

3 Unspoken Truths to Know about Security for 2017

February 9, 2017

Today's Speaker:



Todd DeCapua
Senior Director of Technology and
Product Innovation
Corporation Service Company



Mark Flegg
Global Product Director
Domains & Security
Corporation Service Company

The webinar will begin shortly.

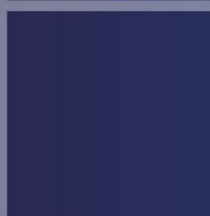
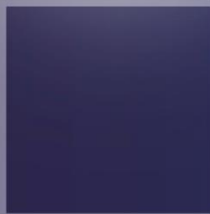


v i v i t

YOUR INDEPENDENT SOFTWARE USER COMMUNITY



Discover the independent HPE software
user community where you can
share, collaborate, exchange, and grow



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February 9, 2017



Brought to you by Vivit's Security and Privacy SIG Leaders



Kevin May



Dominic J. Listermann

YOUR INDEPENDENT HPE SOFTWARE USER COMMUNITY



Hosted By



Dominic Listermann
Managing Partner
Pyrafractal
Security and Privacy SIG Leader

YOUR INDEPENDENT HPE SOFTWARE USER COMMUNITY



Today's Speakers



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Senior Director of Technology and Product Innovation
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Webinar Housekeeping



The screenshot displays a webinar interface with a sidebar on the left and a main presentation area. The sidebar includes a logo/picture section with the Vivit logo, a Q&A section with a text input field and an 'Ask' button, and a download files section with a table showing no files found. The main presentation area shows 'Slide 2 of 27' with a collage of images and text. The central text reads 'Building the DevOps Tool Chain' and 'January 17, 2017'. The collage includes the Vivit logo, a lightbulb, a group of people, a globe, a keyboard, and a crowd. The bottom of the interface shows a status bar with dial-in numbers, conference ID, and user ID.

Slide 2 of 27

Discover the independent HPE software user community where you can share, collaborate, exchange, and grow

Building the DevOps Tool Chain
January 17, 2017

COMMUNITY

EDUCATION

YOUR INDEPENDENT HPE SOFTWARE USER COMMUNITY

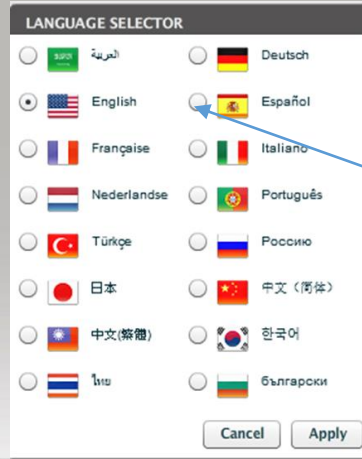
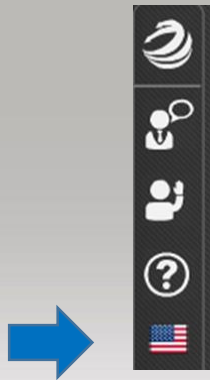
Dial-In #: VoIP or 415-926-7795 or [International Numbers](#) Conference ID: 0866-2702 User ID: 280895

- This “LIVE” session is being recorded
- Recordings are available to all Vivit members
- To enlarge the presentation screen, click on the rectangle in the upper right hand corner of the Presentation pane



Webinar Control Panel

- Session Q&A:
Please type questions in the Q&A pane and click on “Ask”
- Choose the language in which you would like to ask your questions



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9 February 2016

Todd DeCapua and Mark Flegg



CORPORATION SERVICE COMPANY[®]

