



**LinkedIn Live Expert Panel
Session Joined By:**



Kim Jones of Intuit

November 15th, 2022 / 11:00am PST

**Top Three Security Moves to
Make in 2023 to Preserve
Revenue, Reduce Risk, and
Improve Resiliency**

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Agenda

- **Introductions**
- **Market Trends & Realities**
- **Expert Panel: Top 3 Security Moves for 2023**
- **Revenue Preservation & Resiliency Best Practices**
- **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 Security
Operations, Intuit

SMB Economic & Business Trends

McKinsey:

August 2022 survey of CEOs found that 81% of leaders expect a recession.

Gartner:

Resilience must be the cornerstone of the new digital-first world.

Intuit:

88% small businesses say online sales will be an important source of revenue.

Accenture:

The future of work is digital.

The private sector is entering a new era of “higher for longer” interest rates and cost of capital.

Resilience is the ultimate measure of your ability to proactively manage risk.

97% say digital technology will be important to their business over the next year.

Only 18% of CXOs have a clear cloud transformation vision and are implementing continuous change.

Cybersecurity & Compliance Trends

400% Increase in Ransomware Attacks in 2019. Experts Believe Ransomware will Surpass Phishing as the #1 Attack Method.

The Average Data Breach Now Costs \$4.35M – a Small Increase Over 2021.

Data Breaches in Q1 2022 are the Highest in 5 Years.

Growing Tsunami of Cyber-Attacks & Breaches is Driving New Laws, Regulations, and the Demand for Cyber Insurance

328% Increase in Healthcare Ransomware Attacks in Q2 2022.

Brandjacking, Disinformation, Misinformation, Deep Fakes are Projected to Increase.

62% of Breaches are Caused by 3rd Party / Supplier or Vendor Vulnerabilities

Insurance Policy Terms & Exclusions are Tightening as Providers Reduce Their Risk.

Cybersecurity Insurance Realities

Cyber Insurance Market was \$9.2B in 2021 and is Expected to be \$28.2B by 2027.

Cyber Policy Premiums are Expected to Increase 15% - 50%, or More.

The Number of Cyber Policies in Force Grew by 21%+ in 2020. Market Demand is Increasing.

Insurers are Seeking Real-Time Visibility into Cyber-Risks within their Portfolio – So They Can Respond Accordingly.

Some Insurers are Pulling Out of the Market.

Insurers are Demanding Specific Tech or Controls Prior to Underwriting.

Insurers are Bundling Cyber Technologies and Services Into Policies.

Policy & Coverage Structures Can Vary Greatly By Provider. Insurance is not Financial Backstop for Your Company.

Panel Discussion & QA

What are the top business, cyber, and risk concerns of SMBs?

Top revenue preservation and resiliency strategies for SMBs?

What headwinds should SMBs plan for in 2023?

Risks

How is the growing tsunami of cyber attacks, increasing regulatory pressure, and mounting economic headwinds impacting organizations?

Considerations

Cash and revenue are king. What are some key initiatives and actions SMBs can take now to help with revenue preservation and resiliency?

The Future

How can organizations navigate these realities and the economic headwinds while they attempt to protect themselves and reduce their risk and liability?

Top 3 Moves to Preserve Revenues, Drive Resiliency:



Expert / Kim Jones

1. A *secure* eCommerce platform
2. A cyber-proficient tech partner
3. Baby steps into cloud use



Expert / Chris McKewon

1. Determine which Cyber Security Model fits your organization (NIST, ISO, etc)
2. Develop a comprehensive Disaster Recovery Plan (DRP)
3. Regularly check adherence against the Security Model and the DRP



Expert / Mark Dallmeier

1. Cyber declaration
2. Cyber, risk, compliance funding via partners
3. Reimagine digital, enhance the customer experience

Where to Begin: Protecting Your Business

- 14K Conversations, 1.5K+ Customer Deployments (Insource or Outsource)

ACKNOWLEDGE TRENDS

- ❑ Hacking the Human Works. Phishing/Social Engineering Attacks, Losses Are Growing.
- ❑ Cyber Insurance Coverage is Not a Viable Strategy – Becoming More Costly & Difficult to Attain.

HOW TO BEGIN

- ❑ **Four Ps**” Program, Patching, People, Passwords.
- ❑ **Zero Trust Approach** to IT Network/System Access.
- ❑ **Secure and Harden IT** Systems/Applications.

PROGRAM

- ❑ Based on Zero Trust Approach Multi-Factor Authentication, Data Encryption.
- ❑ Continuous Monitoring, Detection, Alerting, Response.
- ❑ IT Inventory, Scan, Patch, Fix or Remove.
- ❑ Train, Educate, Phish, Incent People.

TRUSTED PARTNERS

- ❑ Security as a Service with Managed Threat Detection, Alerting, & Response (SIEM, SOC).
- ❑ End Point Detection & Response (Anti-Malware, Ransomware).
- ❑ Security, Risk Assessments.
- ❑ Backup as a Services.
- ❑ Compliance as a Service.

The first step in reducing the risk of a cyber-attack, data breach, or compliance action is to acknowledge the trends and the realities impacting your industry. Employees and 3rd Party Vendors are the weakest links in terms of data privacy and cybersecurity and are being targeted by cybercriminals and hackers. **The next critical step is to deploy a data privacy and cybersecurity plan and program that includes implementing continuous risk, threat, and attack monitoring, detection, and response capability inside your organization.** *This enables visibility into real-time risks and threats and provides specialized resources and support to remove and remediate threats.*

How We Can Help = The Portfolio

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

- ❑ Questions?

- ❑ **Contact Xceptional to Schedule a Complimentary 2023 Strategy Session = info@xceptional.com**



Webinar & Expert Panel QA Session

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Thank You!

Xceptional.com | 858-225-6230



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