

**RISK EVENT 2019**  
**No Risk No Glory**



Come To Digital Transformation...

**WE HAVE COOKIES!**



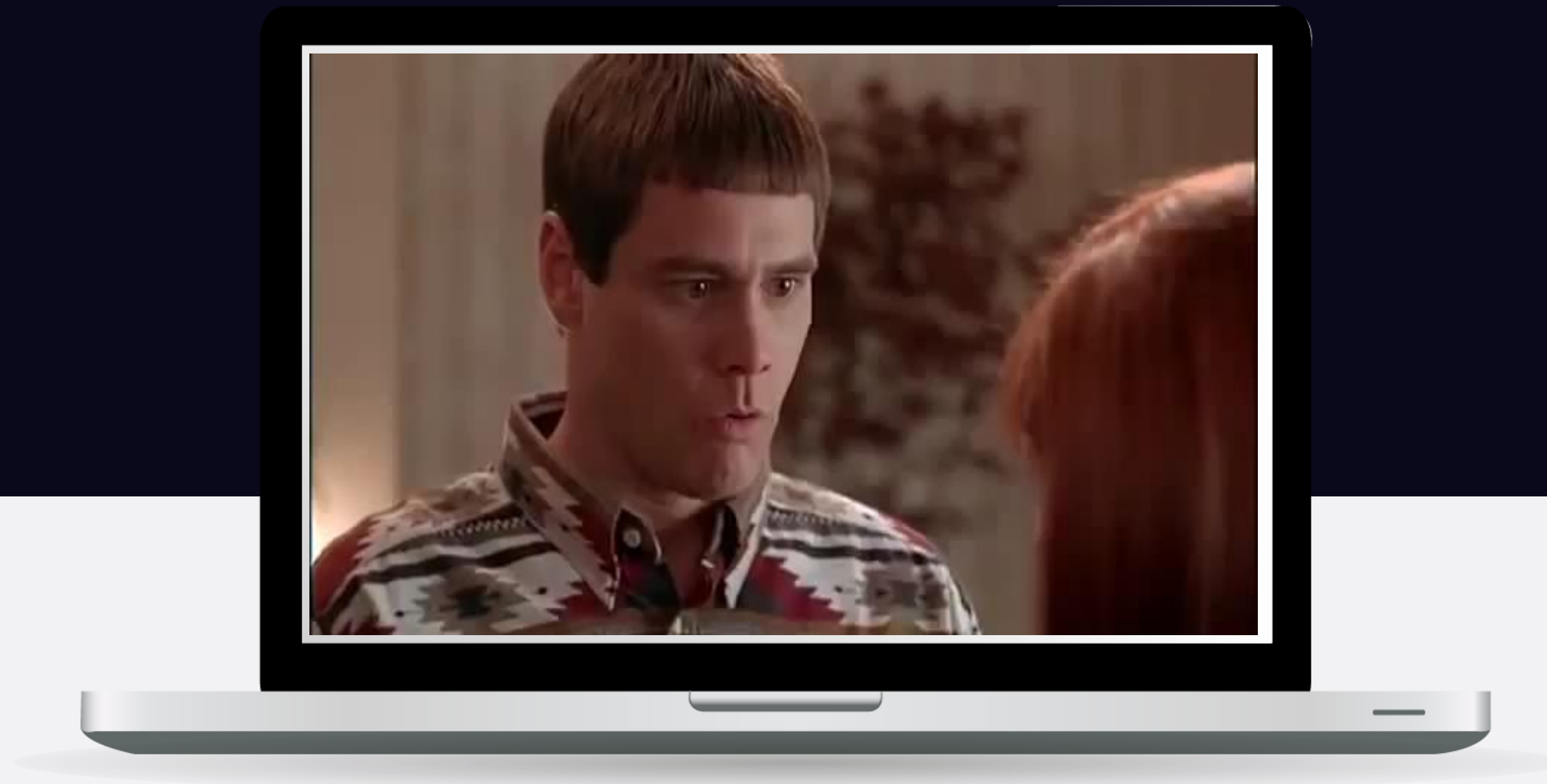
# Risk and value considerations for Digital Transformation

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*Leading Executive Advisor, IDC Portugal*

# welcome message



Link:

<https://www.youtube.com/watch?v=nFTRwD85AQ4&app=desktop>



# Next Chapter of DX: **TECHNOLOGY-DRIVEN TRANSFORMATION**

## Altering Business and Society

# 50%

“

By 2021,

At least **50% OF GLOBAL GDP WILL BE  
DIGITIZED**, with growth in every industry  
driven by digitally enhanced offerings,  
operations, and relationships.

”



... BUT  
THAT'S  
NONE OF  
MY  
BUSINESS!



