



Linkedin Live Expert Panel
March 21st, 2023 / 11:00am PST

Why Cyber is Not a Priority for Executives



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Agenda

- **Introductions**
- **2020 – 2022 Look Back**
- **Market Trends, Realities**
- **Expert Panel & Group Discussion**
- **Prioritization Considerations**
- **LinkedIn Live Audience & Expert Panel QA**
- **Wrap Up**

Introductions



Host / Mark Dallmeier:
Industry Veteran,
Researcher,
President Cyber LOB, All
Points Logistics



Expert / Chris McKewon:
IT Industry Veteran,
Co-Founder & CEO
Xceptional



Expert / Kim Jones:
Former CSO
Lecturer, University of
California Berkley
Director, Performance
Acceleration
(CyberCRAFT), Intuit

2020 – 2022 Looking Back: Change or Die

“It’s become clear that there is no leadership without technology leadership. The recent rapid digital acceleration has placed technology as the cornerstone of global leadership.”

83% of executives agree that their organization’s business and technology strategies are becoming inseparable, even indistinguishable.

“Companies looked at operations and saw fragile supply chains, untrustworthy information and radically new customer needs. As they adjusted, they were forced to become Experts at Change.”

93% of executives report that their organization is innovating with an urgency and call to action this year (2021).

“Companies are competing to build a vision of the future faster than the competition. Success will depend on their ability to accelerate and manifest change in all parts of their business.”

91% of executives agree capturing tomorrow’s market will require their organization to define it.

“Digital tech initiatives remain a top strategic business priority for companies as they continue to reinvent the future of work.”

Organizations are focused on making infrastructure bulletproof and supporting a hybrid workforce going into 2022...

Economic, Workforce, Market Realities

Sustainability:
“Driving Employee Engagement and shifting the Business to Address New Customer Preferences and Expectations is a Requirement for Success.”

Organize the business and operating model for sustainability -Enable the team to make rapid changes.

Operate with Purpose: “Create, communicate, reinforce purpose, vision, core values and align activities to driving outcomes and the mission at hand.”

Cultivate and hire purpose driven talent; build skills and teams that live the core values and mission.

Transform in the Cloud: “Deploy a new IT and operating model that exploits cloud for speed, agility, and efficient scalability.”

Build internal muscle memory around the right way to perform hybrid work using cross silo teams.

91% of Executives surveyed by KPMG in October 2022 expected a recession in the next 12 months. 34% believe the recession will be extended. Growing inflation and interest rates are top concerns globally.

Recession expectations are easing but consumer spending, inflation, and interest rates are still top concerns.

Global volume of cyberattacks reached an all-time high in Q4 with an average of 1168 weekly attacks per organization.

Cyberattacks are increasing world-wide, with 38% more cyberattacks per week on corporate networks in 2022.

U.S. experienced a 57% increase in overall cyberattacks in 2022.

Education/Research, Government and Healthcare experienced the most attacks.

U.S. Healthcare organizations experienced 1410 cyberattacks per week, 86% higher than 2021.

LastPass, Okta, Github, Rackspace, CircleCI, DNV NortonLifeLock Data Breaches Demonstrate Cyber Criminals, Nation States, Hackers are Targeting Source Code and Service Providers.

62% of Breaches are Caused by 3rd Party / Supplier or Vendor Vulnerabilities. All Supply Chains Are Being Attacked.

**The Average Data Breach Now Costs \$9.44M (U.S.) \$4.35M (Globally).
An Increase Over 2021.**

**The Average Healthcare Data Breach Now Costs \$10M.
An Increase of \$1M Over 2021.**

AI like ChatGPT Could Enable Hackers to Generate Malicious Attacks At Greater & Automated Rates.

Compliance Trends 2022

Growing Tsunami of Industry Agnostic Cyber-Attacks & Breaches is Driving New Data Privacy & Cybersecurity Laws, Regulations.

**The Federal Government is Continually Updating Regulations and Passing New Legislation:
www.reginfo.gov**

Regulated Industries Are Experiencing Increases in Data Privacy and Breach Litigation, Settlements, and Payouts.

New Federal Disclosure Laws and State Level Data Privacy Regulations Are Increasing the Cost and Complexity of Compliance Programs.

Trillions of Revenue at Risk for Organizations Operating in Multiple Industries Due to New Laws, Regulations.

65% of Survey Respondents Expect Compliance Budgets to Stay the Same. 30% Expect Budgets to Grow.

