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Defending Against Cyber Threats: Strategies to Prevent Cyber Attacks

www.kirkhamirontech.com

Tom Kirkham
Founder & CEO

Tom Kirkham Bio



- Founder, CEO & Acting CISO
- ISIS Kill List Survivor
- 30+ Years of Technology
- Award-Winning Software Designer
- Author, Entrepreneur, & Investor

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Your Biggest Threats

Ransomware

Phishing

Drive-by Attacks

Compromised Email

Compromised Banking/Finance/ etc Accounts

…and the list goes on and on and on

95% of Cyber Attacks are Triggered by…

THE STAFF

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Storytime

Joe’s Accounting Firm



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Microsoft

Please review your recent Sign-In activity

To help keep you safe, we've restricted access to your inbox, contacts and calendar for that sign-in. Please review your recent activity and we'll help you take corrective action

Review Sign-In>

Account information

Subscription ID: e22fa989-d285-4a4e-b7c9-955d11fba67c

Activity Date: Thursday, January 09, 2020



MS Corporation, One MS Way, Redmond, WA 98052

Microsoft

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Storyline of a Ransomware Attack

Joe is Convinced that it is Legitimate

He clicks the link, but it appears to do nothing

No Warning from the Antivirus, so Joe thinks its okay

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Storyline of a Ransomware Attack



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Storyline of a Ransomware Attack

- The virus encrypts EVERY file it can find - local and network shares
- May take minutes, hours, or days, depending on size of data and network
- User has no indication anything is wrong

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Storyline of a Ransomware Attack



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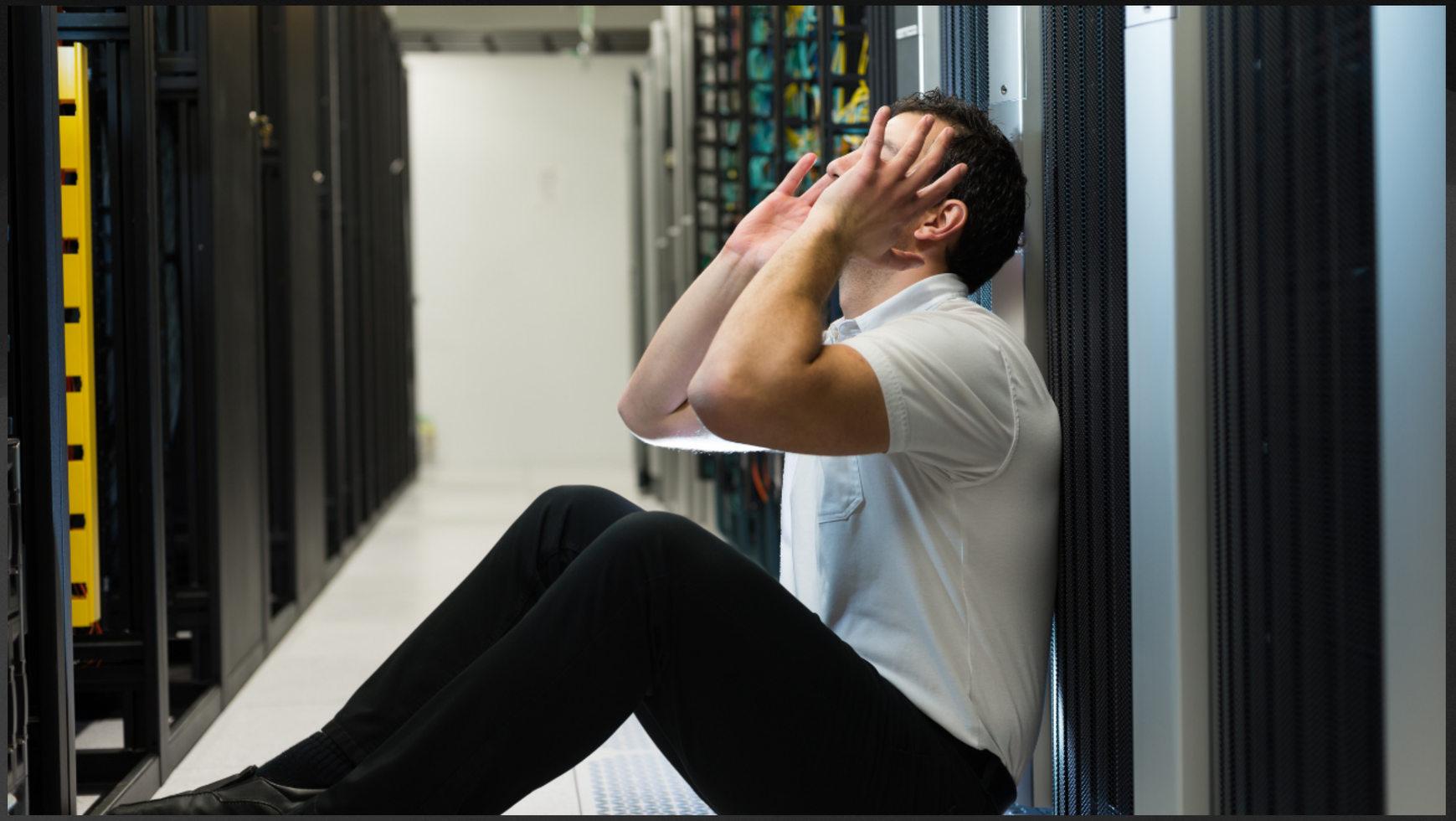
Now What?



