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internet
world

The importance of getting the right technology to
protect your business whatever the size

Jurga Zilinskiene



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We are in the age of Cyber warfare

- “ First seek to understand
- “ The threat to you
- “ The risks to you
- “ Your options
- “ Your best solution



[Source: PWC global economic crime survey, 2014]



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Aim: Prepare for battle

- “ The threat from organised cyber attackers and the thief
- “ What you must do: Your cyber essentials are the minimum
- “ Getting the technology that’s right for your business
- “ Beware the threat from within
- “ Battle plans - Become a Bletchley Park code writer (and a code breaker)



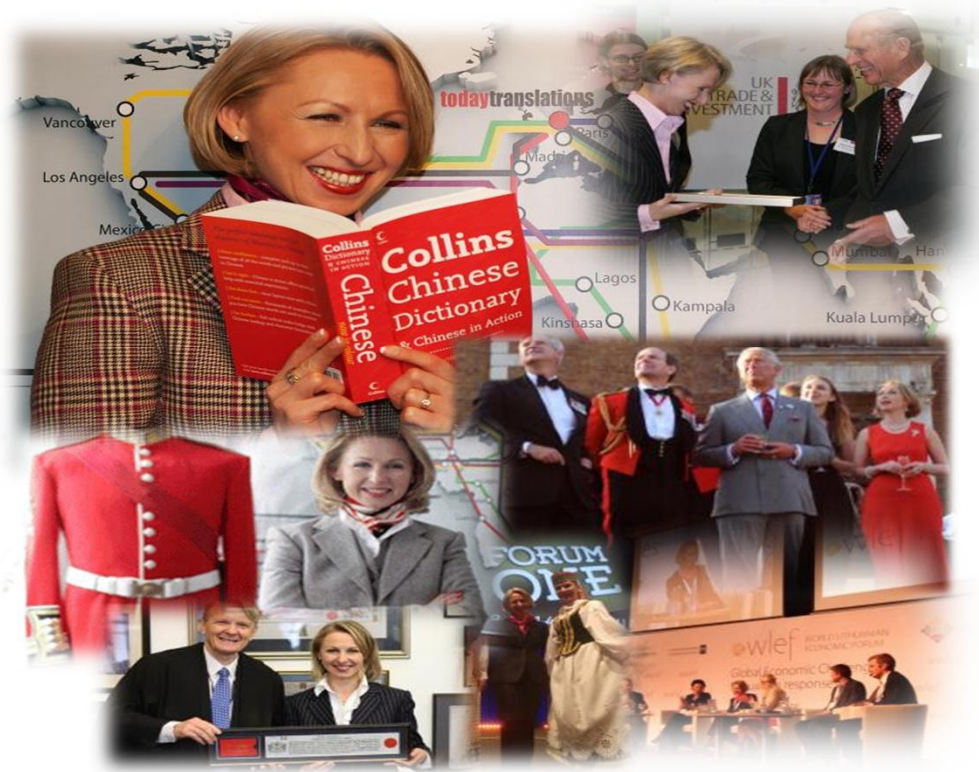
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About me

- “ Born in the USSR
- “ CEO & Founder of Today Translations, Today Advisory and Today Academy.
- “ 1st Lithuanian Freeman and Liveryman of London
- “ IT Nerd
- “ Tweed Fanatic esp. Dandy symmetrical designs
- “ A Realist



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Today Translations, Today Advisory and Today Academy

Trusted global communication

- “ **High-end**, fully project managed QCS+
- “ **ISO9001** quality assured
- “ **ISO27001** data security assured
- “ **AAA** - Available, Affable, Able



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Cyber warfare?

what's all the fuss about it?

Cybercrime costs UK businesses

£21bn + Fraud £21bn = **£42bn**

COST TO BUSINESSES

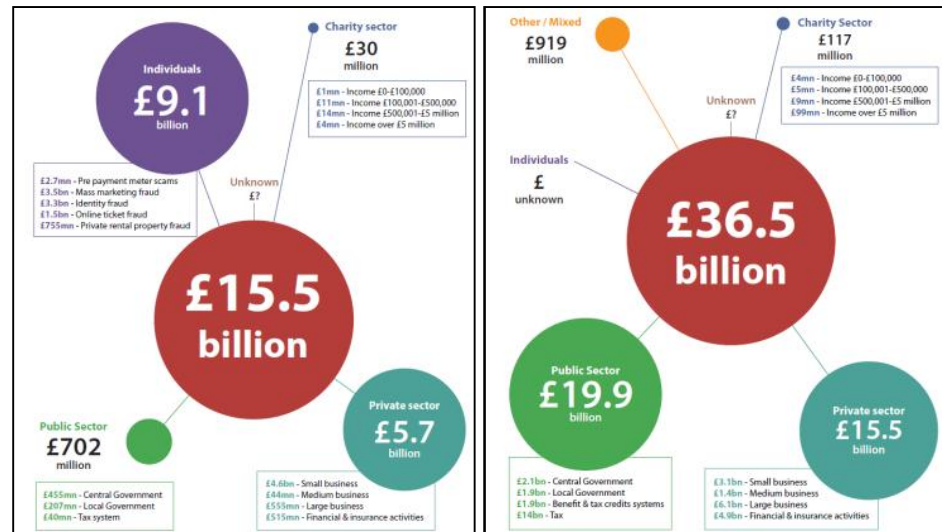
Our estimate for the economic cost of cyber crime to UK businesses is **£21bn** per annum. This estimate includes:

