



The world's most popular media owner, creates no content.

Alibaba

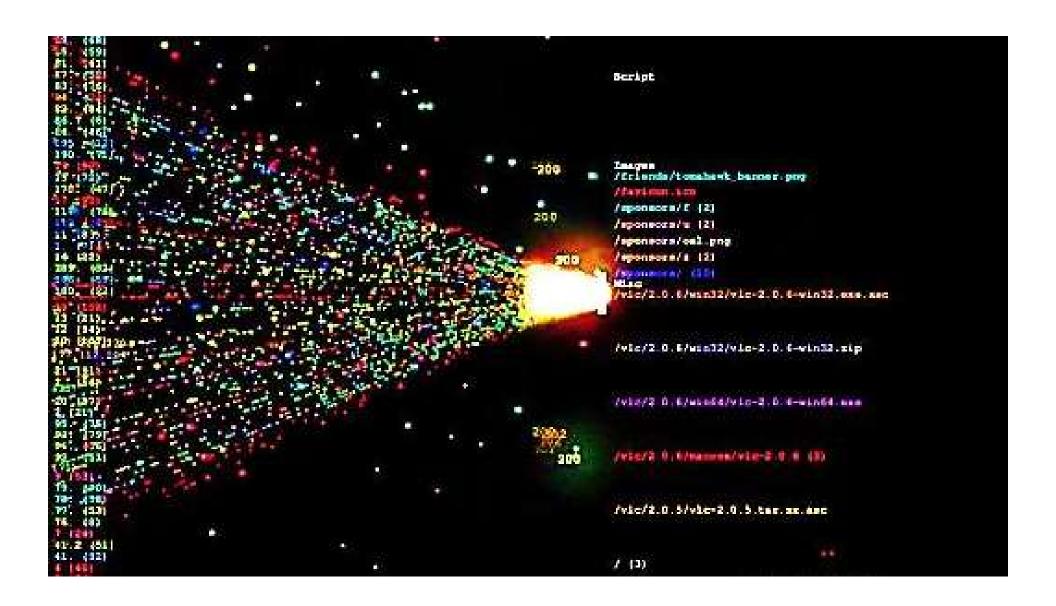
The world's largest accommodation provider, owns no real estate.

The world's largest taxi company, owns no vehicles.

### **Facebook**

The most valuable retailer, has no inventory

**Airbnb** 



2016
IN 2000 THE WORLD GENERATED
TWO EXABYTES
OF NEW INFORMATION

EVERY DAY

"The Internet of Things isn't about the Things...

It's about the services."

Stacey Higginbotham - ThingMonk 2016



#### loT Business Models



#### **Sharing Economy**

Increasing utilisation of under used assets



**Delegating Tasks to Machines** 

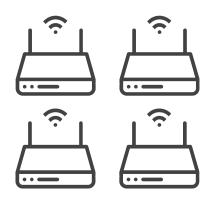
"Alexa order me some ukulele strings"
"Pay the generator for what you use..."



#### **Supply Chain Efficiency**

What happened to my package on route?

### loT is inherently distributed



Implicit underpinning of trust



#### **Problem 1:**

Today's trust model is client-server

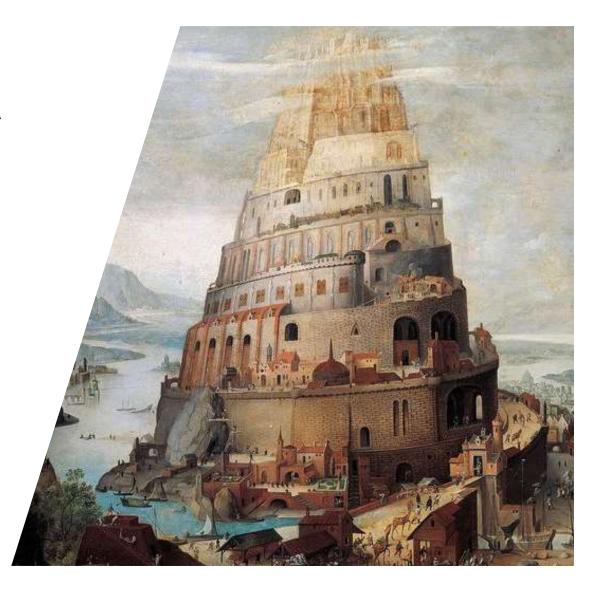


#### Problem 2:

People keep breaking Things



Attack prevention is a broken model...