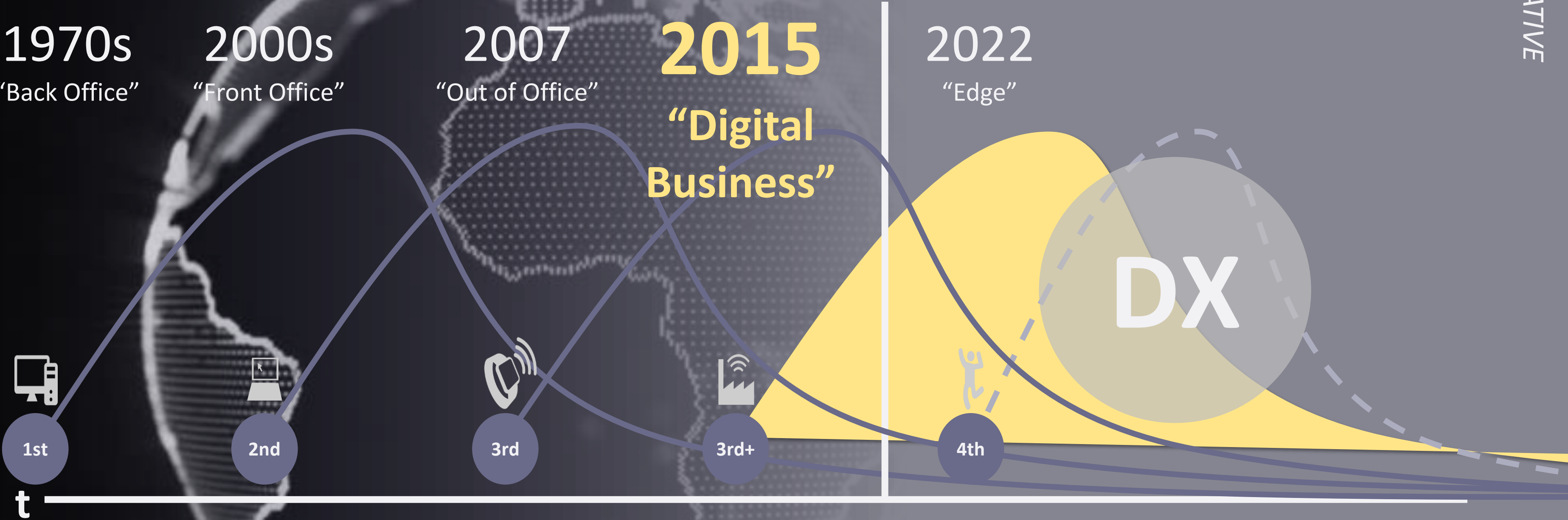
“In less than a decade,  
new digital entrants  
have already seized a  
significant share of  
revenue across regions  
and industries — 17% on  
average, according to  
our findings, leaving only  
83% to the incumbents.

... **WHILE DIGITAL  
ENTRANTS HOLD  
"ONLY" 17% OF TOTAL  
GLOBAL REVENUE, THEY  
OWN 47% OF DIGITAL  
REVENUE!**

McKinsey”