Poll

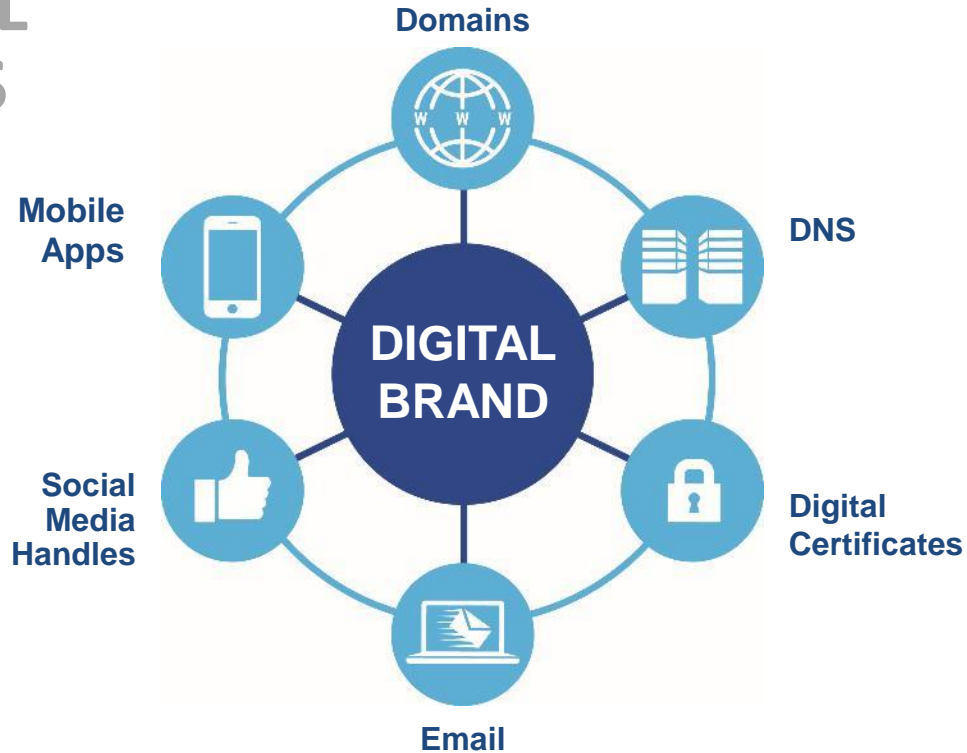
➔ **What priority does security have in your organization? [select one]**

- » Top Priority
- » Top 5 Priority
- » Top 10 Priority
- » Below Top 10 Priority



What's in a Digital Brand?

DIGITAL ASSETS

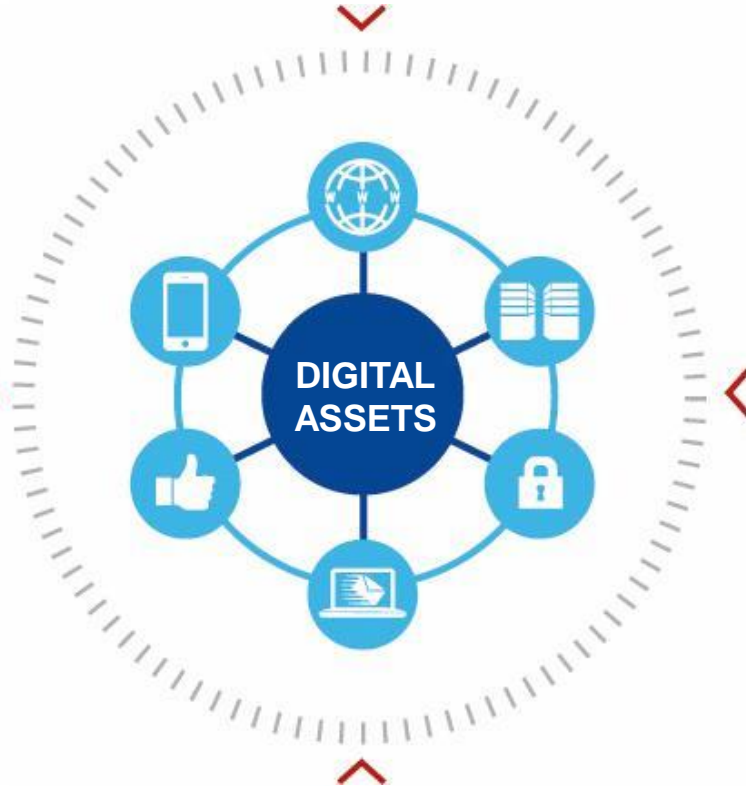


Digital Brand – Cyber Threats

Cyber Criminals

DDoS ATTACKS
MALWARE
PHISHING
SQL INJECTION
SOCIAL HIJACKING
DOMAIN HIJACKING

“Hacktivists”



Digital Assets

- ➔ Who has a company issued laptop or cell phone?
- ➔ Does it have a serial number that is logged?
- ➔ Would you agree the business sees that as an asset and documents it appropriately?



Do you treat your digital assets the same way?