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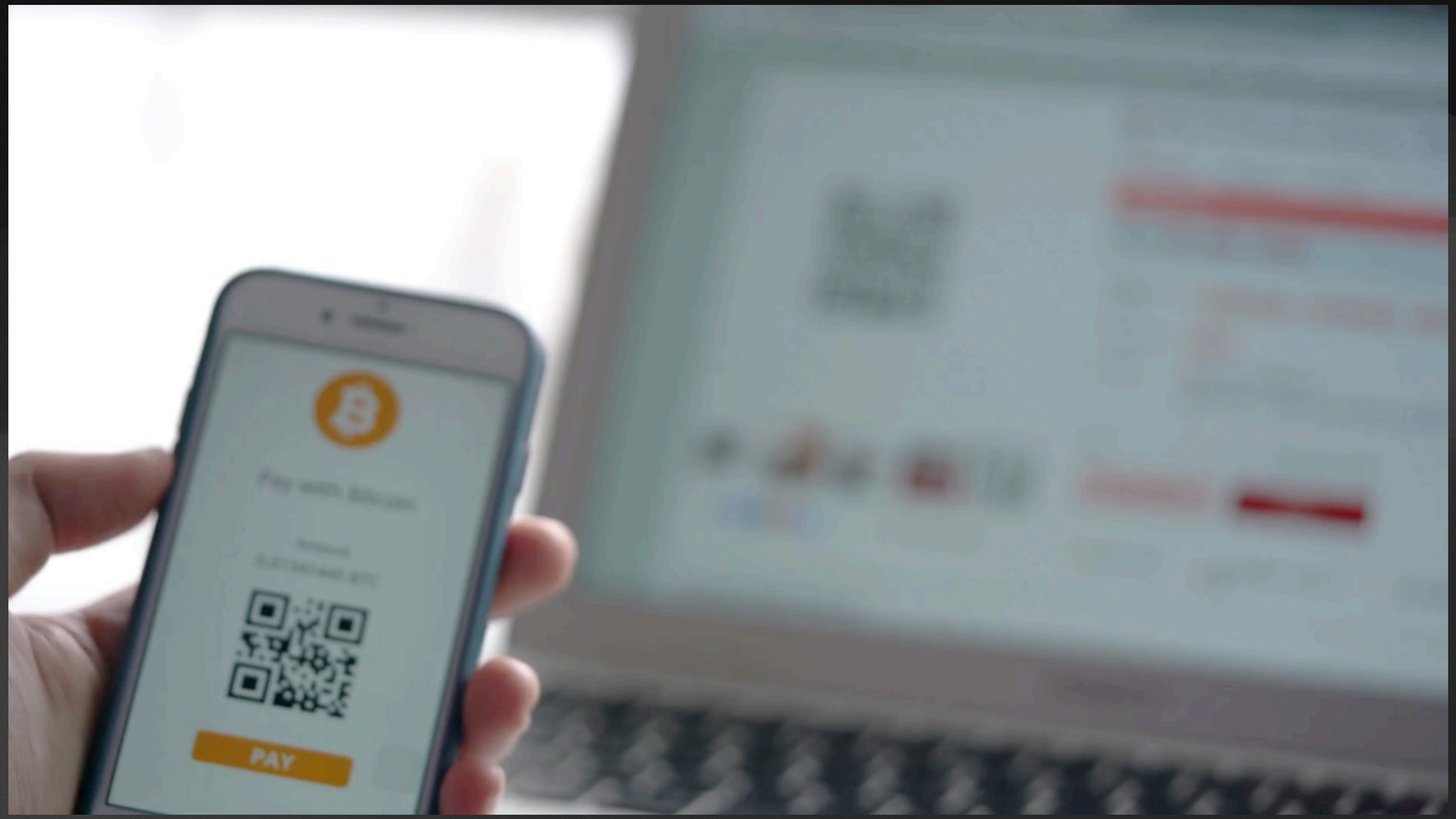