# LET'S GO SHOPPING MODEL

ILLUSTRATIVE



11.04.2019



THE DIGITAL  
PORTFOLIO



# Digital TRANSFORMATION



It's **NOT** about getting your  
**OLD BUSINESS** more **EFFICIENT!**

... SO,

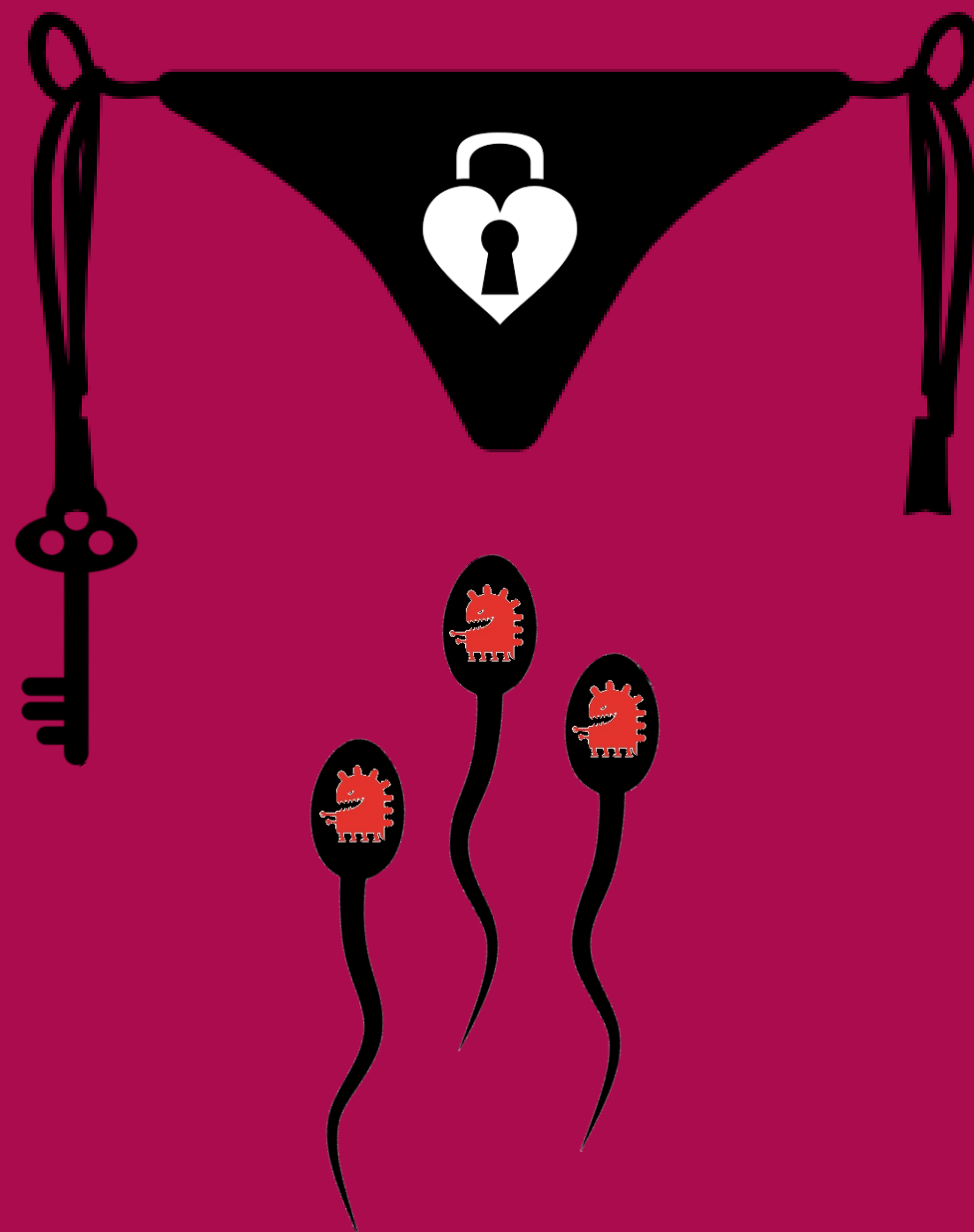
# CYBERSECURITY



CHANGE  
THE  
SHAPE

It's **NOT** about getting your

**OLD BUSINESS** more **SECURE!**

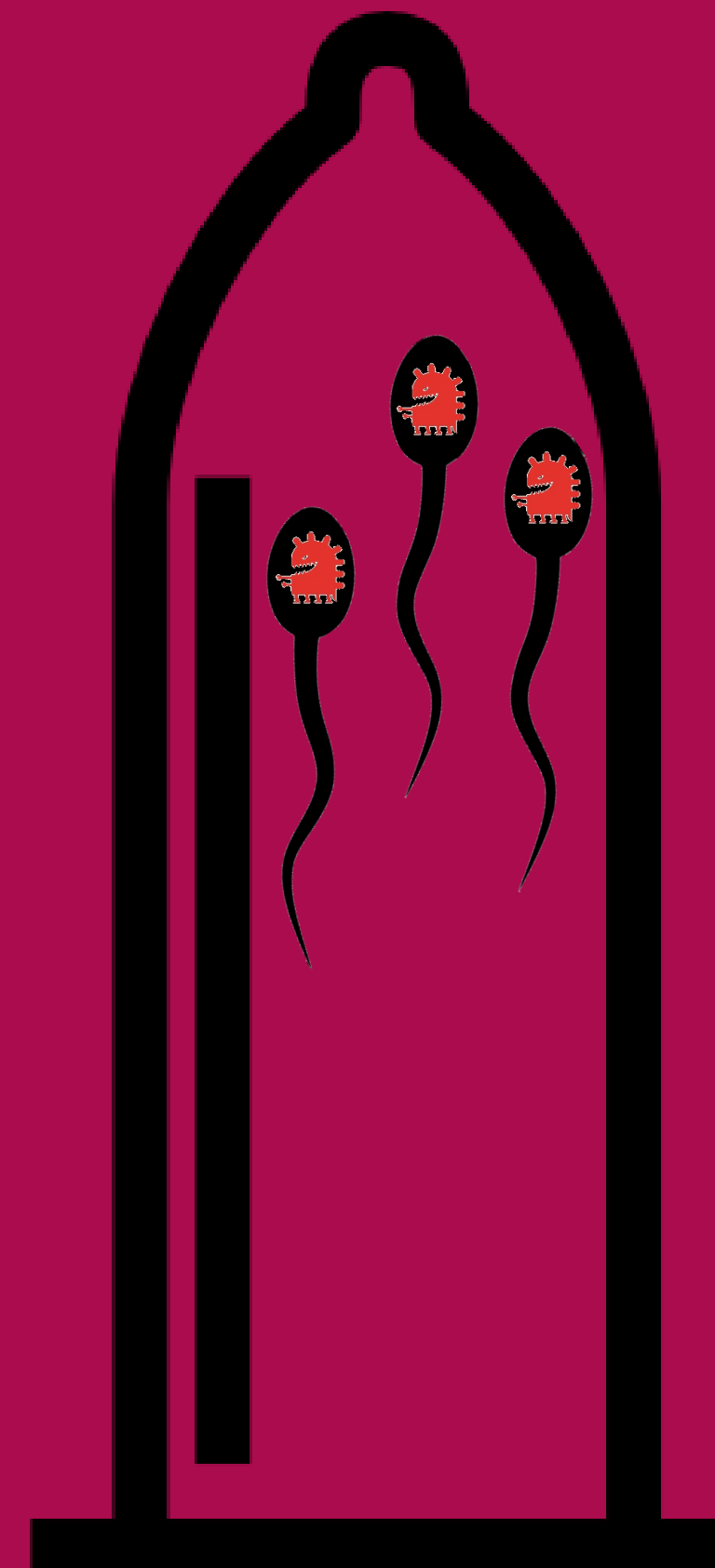


CYBER (IN)SECURITY

CONTAIN  
&  
CONTROL

REPLACE OUTDATED

PROTECT  
&  
DEFEND







**VALUE  
CONSIDERATIONS**

A unicorn with a white mane and a single horn is shown in profile, facing right. It is standing in a misty, forest-like environment. The background is a soft, out-of-focus grey and white, suggesting a magical or ethereal atmosphere. The unicorn's body is white, and its mane is long and flowing.

# BELIEVE.

“By 2025, approximately **80 BILLION DEVICES** will be connected to internet (today ~13b). Approximately 4.800 devices are being connected to the network as we speak. Ten years from now, the figure will mushroom to **152.000 A MINUTE**. The total amount of digital data created will hit **180 ZETTABYTES**. ”

# DATA MONETI ZATION

70%

By 2020,  
70% of Western European enterprises will  
create **DATA MANAGEMENT AND  
MONETIZATION CAPABILITIES**, thus enhancing  
enterprise functions, strengthening  
competitiveness, and creating new sources of  
revenue.



