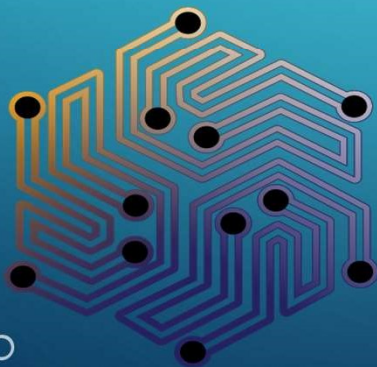


Seeing Stem Through A New Lens



CYBER
SECURE ZONE

MICHAEL ECHOLS
MAX CYBERSECURITY
1875 K STREET NW SUITE 400
WASHINGTON, DC 20006

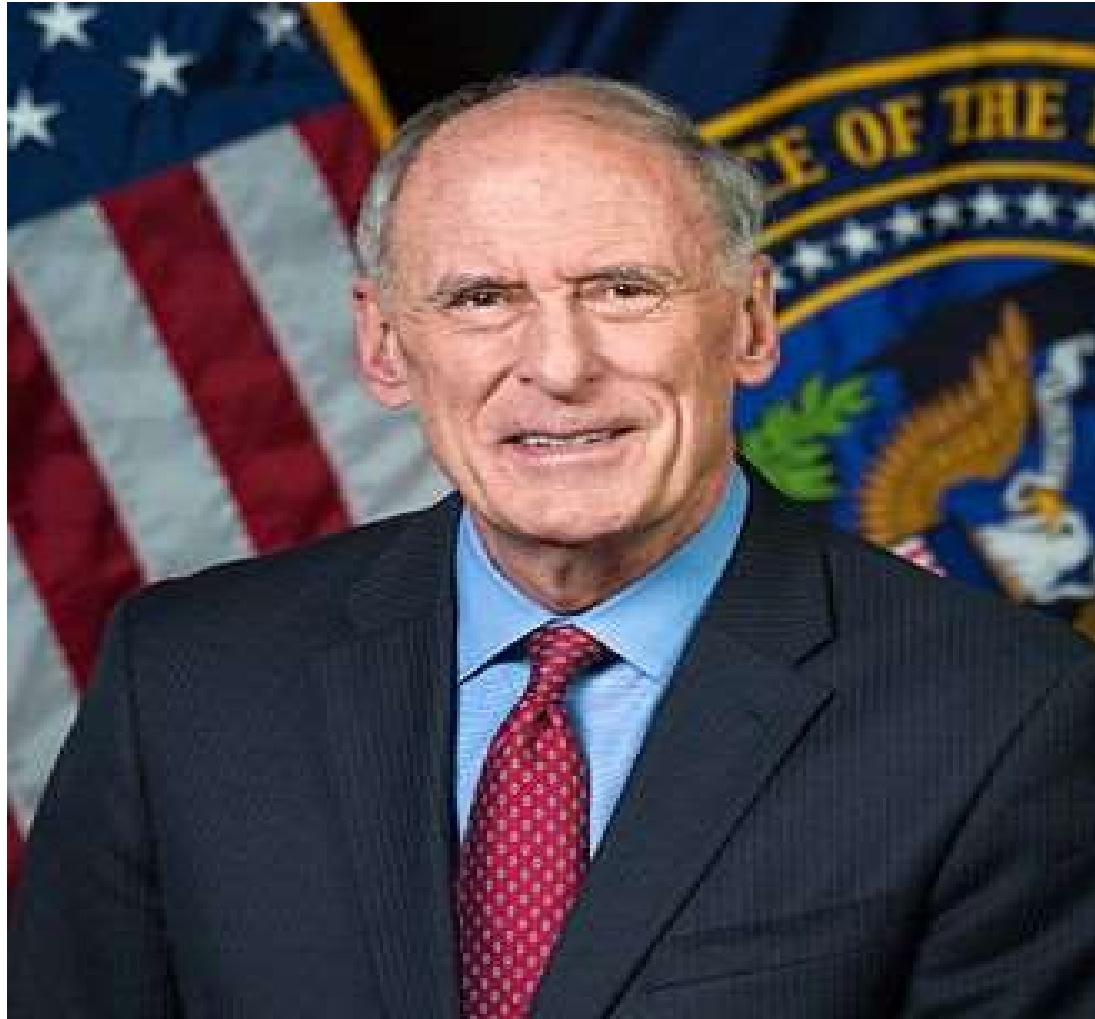
Clear and Present Danger

- Cyber attacks and security breaches are **increasing** in frequency and sophistication, with discovery after the fact, **if at all**.
- Targeting of organizations and individuals with malware and anonymization techniques, can evade current controls.
- Current perimeter-intrusion detection, signature-based malware, and anti-virus solutions are providing **little defense** and are rapidly becoming obsolete—Use encryption technology to avoid detection.
- Criminals are **leveraging innovation** and moving at a pace and security vendors cannot possibly match.

National Security Issue

Growing Concerns for Control Systems

"The system was
blinking red. Here
we are nearly two
decades later and
I'm here to say the
warning lights are
blinking red again"





Democracy is under threat!

- Elections
- Evidence - Chain of custody
- Deep Fake Videos
- Politics



Things are so bad the Government's energy is centered on protecting itself and critical infrastructure.