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Epilogue



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Epilogue

Joe Struggles to Keep the Remaining Clients

Lays off Employees

Joe is now a “mark”

ALL Modern Ransomware Attacks have Multiple Payloads

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How Did Joe Fail?

- Not Understanding his firm’s Risk
- Management & Leadership
- Relying on Antivirus
- Not Monitoring Backups
- No Training
- No Ransomware-proof Backup
- Not Consulting with a Cybersecurity Professional

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Hackers Point of View

- Hacker is a Ransomware Specialist
- Attacks are at Scale/Volume
- Attacks are *Fully* Automated
- BIG Industry - Highly Specialized
- Easy for a Single Attack to gross $10M+

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No Matter How Smart You Think You Are…

Coincidences will likely Fool You

Currently, Most Attacks are Fully Automated

BUT,

A.I. Automates *Targeted* Attacks

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Why Do I Care?

- Loss of Reputation & Respect
- Fines
- Compliance Requirements
- Productivity Losses
- Revenue Losses
- Bills not Paid; Payroll
- Release of Client Data
- Up to 60% of Businesses Go Out of Business within 2 Years of an Attack



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A Few Statistics…

Cyber fatigue, or apathy to proactively defending against cyberattacks, affects as much as

42%

of companies.

(Cisco)

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IBM 2014 Cybersecurity Intelligence Index

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The Rosenberg Survey shows this metric as

$5,700

per person. It does not vary based on the size of the firm.

(Rosenberg Survey)

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Identify Your Industry Standards

Different industries have specific cybersecurity standards they must meet.

- Healthcare - HIPAA
- Contractors - CMMC
- Law Firms - RPC
- PCI DSS - if processing card payments
- The list goes on…