THE CDO IS DEAD

LONG LIVE THE  
CEO

# WE ARE DETERMINED!

# 55%

“By 2020,  
At least 55% of Western European  
organizations will be digitally determined,  
transforming markets and reimagining the  
future through **NEW BUSINESS MODELS AND  
DIGITALLY ENABLED PRODUCTS AND  
SERVICES.**”



# STRONG LOVE FOR COMPLEXITY

Simple philosophies, practices, and ideas are, ironically

## MORE UNLIKELY TO BE IMITATED BY OUTSIDERS AND COMPETITORS!

- The Knowing Doing Gap

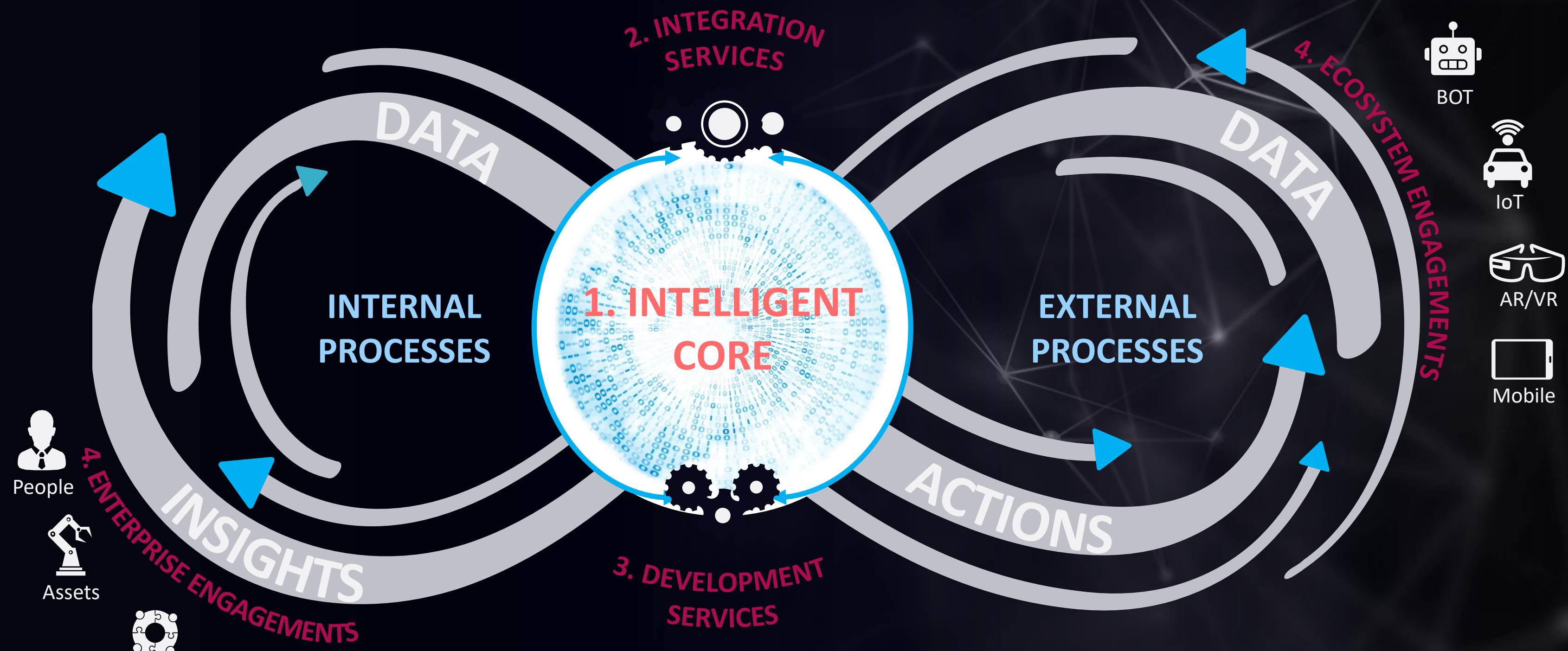




Source: <https://www.youtube.com/watch?v=gBnvGS4u3F0>

# DX PLATFORM

## Overview





# DX PLATFORM

## Receipt // Step #1

1. **Ctrl + C**
2. **Choose File→New**
3. **Click the Blank Presentation tile**
4. **Ctrl + V**
5. **Replace All <MY COMPANY> with your company name**

In **<MY COMPANY>** DX platform, everything is connected to everything else. Data comes in to **<MY COMPANY>** through connected assets, employees, connected processes, or as other data streams through APIs. This data circulates through the intelligent core, which can pull out insights from revenue streams. Those insights circle back into **<MY COMPANY>** as improved internal processes. But data also comes in through the ecosystem engagements through bots, mobile devices, AR/VR, connected vehicles, and so on. This data circulates through the intelligent core, which turns the data into actions to be taken when engaging with the ecosystem.

