



AvidThink

NETEVENTS GLOBAL CXO AND MEDIA SUMMIT

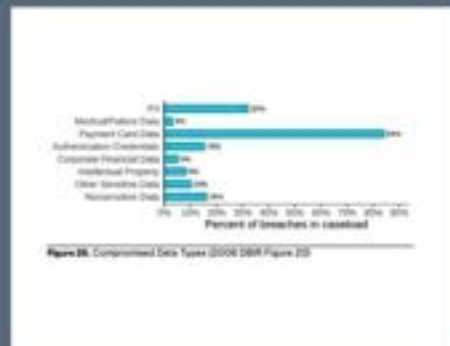
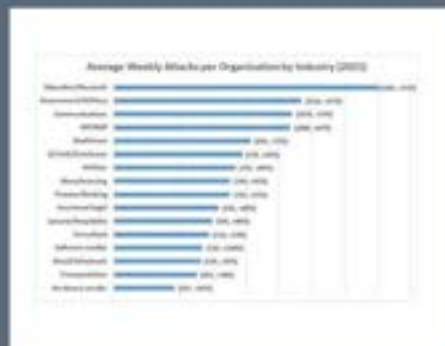
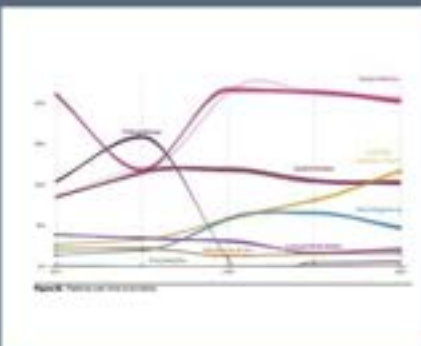
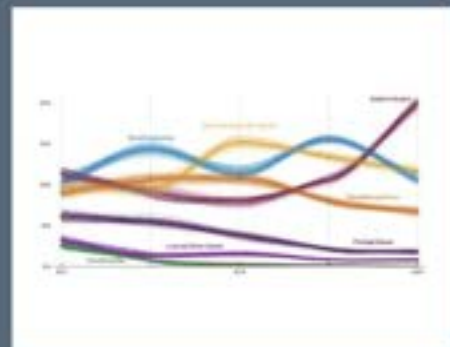
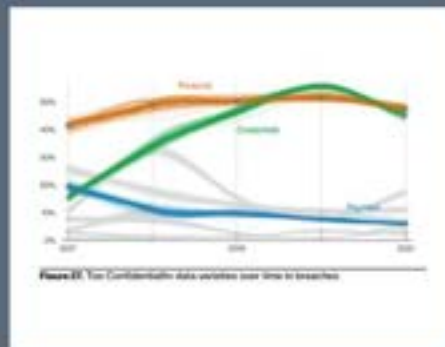
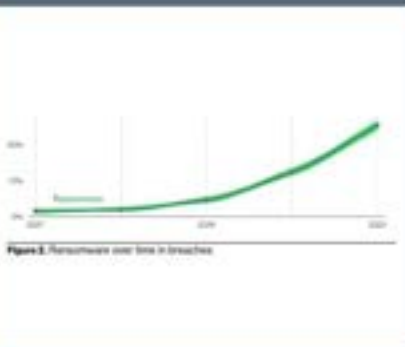
# Fresh Thinking to Fight Back a Rising Tide of Cyberthreats

Conference Debate Session IV

Roy Chua, AvidThink

Up and to  
the Right

Increased  
attack  
scale and  
frequency



Source: Verizon DBIR, Checkpoint

Another Up and  
to the Right

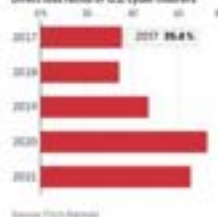
# Rise of Cyber- Insurance Premiums

Higher  
underwriting  
standards.  
Limiting/  
contesting  
payouts.

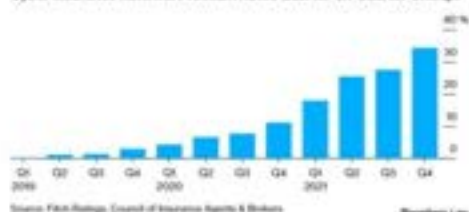
## Insurers' Losses

U.S. cyber insurers in recent years paid out a large share of the premiums they collect.

### Direct loss ratio of U.S. cyber insurers



## Cyber Insurance Renewal Premium Rates Quarter-on-Quarter Change

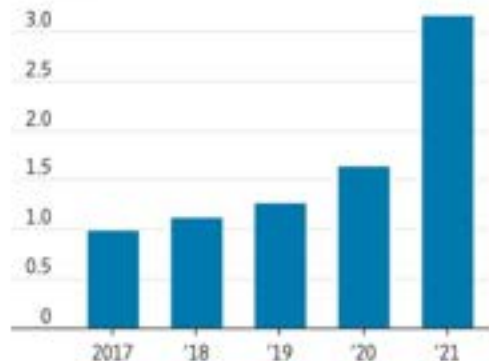


## Cyber Insurance Premiums

Direct-written premiums among the largest U.S. cybersecurity insurers have jumped

### Direct-written premiums

\$3.5 billion



Source: Fitch Ratings

## How to Cover More Locations



Corporate  
Campus

A photograph of a modern office building with a glass facade and a blue sky.