AND, THE LIST IS CONSTANTLY INCREASING…

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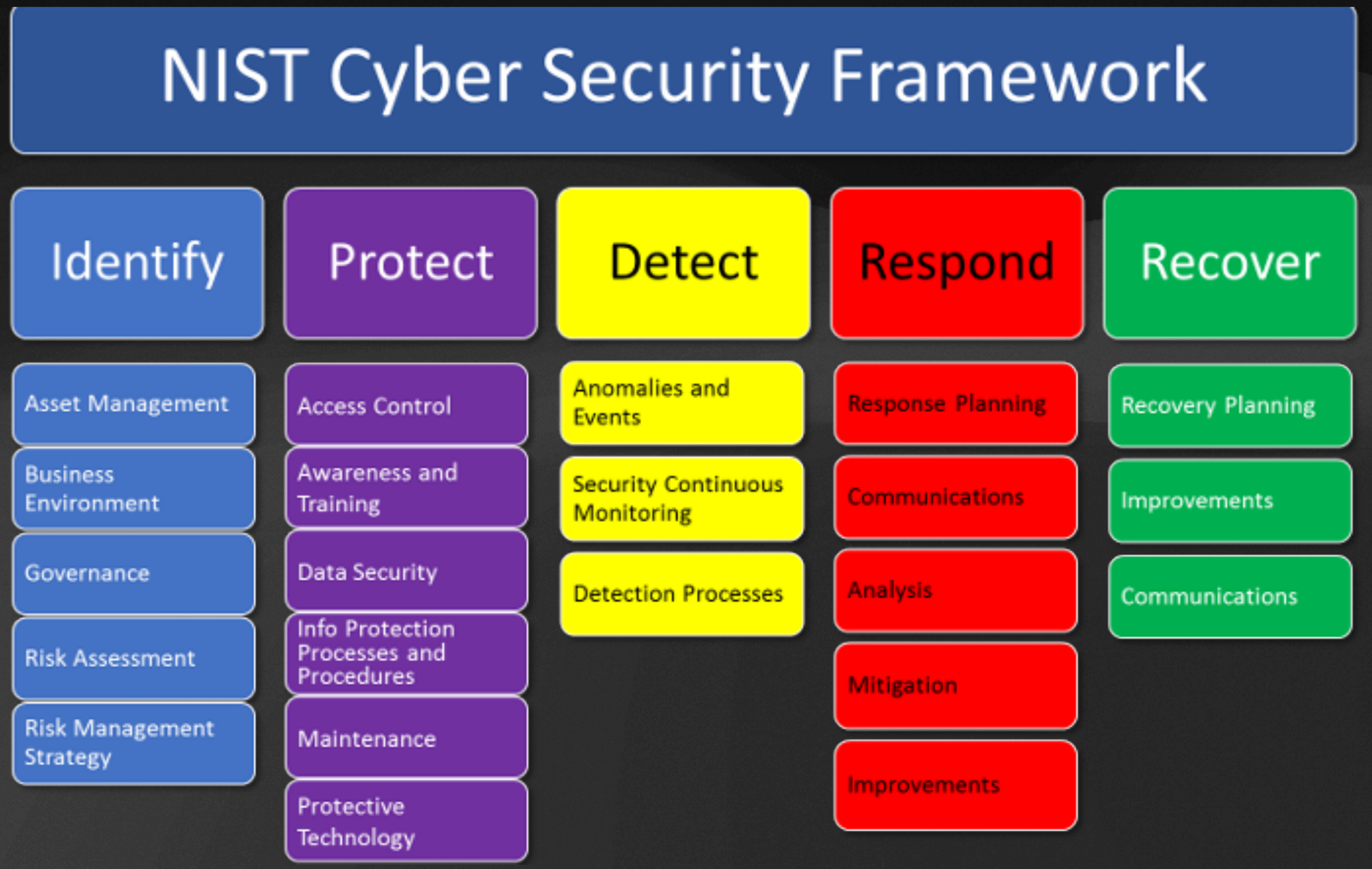
NIST CSF



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Cybersecurity & IT Budgeting

Total Security & IT Budget

10% x $1,000,000 = $100,000/yr

Cybersecurity Budget

10% x $100,000 = $10,000/yr

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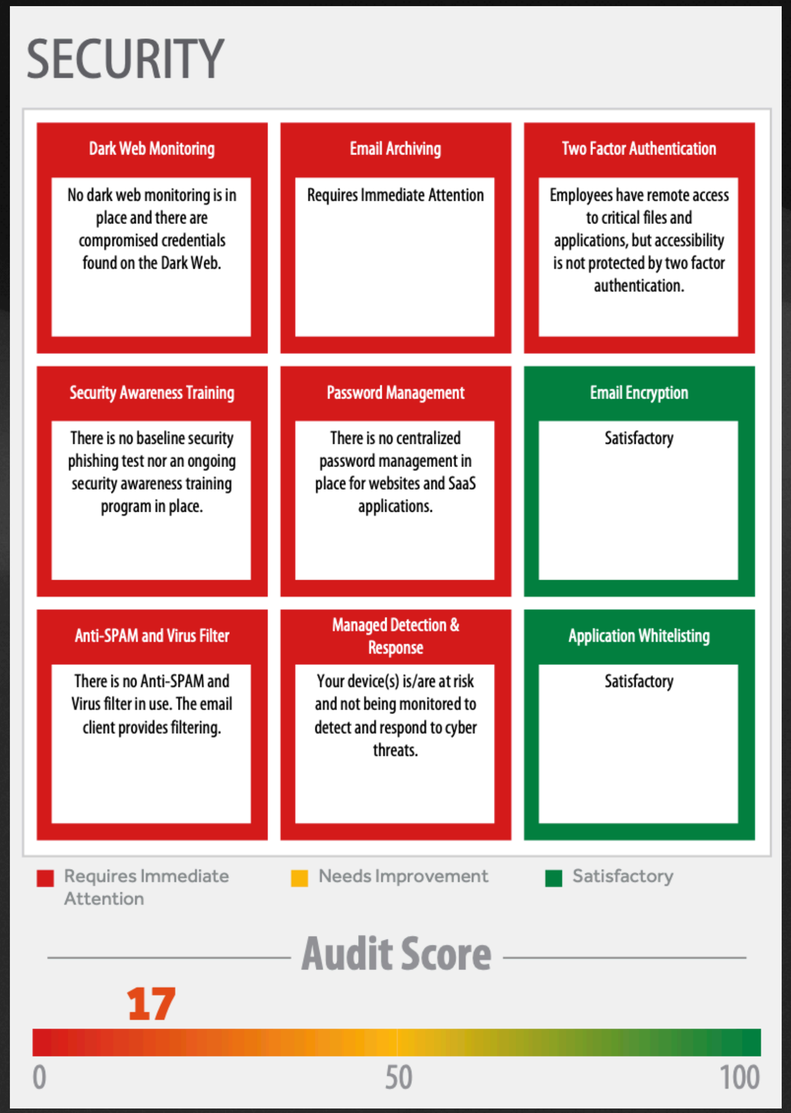
What Are YOUR Gaps?