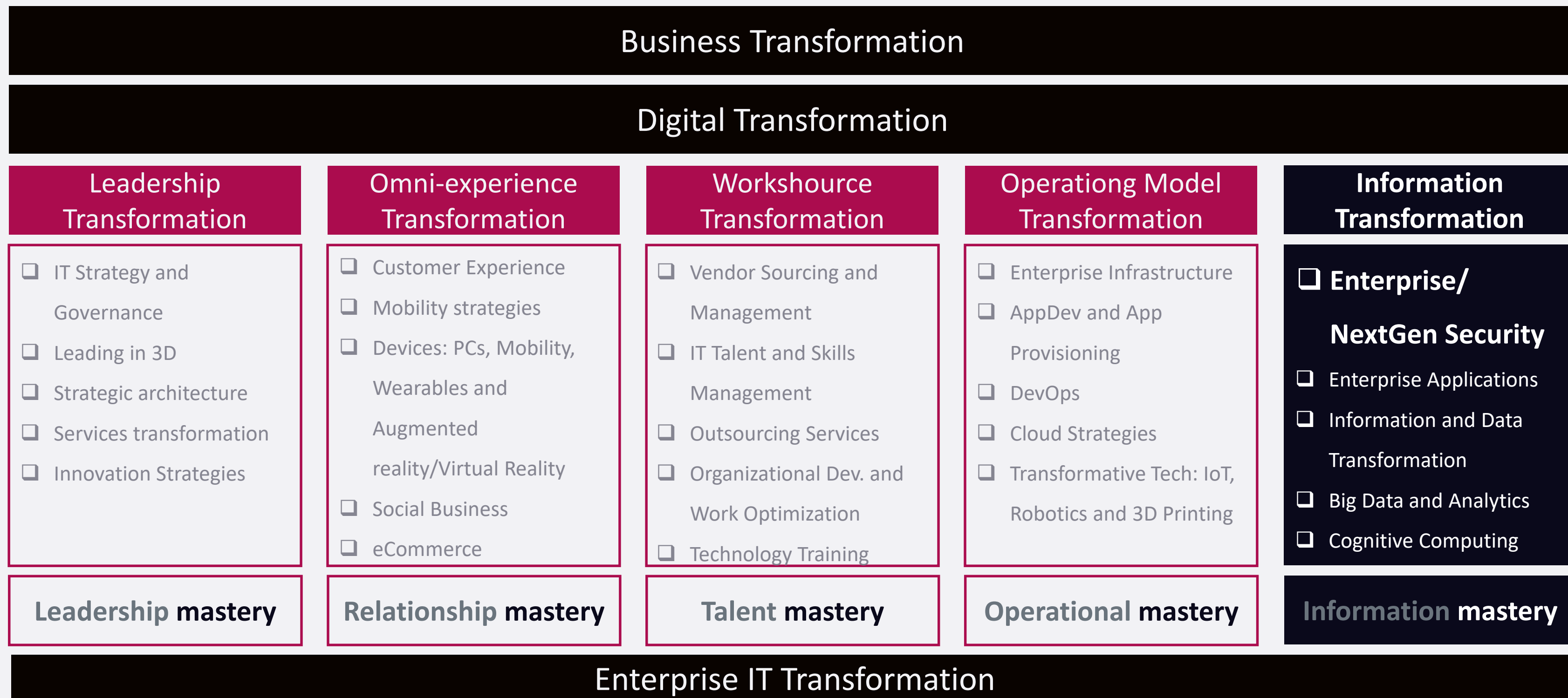


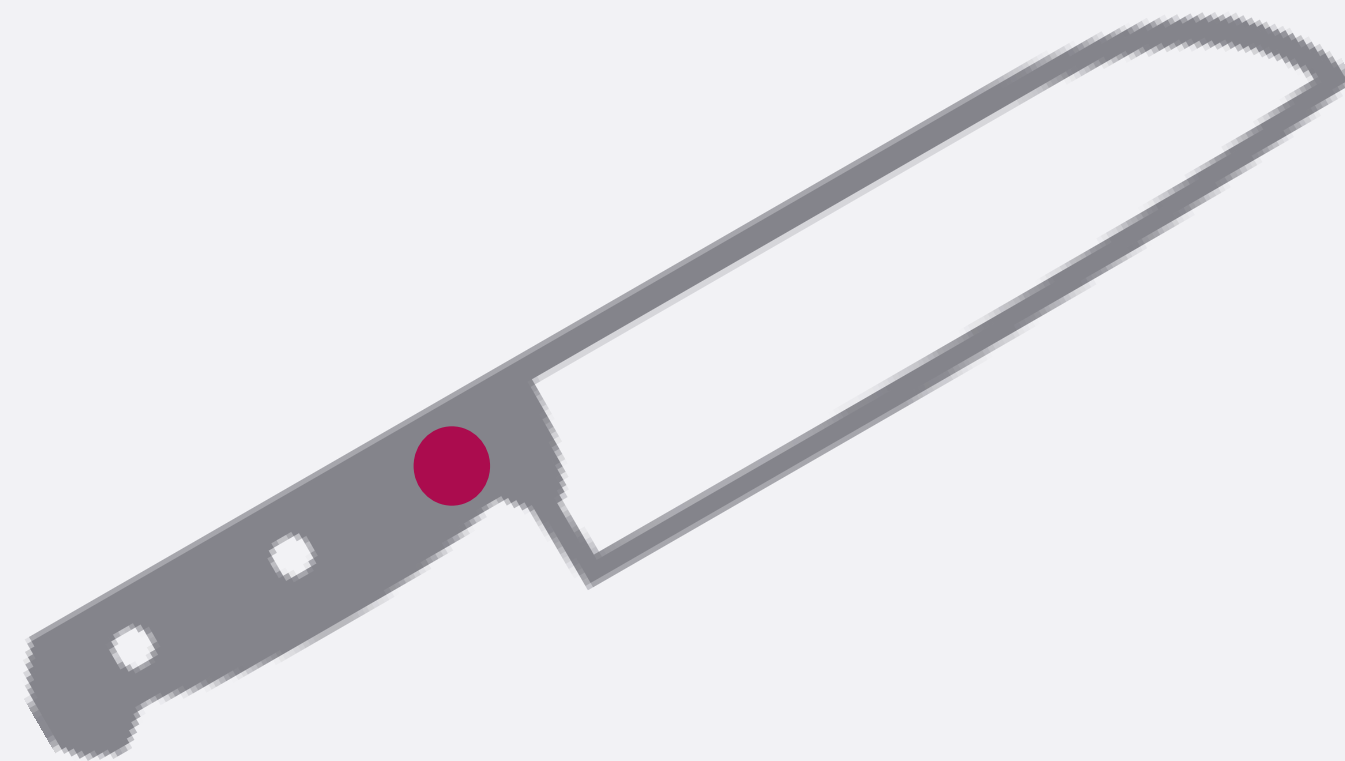
# DX PLATF ORMS

“25%  
By 2021,  
Prominent in-industry value chains in Europe,  
enabled by blockchains, will have extended their  
digital platforms to their entire omni-experience  
ecosystems, thus **REDUCING TRANSACTION  
COSTS BY 25%.**”