Drivers of increased cyber risk



Digitized world

The world is becoming more digitized every day; technology/digital is increasingly integral to everything we do



Pace of innovation

Companies are innovating faster in an effort to transform customer experiences and improve efficiency and effectiveness



Technology complexity

The attack surface is increasingly becoming more open through cloud-based technologies & API-based architecture



Data sharing and interchange

Growing interconnectedness and the expanding velocity, volume, and variety of data increase vulnerability by widening the cyber-attack surface



Attack sophistication

Actors are increasingly organized and use more sophisticated techniques; attack vectors are constantly shifting

SKILLS GAP STILL NOT SHRINKING

69%

say their cybersecurity teams are **understaffed**.



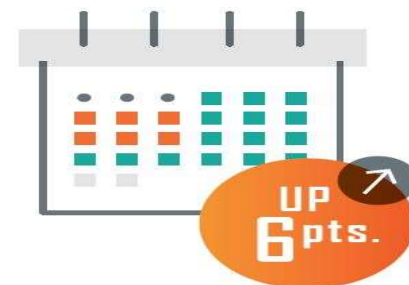
58%

have **unfilled (open)** cybersecurity positions.



32%

say it **takes six months or more** to fill cybersecurity jobs at their organization.



PERSPECTIVE



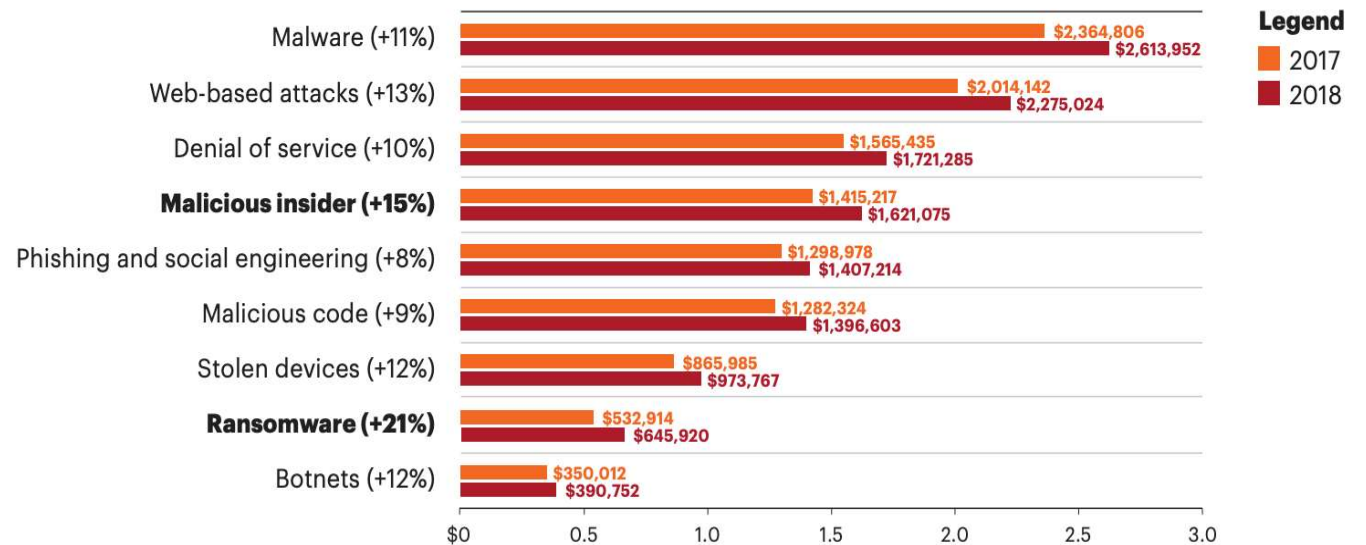
OPPORTUNITY

Cost of cybercrime is rising

\$11.7m → **\$13.0m** **+12%** **=72%**

Average cost of cybercrime in 2017 Average cost of cybercrime in 2018 Increase in the last year Increase in the last 5 years

People-based attacks have increased the most













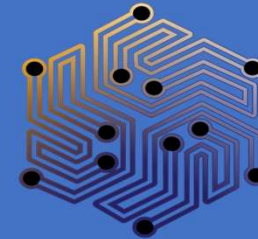
OPPORTUNITY

According to data derived from job postings, the number of unfilled cybersecurity jobs has grown by more than 50 percent since 2015. By **2022**, the **cybersecurity workforce shortage** has been projected to reach upwards of **1.8 million** unfilled positions.

- Access
- Expectation
- Strategies
- Planning
- Singular Approach to a Community Issue

DISRUPTION

 UBER World's largest taxi company Owns NO Taxis	 airbnb World's largest Accommodation provider Owns NO Real estate	 skype WeChat World's largest Phone companies Owns NO Telco infra	 Alibaba Group World's most Valuable retailer Owns NO Inventory
 facebook. Most popular Media owner Owns NO Content	 SocietyOne World's fastest Growing bank Owns NO Actual money	 NETFLIX World's largest movie house Owns NO Cinemas	 Apple Google World's largest Software vendors Owns NO Apps



CULTURE OF CYBERSECURITY



- **The CSZ creates an eco-system that connects dots**



- and creates a regional culture of cybersecurity that leads to outside investment. It also serves as a mechanism to reduce the cycle of poverty, deliver the proper cybersecurity strategies, integrate a workforce development plan and empower the entrepreneurial community; ultimately becoming
- **the cybersecurity hub of the region.**



Enable Access

Build Bridges

Economic
Development

Grow Confidence

Develop Opportunities



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