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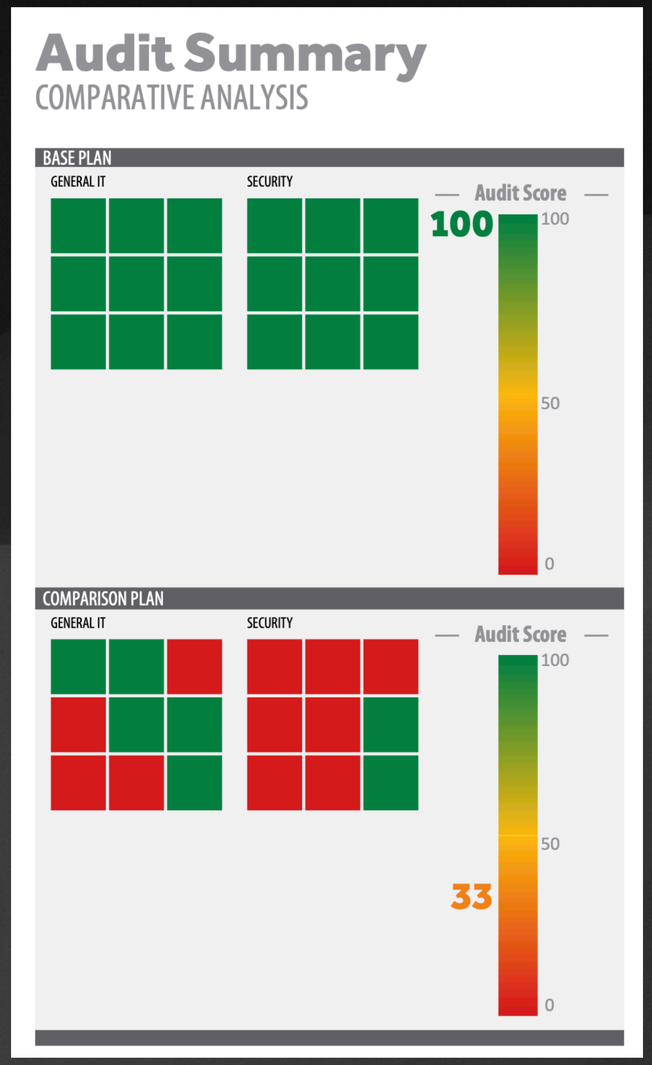
Where You Need To Be





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Best Practice: Outsource!

Why Outsource?
Hassle to Do
Outsource has Better ROI

Security *plus* IT

MSSP+MSP

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Complimentary Security & Risk Assessment

info@kirkhamirontech.com

www.kirkhamirontech.com

479-434-1400



Be Proactive: The cost of a breach can run 4x to 5x the cost of prevention.

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