# Digital transformation

## Overview





# RISK CONSIDERATIONS



# HOW DO YOU EAT AN ELEPHANT?

~~One bit at a time!~~



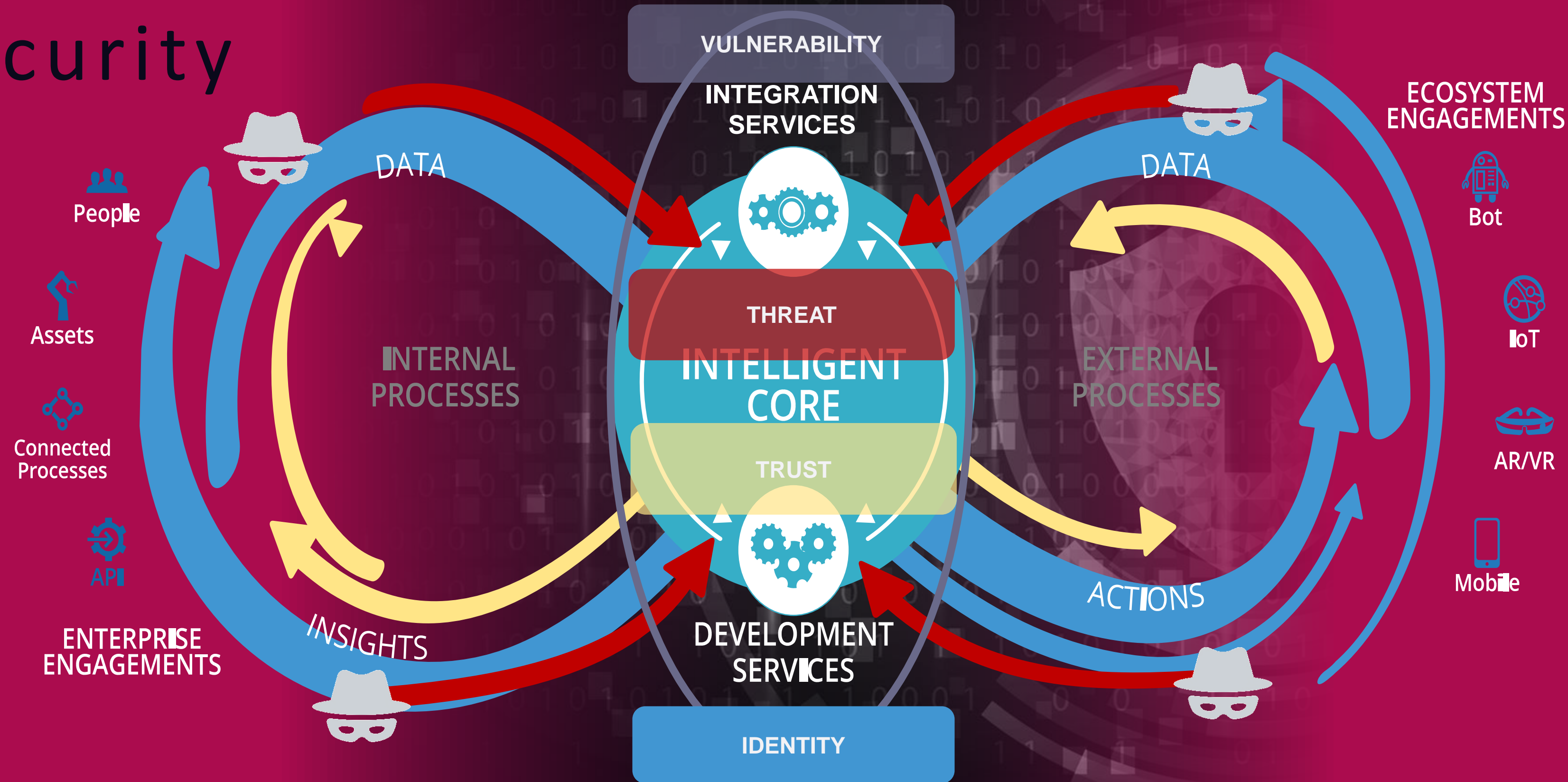
THERE ARE NO RIGHT ANSWERS TO  
WRONG QUESTIONS!

## DON'T EAT

## MANAGE IT!

# DX PLATFORM

## Security





# DX PLATFORM

## Receipt // Step #2

1. Ctrl + C
2. Choose File→New
3. Click the Blank Presentation tile
4. Ctrl + V
5. Replace All <MY COMPANY> with your company name

“In <MY COMPANY> DX platform, everything is connected to everything else **based on a risk assessment that determines necessity and may restrict access within sessions or transactions.** Data comes in to <MY COMPANY> through connected assets, employees, connected processes, or as other data streams through APIs **that have been authenticated based on the assessed risk. this data, which may be encrypted and is monitored for attacks and compromises,** circulates through the intelligent core **where security analytics are applied to aggregated content,** which can pull out insights from revenue streams or **identify threats in progress.** Those insights circle back into <MY COMPANY> as improved internal processes, **while the threat activity provides information for hardening the environment and the security posture.** But data also comes in through the ecosystem engagements through **authenticated** bots, mobile devices, AR/VR, connected vehicles, and so on. This data, **which may be encrypted and monitored for malicious activity,** circulates through the intelligent core, which turns the data into actions **for protecting the ecosystem** to be taken when engaging with the ecosystem.”

Source: IDC

# ADOPTION OF THREAT LIFE-CYCLE

“90%”

90% of managed security services customers will adopt **THREAT LIFE-CYCLE SERVICES** by 2024, rising from 50% in 2019.

”





We realize that there is a

**HUGE CRISIS OF  
CYBERSECURITY  
PROFESSIONALS**

when

**MR.**

**ROBOT**

grows a chevron mustache and  
wants to succeed as a  
POP/Rock

**SINGER!**



# AUTOMATED RESPONSE TO ALERTS

# 50%

“

By 2021,  
fully 50% of legitimate security alerts  
will have an **AUTOMATED  
RESPONSE, UNTOUCHED BY  
HUMAN ANALYSTS.**

”

# NUMBER OF CYBERSECURITY COMPANIES DROP

“40%”

In 2019, there are roughly 1,400 companies offering cybersecurity services or products of significance; by 2023, the **NUMBER OF CYBERSECURITY COMPANIES WILL DROP** by nearly 40% from 2019.