Unspoken Truth to Know About Security for 2017

#1





SSLs

POTENTIAL THREATS
MALWARE
ESPIONAGE

51%

**of Global 2,000 companies
admit to not having an
accurate accounting of
their SSL certificates**

**Source: Ponemon Institute, "2013 Annual Cost of Failed Trust Report: Threats and Attacks"*



SSL Risks – Expired Certificates

If you don't have a grasp of what you own,
along with a tight management and



The site's security certificate has expired!

You attempted to reach [admin.bredgenet.com](#), but the server presented an expired certificate. No information is available to indicate whether that certificate has been compromised since its expiration. This means Google Chrome cannot guarantee that you are communicating with [admin.bredgenet.com](#) and not an attacker. You should not proceed.

[Proceed anyway](#)

[Back to safety](#)

► [Help me understand](#)



Expired Certificates – Impact

“The average Global 5,000 company
spends about **\$15 million**
to recover from the loss of business due to
a certificate outage—and faces another
\$25 million
in potential compliance impact.”

Source: CSOnline.com



Unspoken Truth to Know About Security for 2017

#2





DNS

POTENTIAL THREATS

DDoS ATTACKS

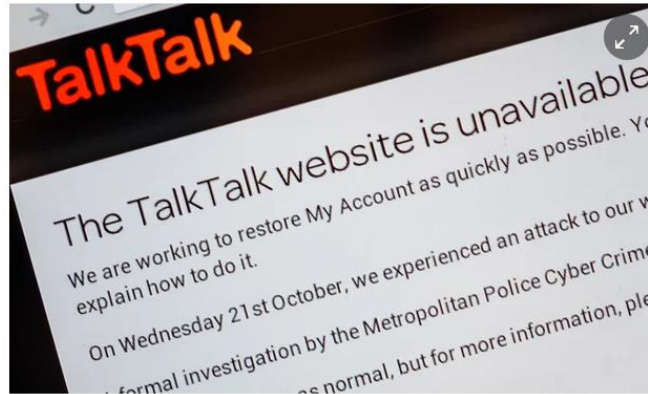
(Distributed Denial of Service)

MALWARE

DDoS Attacks – Examples

TalkTalk profits halve after cyber-attack

Telecoms firm reveals cost of attack hit £42m, cutting its profits from £32m to £14m



TalkTalk's website was hacked in October 2015. Photograph: Alamy

TalkTalk profits more than halved following a cyber-attack in which the personal details of thousands of customers were hacked.

The telecoms company was hit with £42m in costs when [almost 157,000 customers were affected by the attack in October last year](#). Almost one in 10 of those customers had their bank account numbers and sort codes accessed.

Pre-tax profit fell to £14m in the year to 31 March, from £32m a year earlier. The share price was up just over 1% at 274p on Thursday afternoon.

Source: BBC

DNS/DDoS Attacks – The Impact

\$105,710

Average cost of 1 hour of down time

Source: [CIO Insight](#)

\$126,153

Estimated average annual
cost to businesses from DDoS attacks

Source: *The Ponemon Institute*

18 hours

Average network outage/disruption time

Source: [CIO Insight](#)



50%

**of businesses worldwide
have no countermeasures
against DDoS attacks**

Source: IT Pro



Unspoken Truth to Know About Security for 2017

#3





Email

POTENTIAL THREATS
PHISHING
MALWARE
FRAUD
SPOOFING

Poll

➔ **Who is responsible for Digital Asset Security in your organization? [select one]**

- » CIO (Information Officer)
- » CISO (Information Security)
- » CMO (Marketing Officer)
- » COO (Operating Officer)
- » Each Business Unit Executive
- » Do not know



Email Fraud – The Impact

Phishing costs brands worldwide
\$4.5 billion each year

Source: [The Economics of Spam](#), "Journal of Economic Perspectives"

Customers are 42% less likely
to do business with you after a phishing attack,
regardless of whether they were actually fooled.