- **£9.2bn per annum from IP theft**, which has the greatest economic impact of any type of cyber crime considered in this study, and is likely to have the largest impact on companies that create significant quantities of IP or those whose IP is relatively easy to exploit;
- **£7.6bn per annum from industrial espionage** (involving the theft and exploitation of non-IP-related data), which affects companies involved in open-tendering competitions, that rely on large numbers of financial transactions or that are affected (or can be affected) by large share price movements;
- **£2.2bn per annum from extortion**, with large companies being targeted (although our estimates are largely illustrative because we believe this type of cyber crime goes largely unreported);

- **£1.3bn per annum from direct online theft**, with cyber criminals targeting support services, financial services, the construction and materials industry, and the not-for-profit sector.
- **£1bn per annum from the loss or theft of customer data**, with the significant majority of the impact falling on large companies with more than 500 employees.

In anticipation of coming under attack by cyber criminals, many UK businesses are investing in stronger physical security, such as segregated networks, advanced intruder detection hardware, or training initiatives to increase their employees' awareness of cyber crime. These initiatives are particularly important for IP-rich business sectors, such as the pharmaceutical and biotechnology sectors, which invest heavily in research and development and rely on it to create market advantage in a fiercely competitive global industry.

[Source: Cabinet Office and Detica survey, 2011]



[Source: NFA Annual Fraud Indicator, 2013]

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No one is immune

Large Firms

78%	of large organisations were attacked by an unauthorised outsider in the last year (up from 73% a year ago)
39%	of large organisations were hit by denial-of-service attacks in the last year (up from 30% a year ago)
20%	of large organisations detected that outsiders had successfully penetrated their network in the last year (up from 15% a year ago)
14%	of large organisations know that outsiders have stolen their intellectual property or confidential data in the last year (up from 12% a year ago)

93%	of large organisations had a security breach last year
87%	of small businesses had a security breach in the last year (up from 76% a year ago)

Affected companies experienced roughly 50% more breaches on average than a year ago.



SMEs

Small businesses used not to be a target, but are now also reporting increasing attacks.

63%	of small businesses were attacked by an unauthorised outsider in the last year (up from 41% a year ago)
23%	of small businesses were hit by denial-of-service attacks in the last year (up from 15% a year ago)
15%	of small businesses detected that outsiders had successfully penetrated their network in the last year (up from 7% a year ago)
9%	of small businesses know that outsiders have stolen their intellectual property or confidential data in the last year (up from 4% a year ago)

[Source: BIS Information Security Breaches Survey, 2013]



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The cost of a security breach

£450k - £850k	is the average cost to a large organisation of its worst security breach of the year
£35k - £65k	is the average cost to a small business of its worst security breach of the year

In total, the cost to UK plc of security breaches is of the order of billions of pounds per annum - it's roughly tripled over the last year.

[Source: BIS Information Security Breaches Survey, 2013]

48%

Nearly half of our respondents reported the risk of cybercrime had increased, a 23% increase from 2011.



[Source: PWC Fraud Survey, 2014]



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Who's to blame

36%	of the worst security breaches in the year were caused by inadvertent human error (and a further 10% by deliberate misuse of systems by staff)
57%	of small businesses suffered staff-related security breaches in the last year (up from 45% a year ago)
17%	of small businesses know their staff broke data protection regulations in the last year (up from 11% a year ago)

[Source: BIS Information Security Breaches Survey, 2013]

Sorry.

**Security, Compliance
and
Risk
is not
my responsibility**



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Children of the Cold War

- “ Organised crime
- “ State sponsored cybercrimes
- “ The Cyber vultures
- “ Rogue staff



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The crime threat to the EU

- “ 3,600 OCGs active in EU
- “ New groups exploiting economic crisis and the internet
- “ Cybercrime
- “ Fraud, Bribery, Corruption
- “ Fake passports



(Source: EU Serious and Organised Crime Threat Assessment, 2013)



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Of the 600 major investigations currently being pursued by Europol, half have links to Britain. That would mean around 1,500 gangs are currently targeting the UK, making it in line to become the crime capital of Europe.