### Situation Aware

Not looking or even considering the Impact of People, Data, and Process

Situation Arrogance

Understanding the Critical Elements: People, Data, and Process

# Situation Ignorance

Consideration of People Data and Process
However No Action

∆ccelerate 2017 DRIVE FOR GROWTH

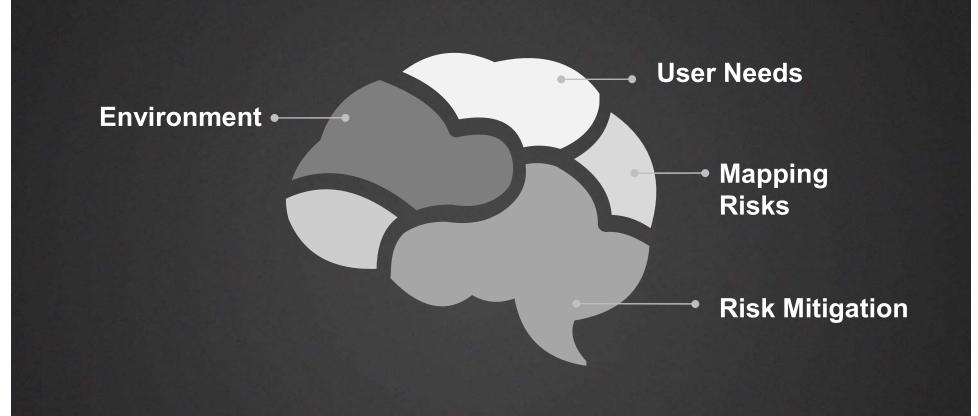
