THE #RSAC CONVERSATION
THEMES ABOUT THE NEW ERA OF SECURITY

CYBER CRISIS ACTION PLANNING A MUST

Begin before the breach. "This not an ‘if’, but a ‘when’ event."
EVP Thad Allen

"What’s emerging in the commercial sector: an incident response manager."
Senior Executive Advisor
Mike McConnell

Develop and exercise a plan before a crisis hits.

Select someone who is trained and skilled in crisis management to lead a corporate-wide response.

Cyber practice makes cyber perfect. Exercises, and communications and systems testing will pay off when a cyber incident happens.

DOLLARS + COMPLIANCE ≠ CYBER PREPAREDNESS.
Take a good look at “what’s under the hood” and ensure cyber programs are a critical business priority.

Tie supply chain risk management to strategy and operations. Adversaries have long known about the vulnerabilities hidden in the supply chain; it’s time for leaders to look at the maturity of their programs to identify key risks throughout the supply chain lifecycle.

IoT WORLD REQUIRES A SHIFT TO A PROACTIVE DEFENSE

"With every widely reported breach, cyber security is moving from the ‘to do’ list to a CEO and Board level priority."
EVP Christopher Ling

The Internet of Things has expanded the cyber “attack surface” and companies must broaden their defenses.

Use real-time intelligence and threat assessment data to shape decision making, fine tune defenses and pre-empt emerging threats. Cyber defense must be “proactive defense”.

Incident response is about more than technology. Response teams should include a broad understanding of the entire corporate enterprise.

Be careful of “Incident response” hype. Evaluate actual capabilities and needs to include the right balance of multidisciplinary expertise necessary to prevent negative repercussions.

WHAT’S YOUR TALENT MANAGEMENT STRATEGY TO ADDRESS THE SHORTAGE OF CYBER TALENT?

"We need a cyber team—but let’s move to a cyber crew. They train together and mentor together."
EVP Angie Messer

"There is a nationwide shortage of highly qualified cybersecurity experts, and the federal government in particular has fallen behind in the race for this talent."

Cyber In-Security II Report from the Partnership for Public Service and Booz Allen, 2015

62 percent of respondents report that their organizations have too few information security professionals

(ISC)² GISWS Study, 2015

"Technology to prevent cyber attacks is important, but highly skilled workers who can deal with threats are even more important, according to a report this month from the Partnership for Public Service and Booz Allen Hamilton."
FierceGovernmentIT

"In today’s connected society, the dangers of this workforce shortage are far-reaching and serious."
EVP Angie Messer and Julie Peeler, (ISC)² Foundation Director

"The government needs an enterprise wide master cybersecurity workforce strategy..."
FierceGovernmentIT
OVERALL NUMBER OF TWEETS WITH #RSAC HASHTAG
57,746 TWEETS
March 30–April 29

NUMBER OF TWEETS WITH RSA HASHTAG (#RSAC)
DURING EACH DAY OF THE CONFERENCE

- **APRIL 20**: 8,381
- **APRIL 21**: 12,079
- **APRIL 22**: 11,177
- **APRIL 23**: 8,352
- **APRIL 24**: 2,945

TOTAL TWITTER REACH OF #RSAC MENTIONS
263,747,415 MENTIONS
Sum of followers of users tweeting about the conference

TOP KEYWORDS USED IN SOCIAL AND ONLINE MEDIA

- “security”—12,567
- “cybersecurity”—3,392
- #infosec—3,340
- #security—2,178
- “App” or “Application”—2,111
- “information”—2,066
- “economy”—1,896
- “risk”—1,617
- “identity”—1,655
- “intelligence”—1,400
- “perimeter”—1,277
- #iot—1,047
- “currency”—912

TOP KEYNOTES BY NUMBER OF ASSOCIATED TWEETS

**SECURITY—REWRITTEN BY THE APPLICATION ECONOMY**

- "Security can’t be a bolt-on anymore; it has to be forethought and built into the architecture."
  - AMIT CHATTERJEE, Executive Vice President Enterprise Solutions and Technology Group at CA Technologies
  - 3.7k mentions

- "If you wait until you’re in a crisis, it’s too late."
  - BILL STEWART, Booz Allen Hamilton
  - 3.7k mentions

**ESCAPING SECURITY’S DARK AGES**

- "This is not a technology problem; this is a mindset problem. The world has changed, and it’s not the terrain that’s wrong."
  - AMIT YORAN, President of RSA
  - "Escaping Security’s Dark Ages" 1.3k mentions

- "Complexity requires cost cutting solutions, relationships and a common understanding to get results."
  - THAD ALLEN, Booz Allen Hamilton
  - 1.3k mentions