Source: <http://www.magillreport.com/Phishing-Threatens-Your-Brand-More-than-You-Think-Return-Path/>

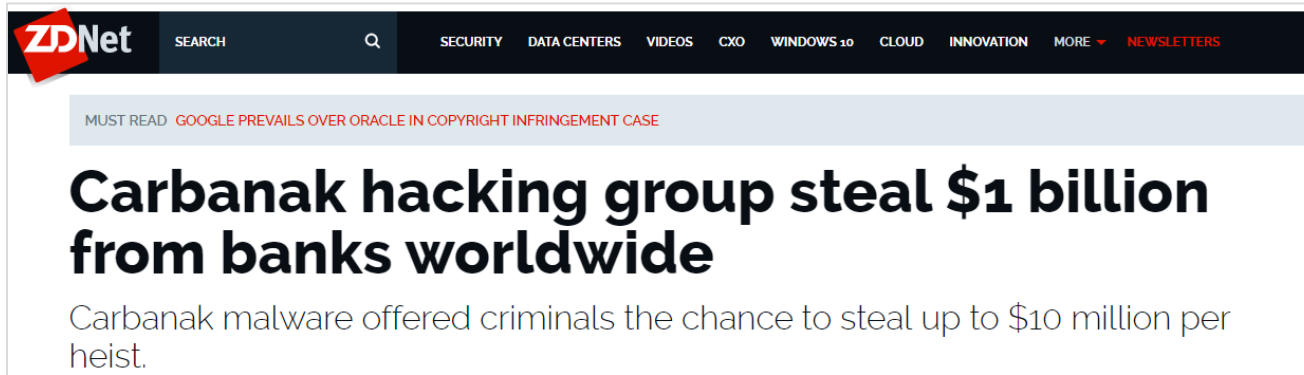
82 seconds

median time from email received to first click

Source: <https://info.wombatsecurity.com/blog/infographic-what-impact-does-phishing-have-on-your-business>



Phishing Attacks - Examples



**In a survey of more than 1,000
global brands across 33 countries,**

only 22%

**of companies were publishing
a DMARC record**

Source: ReturnPath



Unspoken Truths to Know About Security for 2017

In Summary

Why Does Security Matter to You?

- ➔ **You are often making decisions that will impact your brand!**
- ➔ **We are now managing digital assets, which are valuable, and bad actors want to exploit them.**

Your business (and customers) needs your help!

Question: Who thinks security is *just* the job of IT?