# SITUATIONAL AWARENESS: IS THE BAD GUY'S WEAPON

#### DATA RECORDS LOST OR STOLEN SINCE 2013

# 5,329,418,398

www.breachlevelindex.com





**Master your Situational Awareness** 

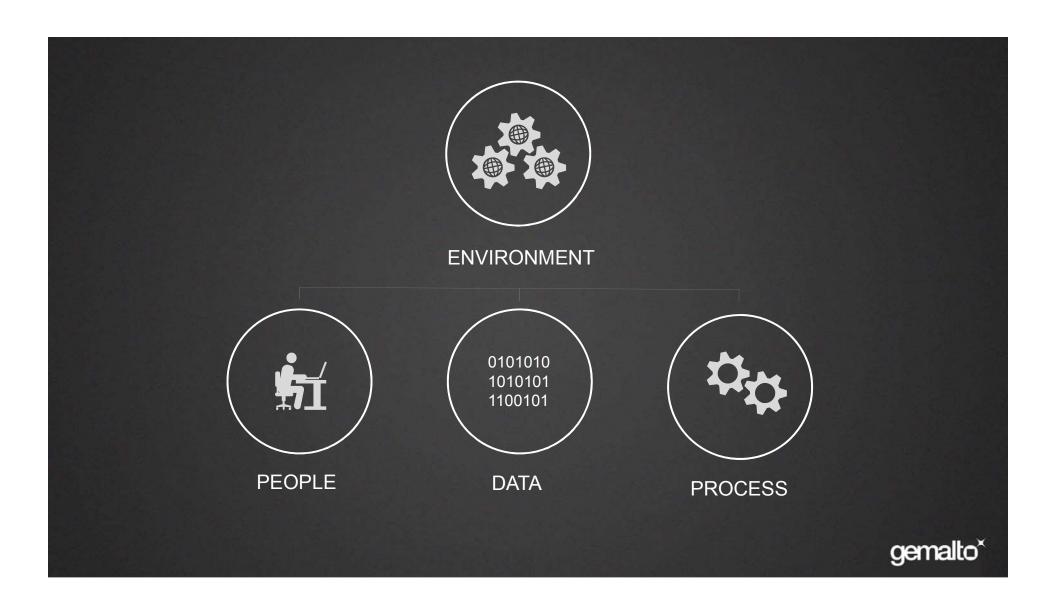
### Data Security **Elements**



**Technology** 

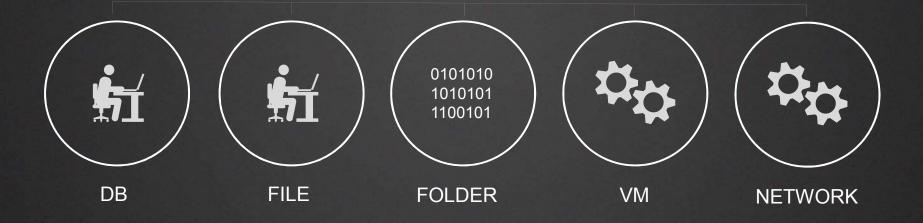


**Process** 





#### DATA LOCATIONS





DATA TYPES