Remote  
Branches

A woman with long dark hair is sitting at a desk, looking at a laptop screen.



Employee  
Homes

A woman is sitting at a desk with a child, looking at a laptop screen.



Mobile -  
On the Go

A person is holding a smartphone, looking at the screen.



Field  
Locations

A photograph of an oil pumpjack in a field under a blue sky.



Factories

A photograph of a large industrial factory interior with a high ceiling and many workers.



Private  
Cloud

A photograph of a server rack with many blue lights.




Public  
Cloud

A photograph of the Earth from space, showing the planet's curvature and city lights.

# And Secure More Users (User Types)

A photograph of three office workers in a modern workspace. A man in the foreground is wearing glasses and talking on a mobile phone. Behind him, a woman is looking towards the right. The background shows computer monitors and office furniture.

Employees

A top-down view of a meeting table with several laptops open. People are seated around the table, some looking at their devices. The scene is brightly lit, suggesting an office or conference room.

Contractors

A group of people in a professional setting. A woman in a white uniform and headscarf is talking to a man in an orange vest. Another woman in a black headscarf is visible in the background.

Customers

A view from the driver's seat of a car, looking out through the windshield at a city street. The car's dashboard and steering wheel are visible in the foreground.

Suppliers

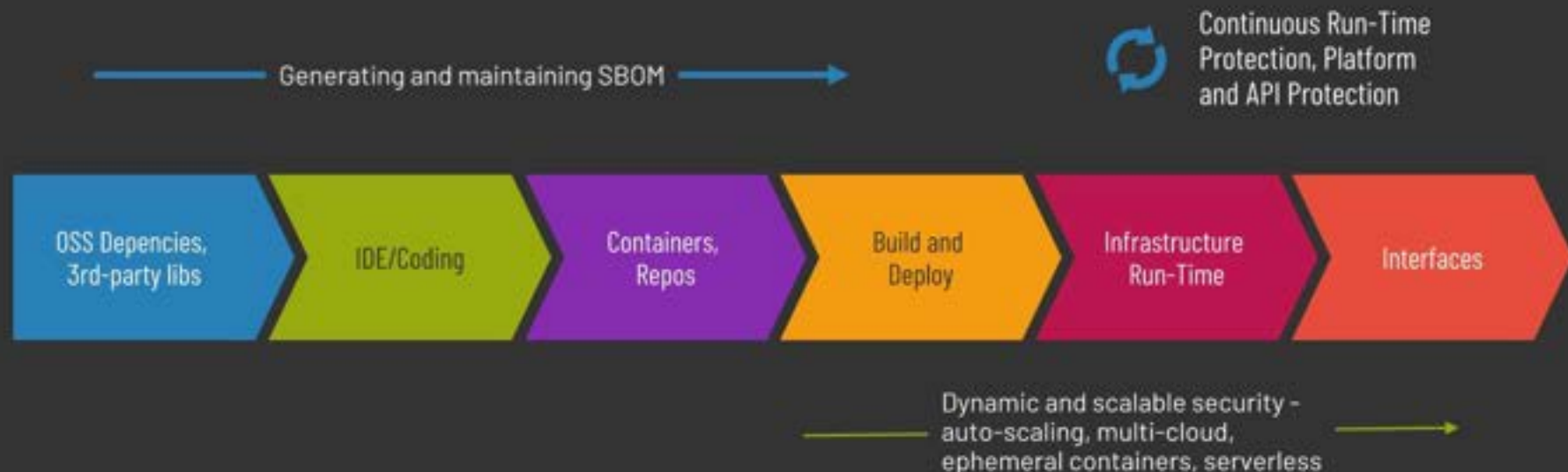
Two business professionals, a man and a woman, sitting at a table with a laptop. They appear to be in a meeting or collaborative work session. The man is pointing at a screen or document off-camera.