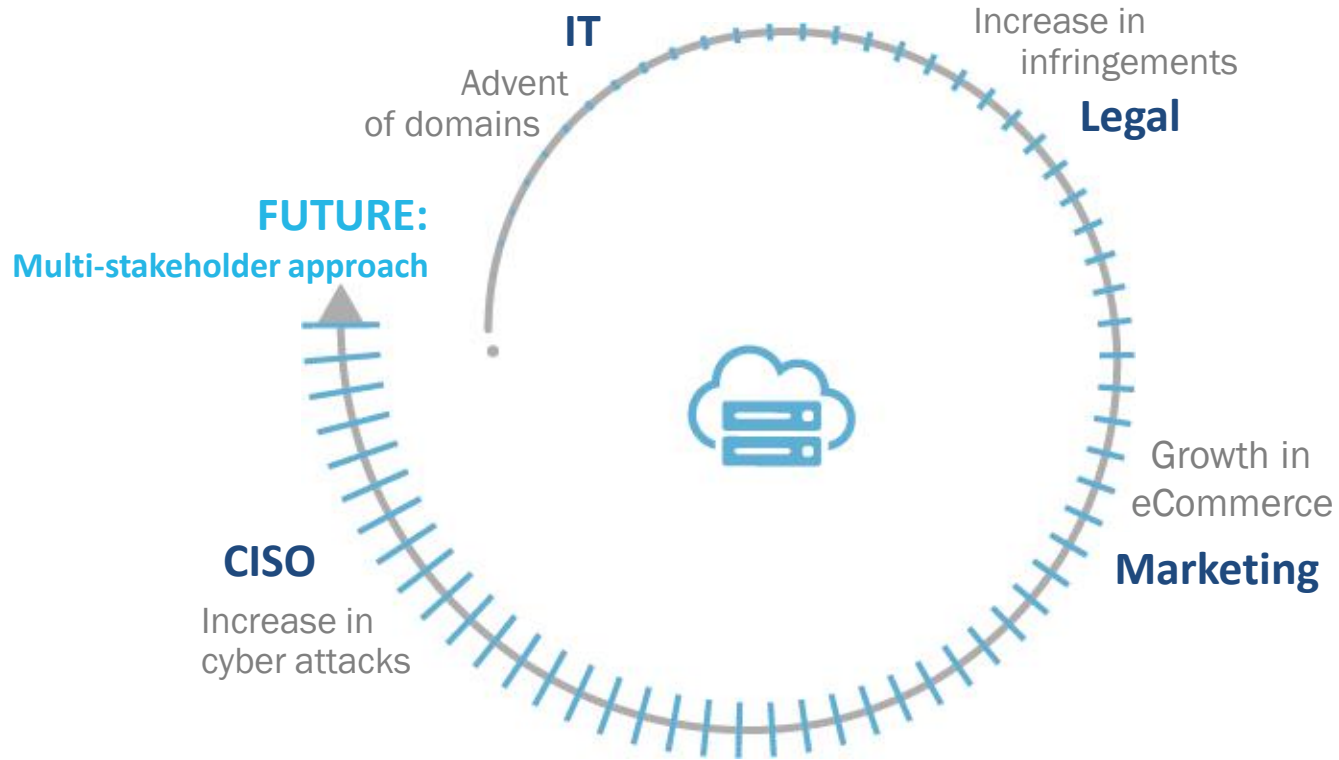


Poll

- ➔ **What happens when Digital Asset Security risks impact your organization? [select as many as needed]**
- » Revenue
 - » Brand Value
 - » Customer (Acquisition & Retention)
 - » Competitive Advantage



Who Makes the Decisions?



Poll

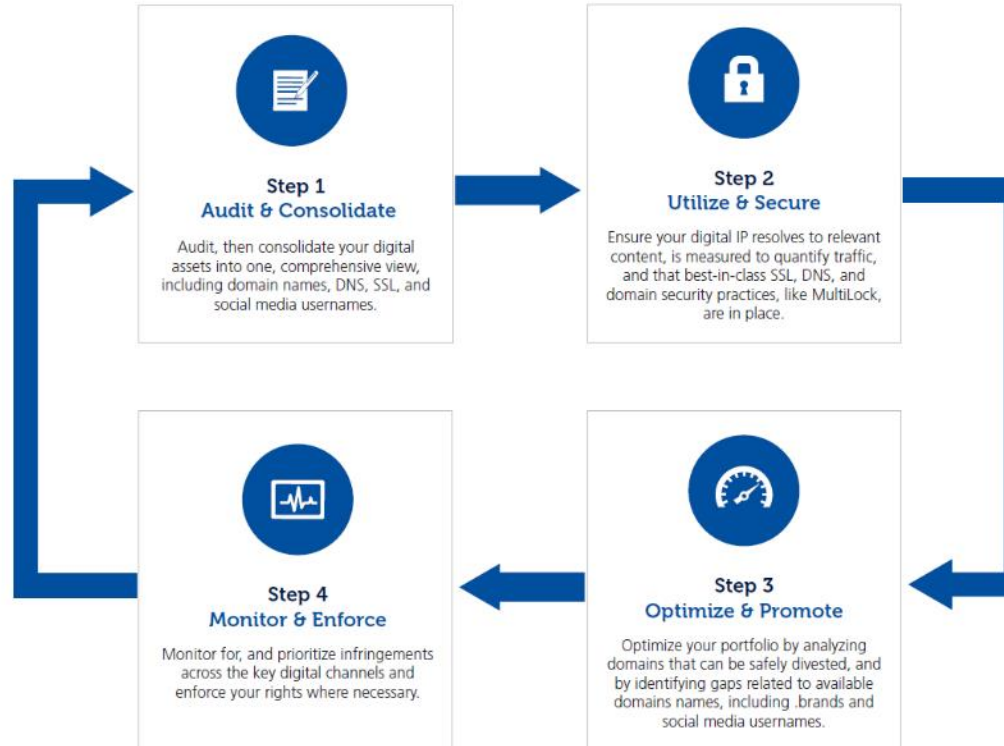
➔ **Which of the Digital Asset Security risks we discussed are of most concern to your organization? [select one]**

- » SSL's and Certificates
- » DNS and DDoS
- » Email Phishing and Malware
- » None of the above
- » All of the above



How can I reduce the risk?