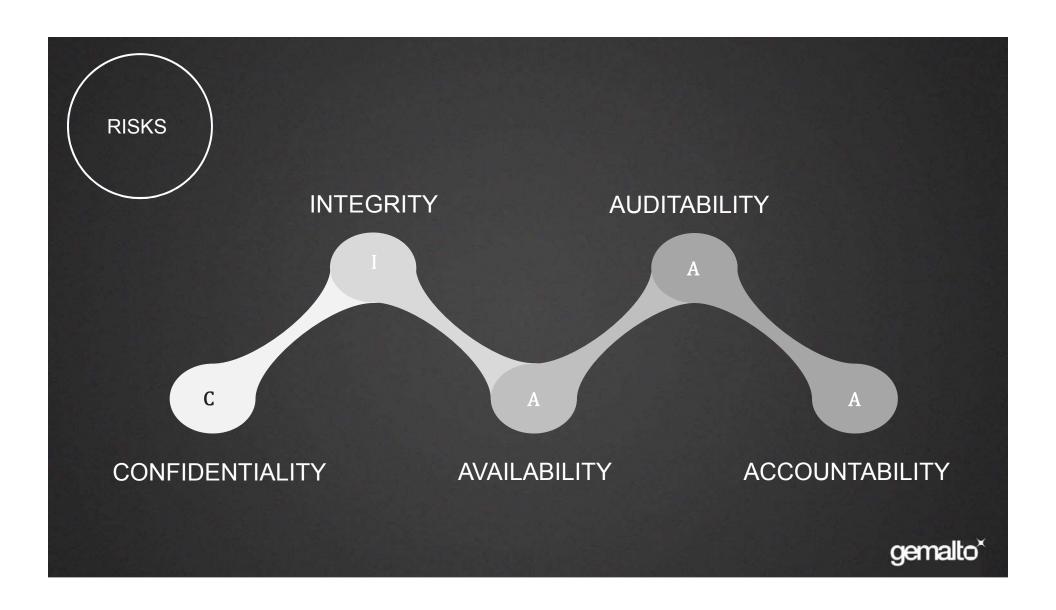
CREDIT CARD



HEALTH CARE



TRADE SECRETS





SOLUTIONS





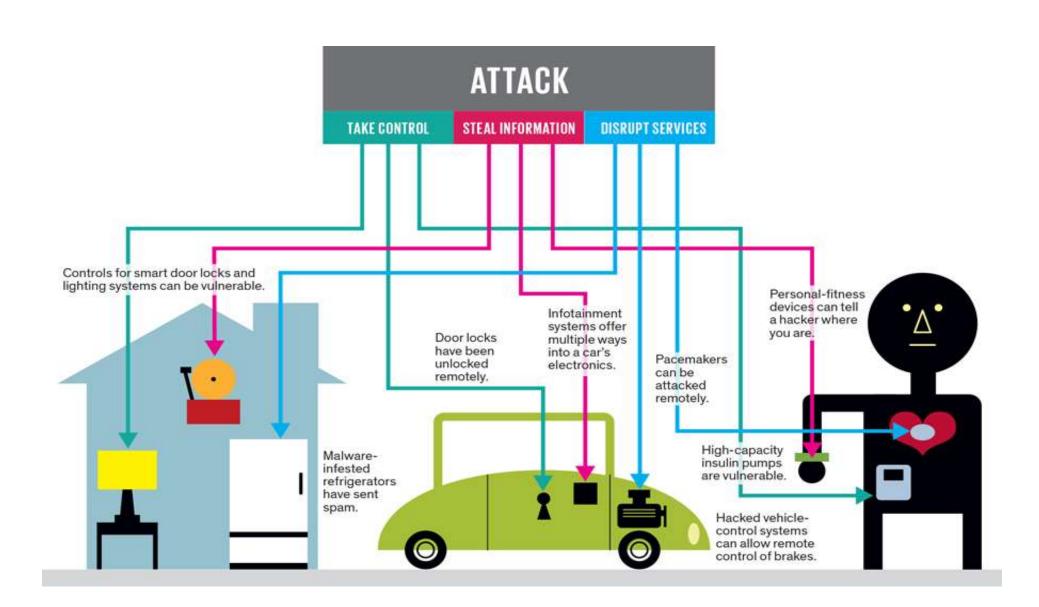




ENCRYPTION

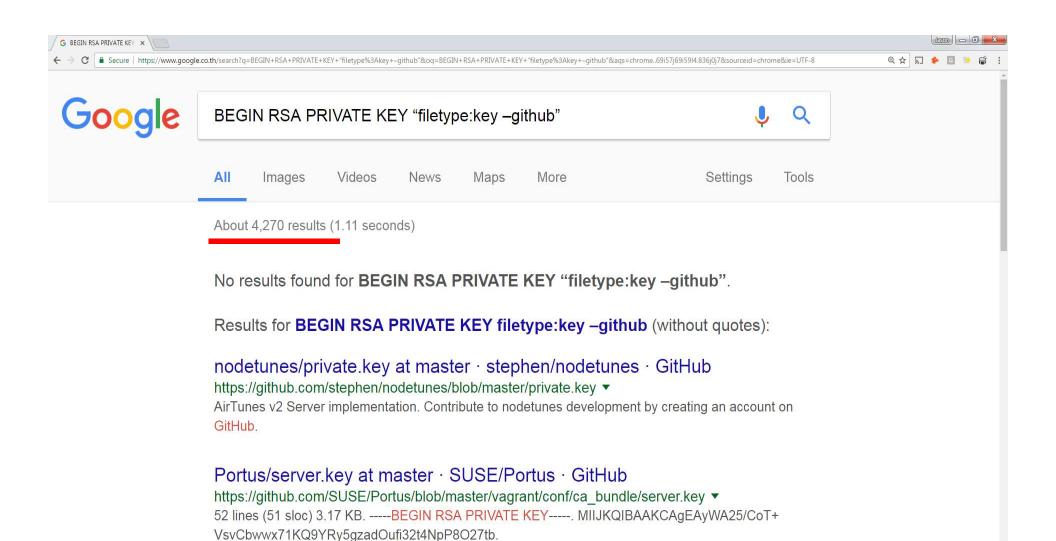
KEY MANAGEMENT

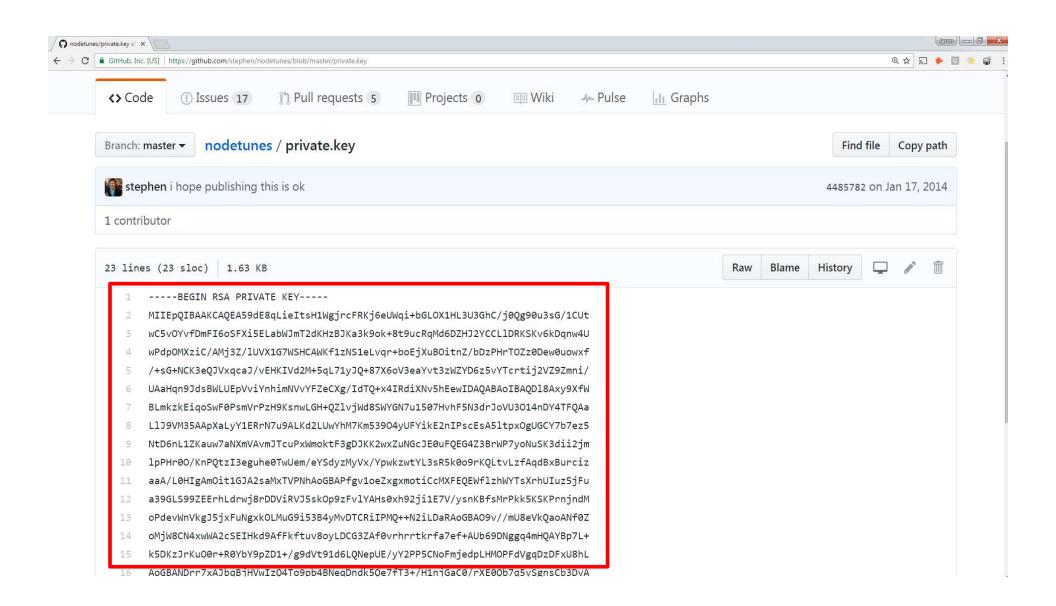
ROOT OF TRUST