Partners


# Plus Protect Up and Down the IT and OT Stack




# Also, Defending and Certifying across Software Supply Chain



# While Defending Against More Sophisticated Attacks



Supply Chain Attacks



OT/IoT Exploits




Multi-Stage, Multi-Layer  
Attacks  
Targeted Attacks



Deepfake-enabled  
Attacks, Sophisticated  
Social Engineering



Weaponized AI/ML




MFA Prompt Bombing



## Oh, BTW, Biggest Headaches are Not Always Technology-Related



Recruiting  
and Retaining  
Security Talent



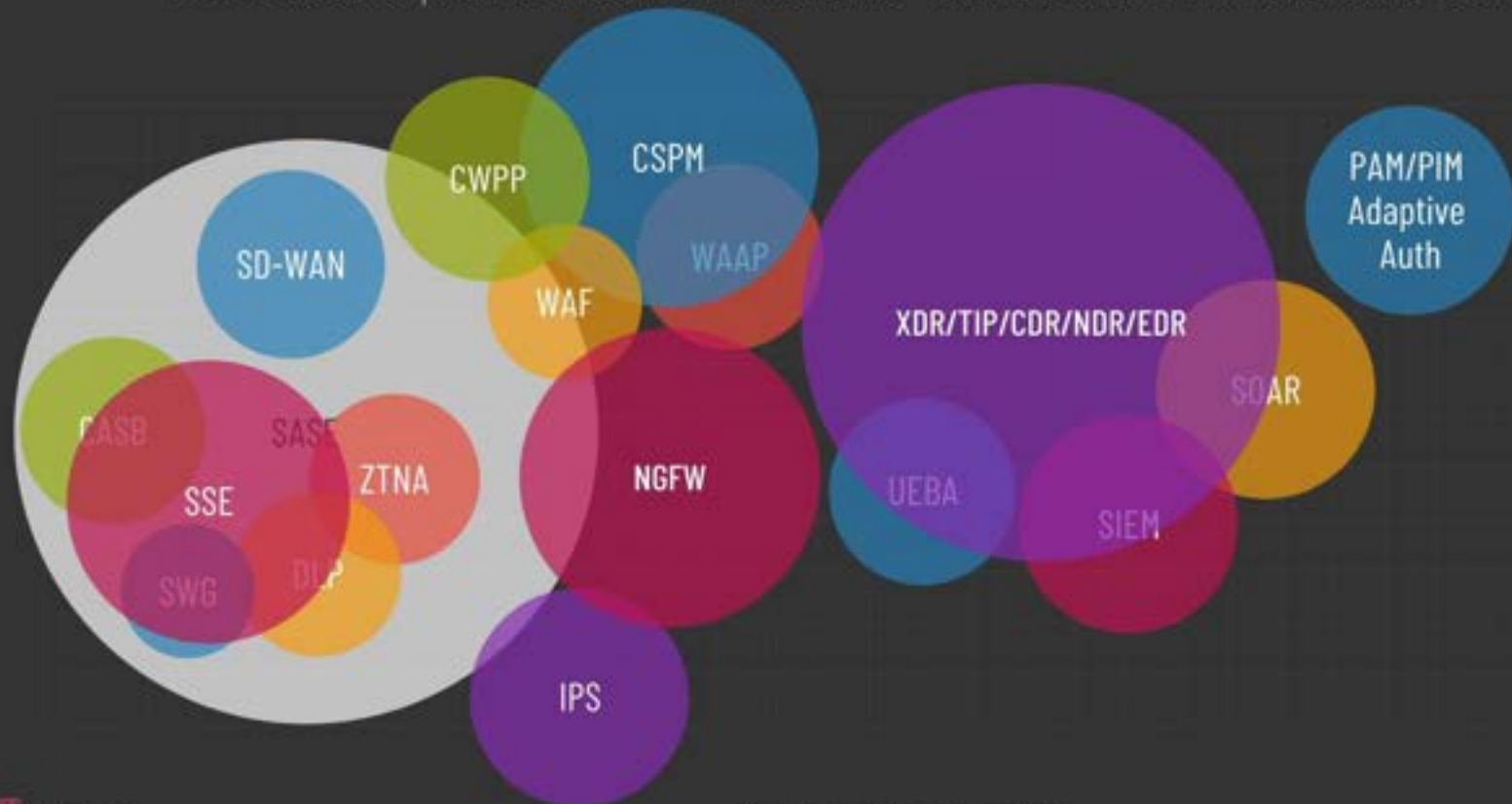
Employee  
Education and  
Awareness  
Training



Constrained  
Budgets

# So Many Solutions, Yet Gaps in Attack Surface

Note: sizes and positions below are illustrative - not reflective of market sizes or relationships



# CISO Initiatives - Some of What We Hear

Holistic, proactive, forward-thinking approaches



## Trust

- Provenance of hardware
- SBOM
- Zero-trust frameworks



## Privacy and Protection

- Encryption, enterprise secrets management
- Quantum-safe preparation
- Data management (leakage, classification, DR)



## Observability and Insights

- Centralized data lakes, telemetry sourcing and ingestion
- Big data, AI and ML



## Identity

- Authentication/MFA, passwordless
- TPM, device identity
- Directory management



## Policy and Governance

- Unified policy
- Policy verification and testing
- Automated compliance



## Resilience

- Compartmentalization
- Cold and warm standbys
- Recovery drills
- Alternative (offline) business support processes



**No More Delay  
Let's Get to our Discussion!**