The CSC Digital Optimization Plan



CSC Solutions

Corporation Service Company						
Digital Brand Services	Representation Services	Compliance and Governance	Matter and Deal Management	Directors, Trust, Escrow, and SPE	UCC and Financial Services	Document Recording
DNS Services	Certificates of Good Standing	Annual Report Prep and Filing	Communication and Collaboration	Corporate Escrow Agent	UCC Filings	Document Preparation
Domain Name Management	Corporate Filings	Business License Services	Contract Management	Delaware Holding Companies	UCC Searches	ePrepare for Document Submitters
Domain Monitoring	Document Retrieval	Compliance Calendar	Deal Management	Delaware Statutory Trusts	UCC Monitoring	eRecord for County Recorders
Enforcement Services	Electronic Service of Process	Corporate Entity Tracking	eBilling Solutions	Independent Directors	UCC Portfolio Management	Recording of Paper Documents
Internet Monitoring	Entity Formation Services	Corporate Tax Solutions	Electronic Service of Process	Insurance Trusts	Secured Party Representation	Searches and Document Retrieval
New gTLD Services	International Transaction Services	Document Management	Email Integration	Reinsurance Trusts	Motor Vehicle Services	
Phishing Protection	Registered Agent Services	Entity Management	Garnishment Document Management	Special Purpose Entities		
Social Media Services	Service of Process Manager	Global Subsidiary Management				
Trademark Searching and Watching	Special Agency Services	International Expansion Services				
SSL Digital Certificates						

CSC Solutions

Providing business, legal, and financial services since 1899



Be Proactive



Consolidate and secure your digital assets

Centralizing your digital assets puts you in control. CSC® Digital Brand Services helps you manage your domain names, social media usernames, SSL/TLS certificates, and DNS more efficiently to secure them against cyberattacks.

[LEARN MORE >](#)



Optimize and promote your digital portfolio

Developing a connected digital brand strategy ensures your digital portfolio is working hard. CSC helps you find the optimum mix of assets—including .brands—to drive traffic and support your campaigns while minimizing online brand abuse.

[LEARN MORE >](#)



Monitor for threats and enforce your rights

Protecting your brands online means detecting and removing threats. CSC Digital Brand Services helps you monitor your brand across the digital channels, prioritize results, and take action against the most serious infringements.

[LEARN MORE >](#)



Get Your Results



DIGITAL BRAND SERVICES
CORPORATION SERVICE COMPANY™

Summary and Recommendations

Review Summary of Key Findings

Digital Asset - Review and Utilization

<input checked="" type="checkbox"/>	25 domain(s) are managed outside of CSC.
<input checked="" type="checkbox"/>	63% of the portfolio is Not Live or Not Resolving Properly.
<input type="checkbox"/>	There are 2 High Impact domains that are Not Live or Not Resolving Properly.
<input type="checkbox"/>	67 Unique Registrant Organization profile(s) are being used.

Digital Asset - Security

<input type="checkbox"/>	There are 23 High Impact domain(s) not utilizing DNSSEC.
<input checked="" type="checkbox"/>	There are 17 High Impact domain(s) not utilizing MultiLock.
<input checked="" type="checkbox"/>	There are 42 SSL provider(s) utilized across the portfolio.
<input checked="" type="checkbox"/>	There are 60 DNS provider(s), of which 25 DNS provider(s) are associated with 4273 Live Site(s).
<input checked="" type="checkbox"/>	'SSL Always On' is enabled for [REDACTED]
<input checked="" type="checkbox"/>	DMARC is enabled for [REDACTED] email domain.

Digital Asset - Potential 3rd Party Threats

<input checked="" type="checkbox"/>	There are 3 Potentially Infringing brand match domain(s) (Top 100 - [REDACTED]).
<input checked="" type="checkbox"/>	There are 6 Potentially Infringing email / domain Typos (Top 50 - [REDACTED]), 2 of which have active MX records.
<input checked="" type="checkbox"/>	There are 8 Potentially Infringing brand match New gTLDs (Top 50 - [REDACTED]).
<input type="checkbox"/>	23 Social Media Username(s) are unavailable (Top 50 - [REDACTED]).†
<input type="checkbox"/>	162 app(s) are referenced across all App Stores.†

bit.ly/CSC-DASA



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SSLs



DNS



Email

Thank You & Questions



[@AppPerfEng](#)

[LinkedIn](#)

[Facebook](#)

[HPE Blogs](#)

[SD Times](#)

[iSixSigma](#)

[YouTube](#)

[Google+](#)

[TechBeacon](#)

[O'Reilly](#)

[Application Developer Magazine](#)

[100 Software Testing Quotes \[checkout #44\]](#)

bit.ly/CSC-DASA
cscdigitalbrand.services



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Thank You

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