### BEGIN RSA PRIVATE KEY "filetype:key –github"

To find private RSA Private SSL Keys

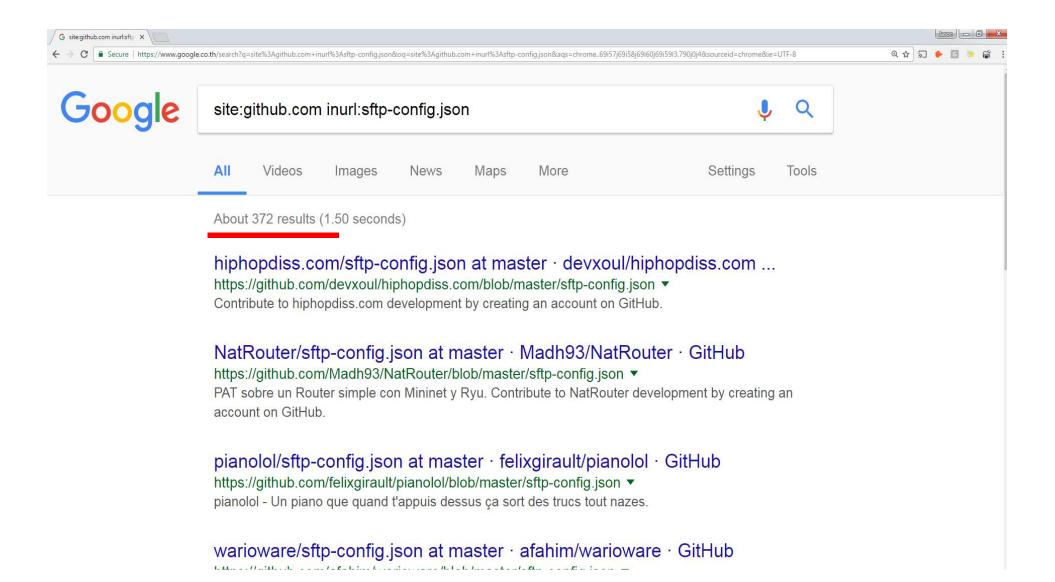


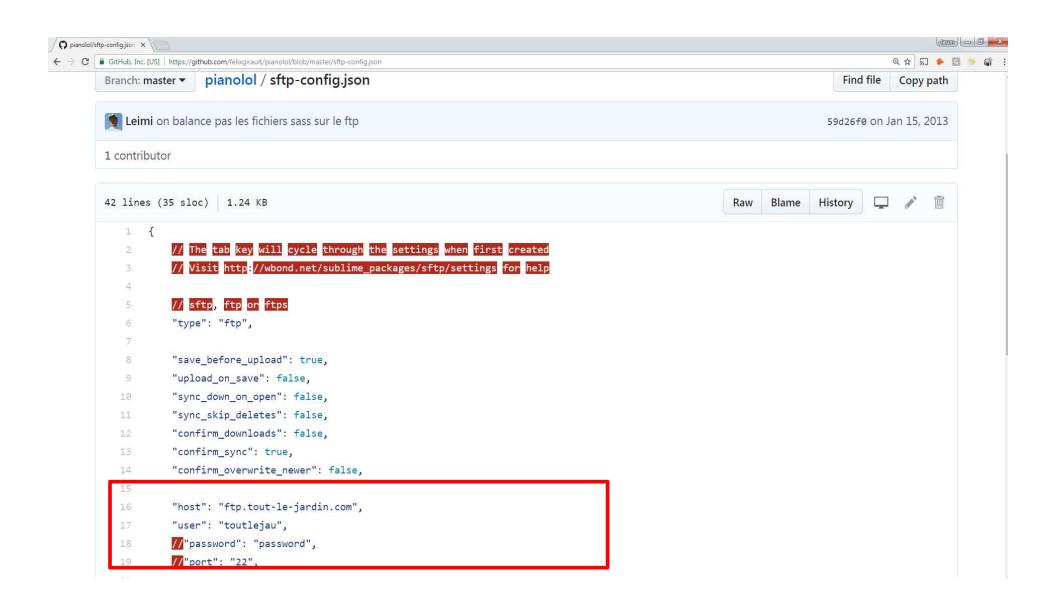


### site:github.com inurl:sftp-config.json

Pulling Secure FTP login credentials from github repositories

gemalto\*





# Anticipating The Future Oh the Places w will go...

gemalto\*