CAN A COMPANY BE BRAVE WHEN

**AFRAID?**

THAT'S THE ONLY  
TIME A COMPANY IS

**BRAVE!**

- "NERD STARK"





SO... UNDERSTANDING

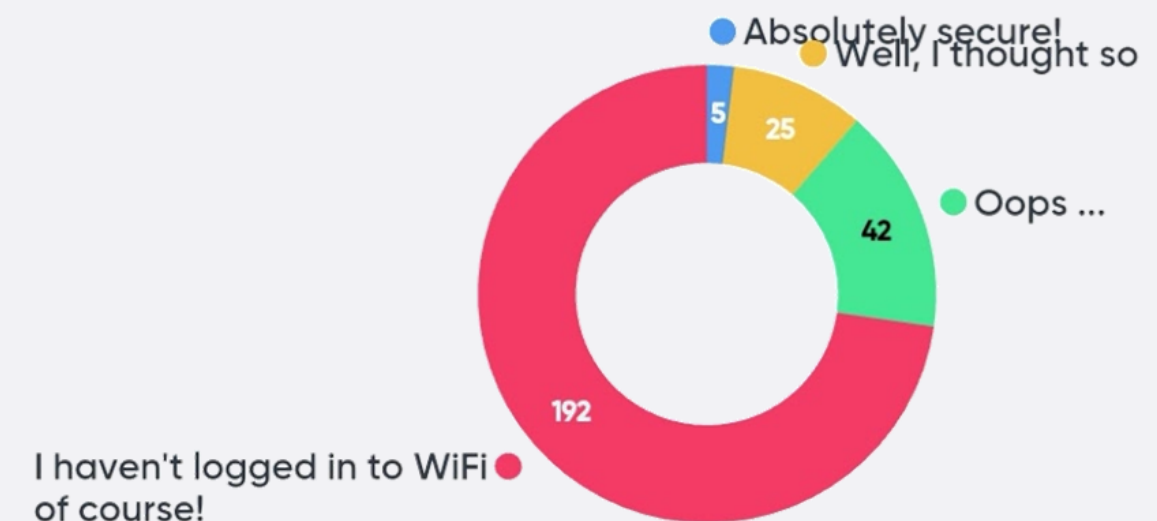
[AFRAID] SECURITY

IS ENOUGH TO UNDERSTAND

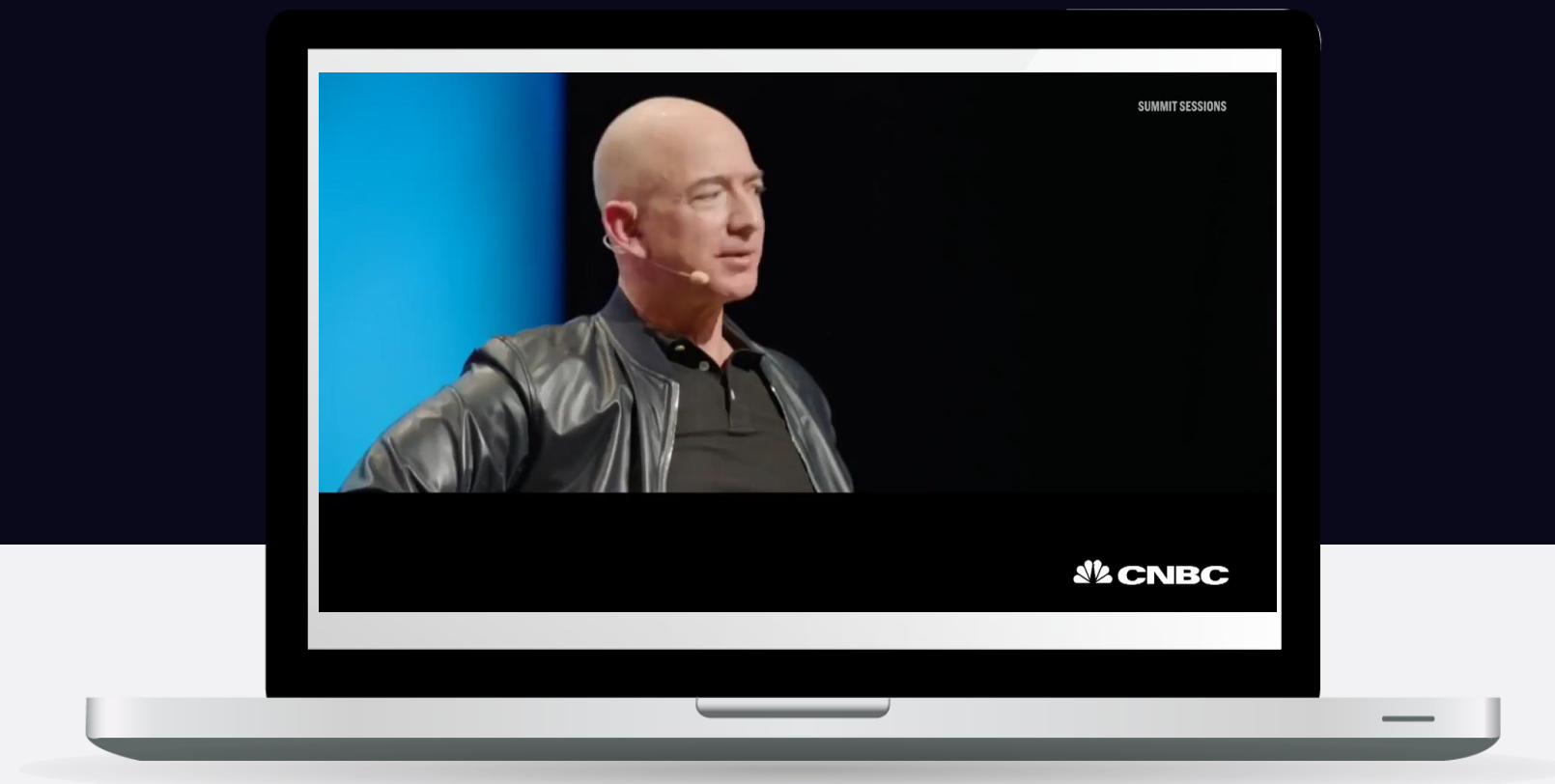
[BRAVE] RISK?