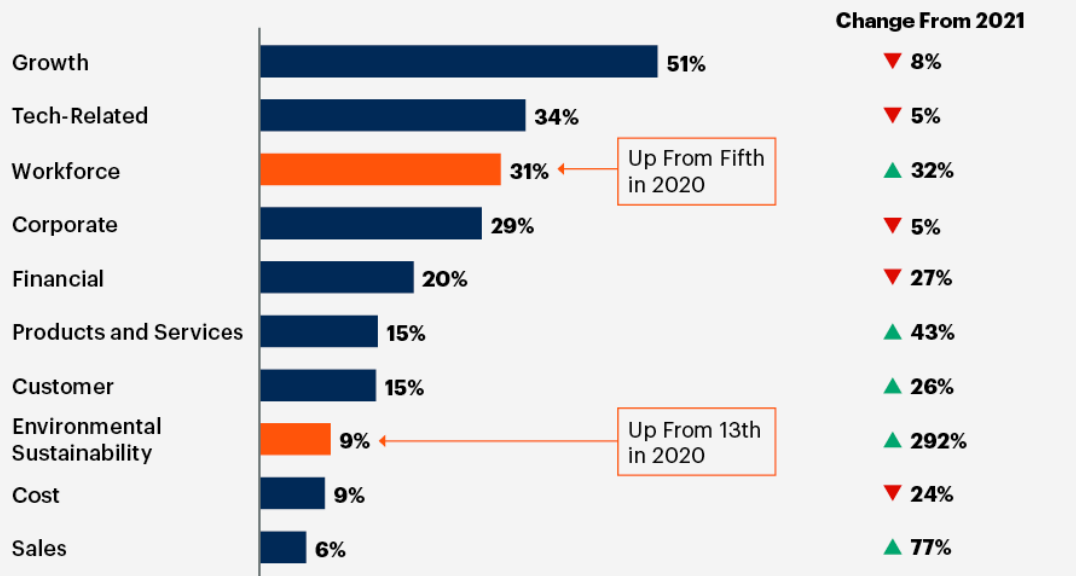
The Rate of Compliance Change and the Lack of Expertise Are the Top Issues Facing Compliance Officers.

66% of Survey Respondents Expect an Increase in Staffing Costs in 2023.

Top CEO / CFO Priorities in 2023

CEOs' Top 10 Strategic Business Priority Areas for 2022-2023

Summary Top Three Mentions, Coded Responses



Source: Gartner
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GLG 2023 CEO Survey

1. Customer Experience (60%)
2. Innovation (54%)
3. Human Capital (53%)
4. Digital and Technological Capabilities (52%)
5. Supply Chain and Logistics (33%)
6. **Cybersecurity & Big Data (24%)**
7. Adaptation to Uncertain External Environments (23%)
8. Other (2%)

Gartner 2023 CFO Survey

1. Evaluating finance function strategy, scope and design (90%)
2. Planning and sequencing finance transformation activities (83%)
3. Communicating and engaging with the board (82%)
4. Setting finance's technology strategy and roadmap (80%)
5. Developing a planning, budgeting and forecasting strategy (80%)
6. Improving staff engagement (77%)
7. Leading organizational change initiatives (75%)
8. Aligning costs to growth (75%)
9. Leading transformation programs (69%)
10. Improving budget process efficiency (68%)

Panel Discussion & QA

**Why isn't
Cybersecurity
a Priority?**

**How Does
Cyber Impact
Priorities &
Risk?**

**Can Cyber
Investments
Accelerate
Growth, Market
Share,
Resiliency?**

Priorities

Customers, revenue generation, preservation, employees and digital/technology are priorities.

Risks

How should executives be thinking about cyber and compliance related risks in 2023?

The Future

How can organizations leverage investments in cyber to differentiate themselves, accelerate growth, drive resiliency?

Prioritization Considerations



Expert / Kim Jones

1. Risk Appetite Statements
2. Risk Taxonomy
3. Settle on "Top 10 (most likely/most dangerous)"
4. Learn to tell stories



Expert / Chris McKewon

1. Make sure you understand the risks and vulnerabilities in your systems
2. Make sure you have good policy and procedural framework
3. Make sure your users are your best defense and not your worst vulnerability
4. Be determinant in your actions



Expert / Mark Dallmeier

1. Focus on removing any risks and obstacles around revenue generation
2. Capture the voice of the customer and any concerns around cyber, compliance
3. Assess your resiliency
4. Model the impact to your revenue, brand, employees and reprioritize

How We Can Help

IT Network & System Architecture, Design, Implementation, Run, Operate, Maintain



- Remote and Onsite Managed Services Support
- **24 x 7 Monitoring and Management of Desktop, Network, Phones, and Applications**
- Multiple Support Levels to Fit Your Business, Budget
- Virtual CIO: Quarterly Technology Reviews and Reporting. Includes Strategic IT Planning, Updates to Plans, Standards, Maintenance, and Support Levels



- Design, Deployment, and Management of Telepresence and Video Solutions
- **Voice, Video, and Web-based Conferencing**
- **Real Time Communications on all Devices**
- Cloud, UCaaS, Onsite, and Hybrid Communications Solutions



- Strategic enterprise-class Data Center and Hosting Services. IT Software, Services, Applications, Email, and Network Solutions (Hosting, IaaS)
- Storage Solutions
- **Backup & Recovery Solutions (BaaS)**
- **Compliance as a Service Solutions (CaaS)**
- Virtualization



- Networking Solutions Driving Technology and Business Operations
- Routers/Switches
- Wireless Mobility Solutions
- **Security Solutions and Security as a Service**
- WAN Optimization

QA, Wrap Up & Next Steps

- ❑ **LinkedIn Live Audience Suggestions**
- ❑ **Panel Questions?**

**Contact Xceptional to Schedule a Complimentary
Technology & Cyber Prioritization Strategy Session =
info@xceptional.com**



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Thank You!

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