# Forget

What you know about Information Security

gemalto\*

## We Need

A new mindset.....

### Transform the mindset

from Breach Prevention



## To

Breach Acceptance.....



# Think like a bad guy...

What is he after?



# Data The New Oil



## Ok!

What should I do now



### How about

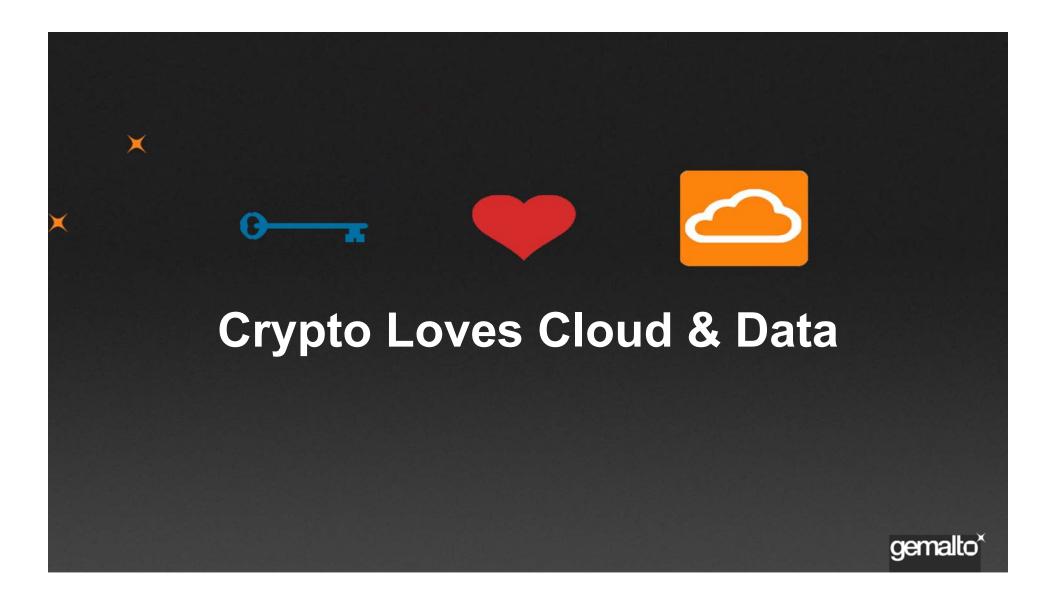
"Kill" the Data .....