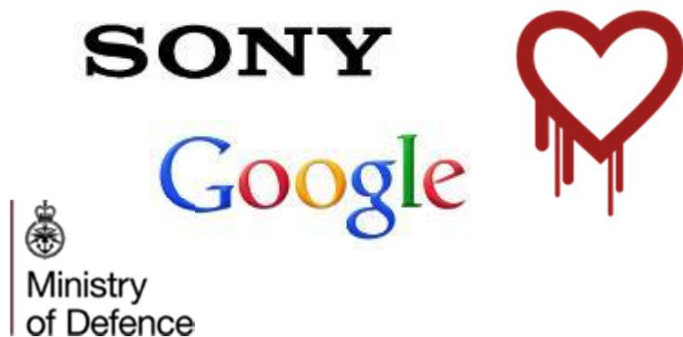
Royal United Services Institute analysis, 19 March 2013



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They will find your weakness and try to destroy you



- " Sony Playstation hacked 100m users 2011. £250k fine
- " Google China 2009, gmail accounts of activists
- " Heartbleed bug hidden for 2 years

- " Kweku Adoboli, 32
- " City trader, UBS
- " Reckless trades lost £1.4bn
- " Encouraged to take risks
- " Bank rules bypassed
- " He admitted via email 14 Sept 2011
- " 7 years prison, Nov 2012
- " UBS fined £29.7m by FSA, Nov 2012



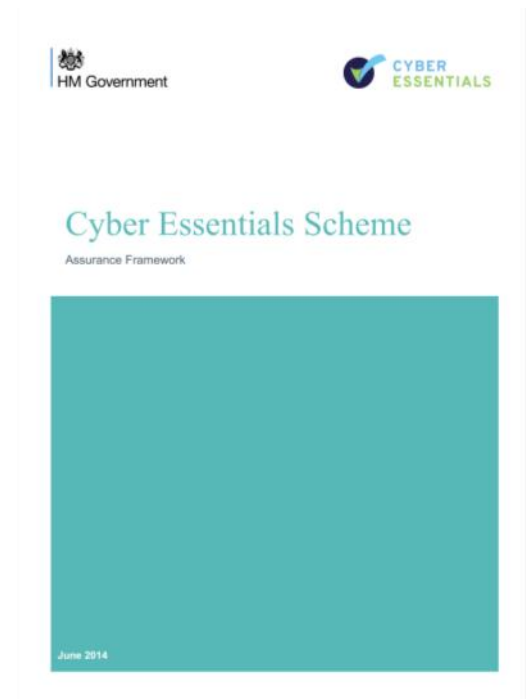
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Manage Your Maginot Line

- “ Patches and firewalls
- “ Pen testing
- “ Independent audit
- “ Paper and pen drives have feet



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Common Cold War Remedies

- “ There’s more than one way to steal your IP secrets
- “ 3rd Parties and cross-border supply chains
- “ Risk of vital details being lost in translation
- “ Honey traps, bribes and threats are still effective



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Beyond Cyber essentials: The James Bond ISO27001 Briefcase



- “ 133 Security controls
- “ Vetting those who access your data
- “ Use CCTV and alarms
- “ Protect your data in transit
- “ Tracking a remote wipe



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“Доверяйте, но проверяйте”.

“Sir, he said, trust but check”



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Big Data Enigma Machines: Your 2 Minute Warning

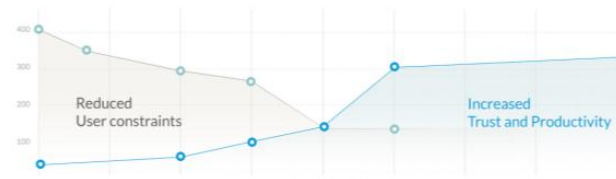
- “ Right system
- “ Permits access
- “ Allows freedom
- “ Monitors
- “ Detects
- “ But you must respond



Empower trusted users and verify policy compliance

By trusting users to comply with policy, whilst reserving the right to verify their compliance, you can give your team broader access to the resources required for them to do their jobs. We call this **'Trust and Verify'**, and we think it's the best way to manage a globally connected workforce.

[View Mizuho Case Study](#)



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QCS+ Workflow Designed for the Frontline by the Frontline

If you can't find a solution, make one



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QCS+ workflow, security and the paperless office

- ✓ Permit access
- ✓ Allow freedom
- ✓ Monitor
- ✓ Detect
- ✓ Respond



- ✓ ISO Quality
- ✓ ISO Security
- ✓ Independent audit and certification



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The Mission: Summary

- “ Understand the threat
- “ Apply Cyber essentials
- “ Think systems and people security
- “ Report security incidents
- “ ISO27001 is the standard
- “ Government grants to help SME's get ISO27001



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Beware: Cyber War Profiteers



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Remember:

Know your 'cyber' terrorist enemy

“Today we were unlucky, but remember we only have to be lucky once – you will have to be lucky always!”

The Provisional IRA
12th October 1984



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