. Local ways of motivating workers and executives
4. Adequate provision for verifying implementation of security
5. Local law enforcement of agreements at all levels

ISA Unified Communications Legal Compliance Analysis

(June 2009)

1. Describes available Unified Communications (UC) Technologies
2. Describes Security Risks of Deployment
3. Inventory of Laws to be considered pre deployment
4. Analysis if ECPA creates a legal barrier to deployment
5. Toolkit for lawyers and clients to assist in avoiding exposure from deployment

Larry Clinton

President

lclinton@isalliance.org

703-907-7028