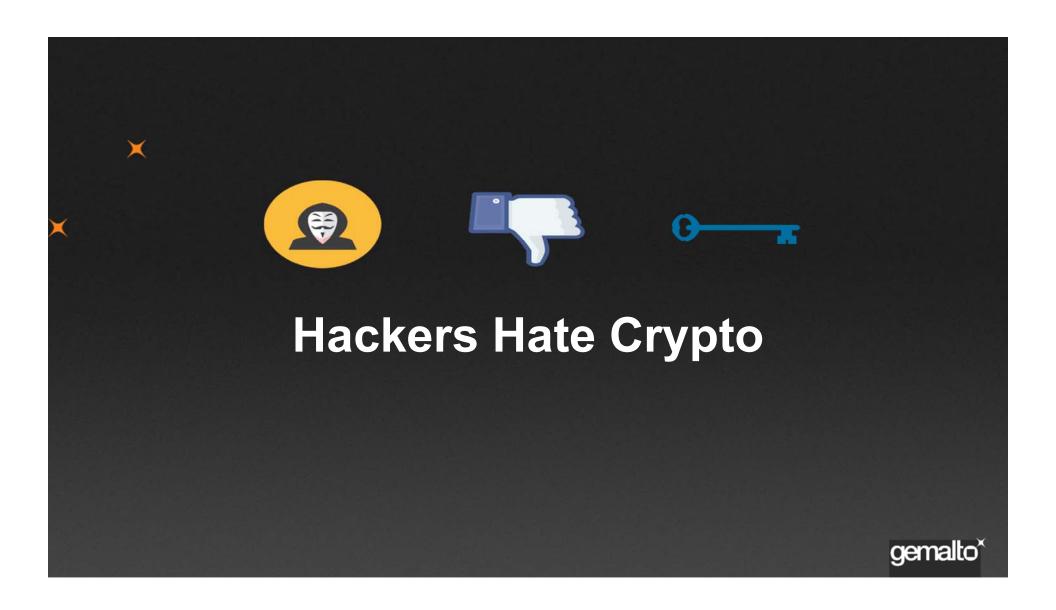


### And control access

"To" the Data .....







## Culture

Data Security in everything



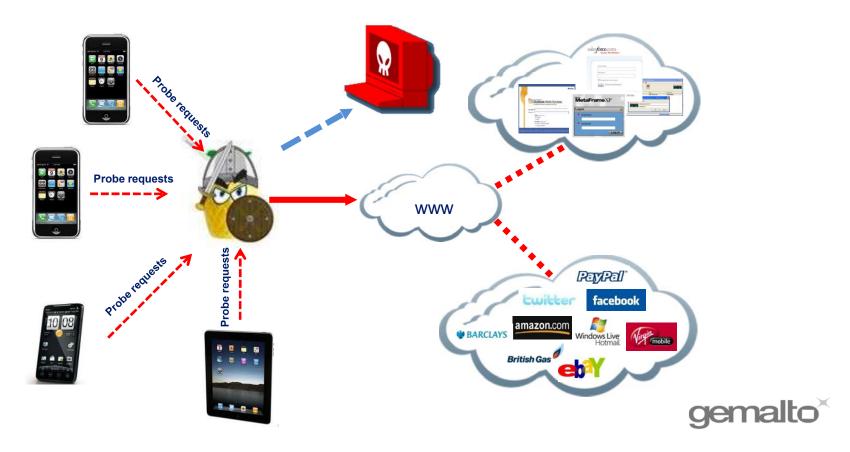
## Is it really

That simple ..... End



### Are You Who You Say Your Are

Live HACK. . . KARMA, SSL-STRIP Attack againt you



### With Gemalto, Protect what matters, where it matters, when it matters



- Assess the security needs of your Customers infrastructure thru risk evaluation >> Security by design
- 2 Secure the breaches from embedded software to secure element
  - Encrypt data
  - Store and manage keys
  - Control user access
- 3 Make evolve your Customers security
  - Life cycle management of security credential
  - Control new entrant in the eco-system



# Thank You

@HART\_JASON
# SITUATIONAL AWARENESS

Trust. Every day