Is the WiFi you  
logged in to  
secure?

Mentimeter



# Digital Transformation



Link:

<https://www.youtube.com/watch?v=4CmyV5Ghxeg>

# #HAZARD



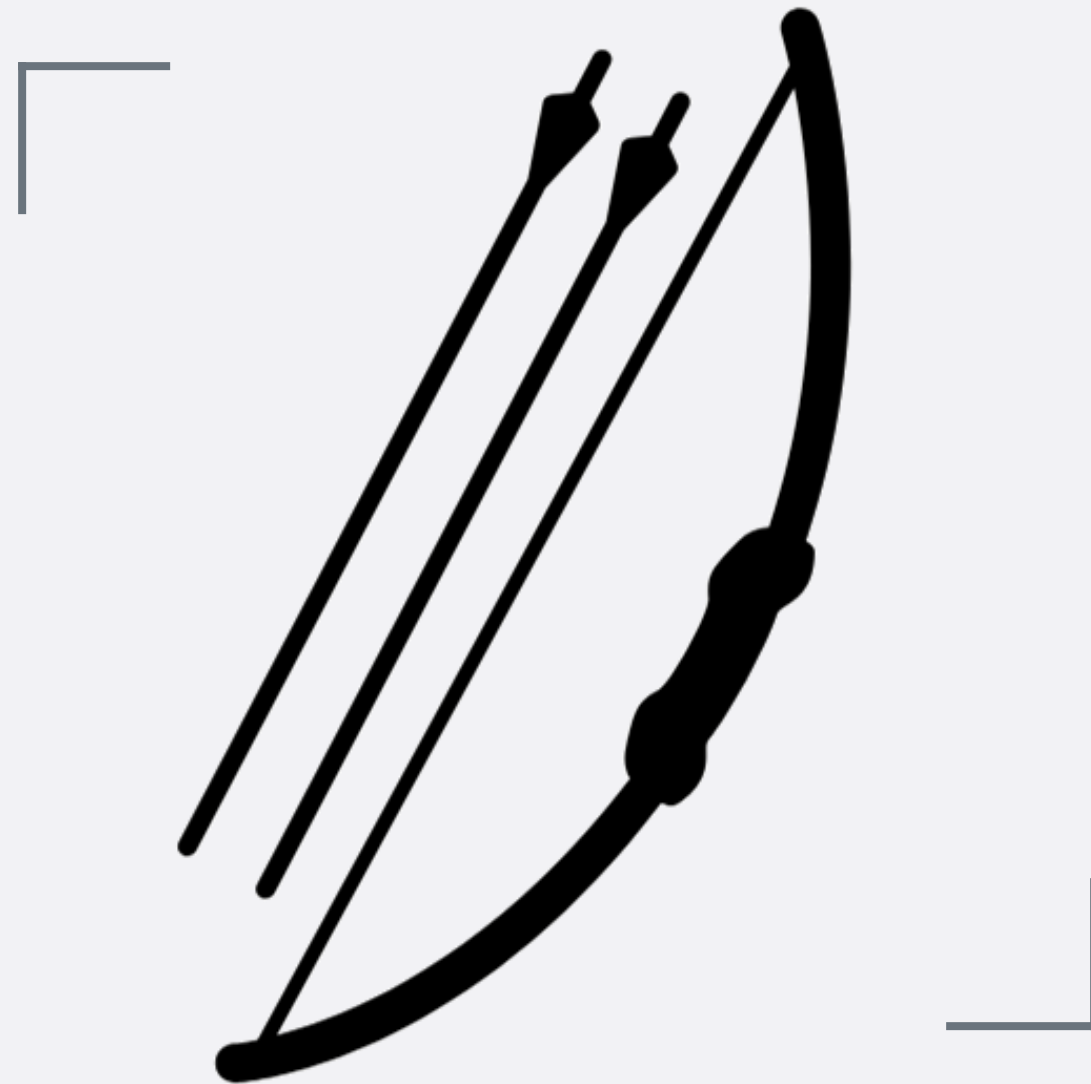


# #RISK





# #HAZARD



# #RISK





“**RISK:** The combination of the **probability** of an **event** and its **consequence**. Risk is mitigated through the use of controls.

ISO/IEC 73

”



# #GOALS

KEY ELEMENT



# #THREATS

[Malicious; Accidental; Error; Failure; External Requirement]

KEY ELEMENT





# #ACTORS

[Internal; External]

KEY ELEMENT







# #MITIGATE





“If it's my fault,  
I'll put it in  
whoever I want!

Hommer Simpson”

#TRANSFER



# #ACCEPT





**#ASSET**

**~~#RISK~~**

**~~#HAZARD~~**



**[PERSONAL] DATA →**

**INFORMATION → KNOWLEDGE → VALUE**





What's Next?

# Information Value End-to-end approach

## Information STRATEGY

Are we doing  
the right things?

## Information ARCHITECTURE

Are we doing  
them right way?

## Information OPERATIONS

Are we doing?



## Information VALUE

Are we getting the  
benefits?

## Information DELIVERY

Are we getting it  
done well?

## Information OPERATIONS

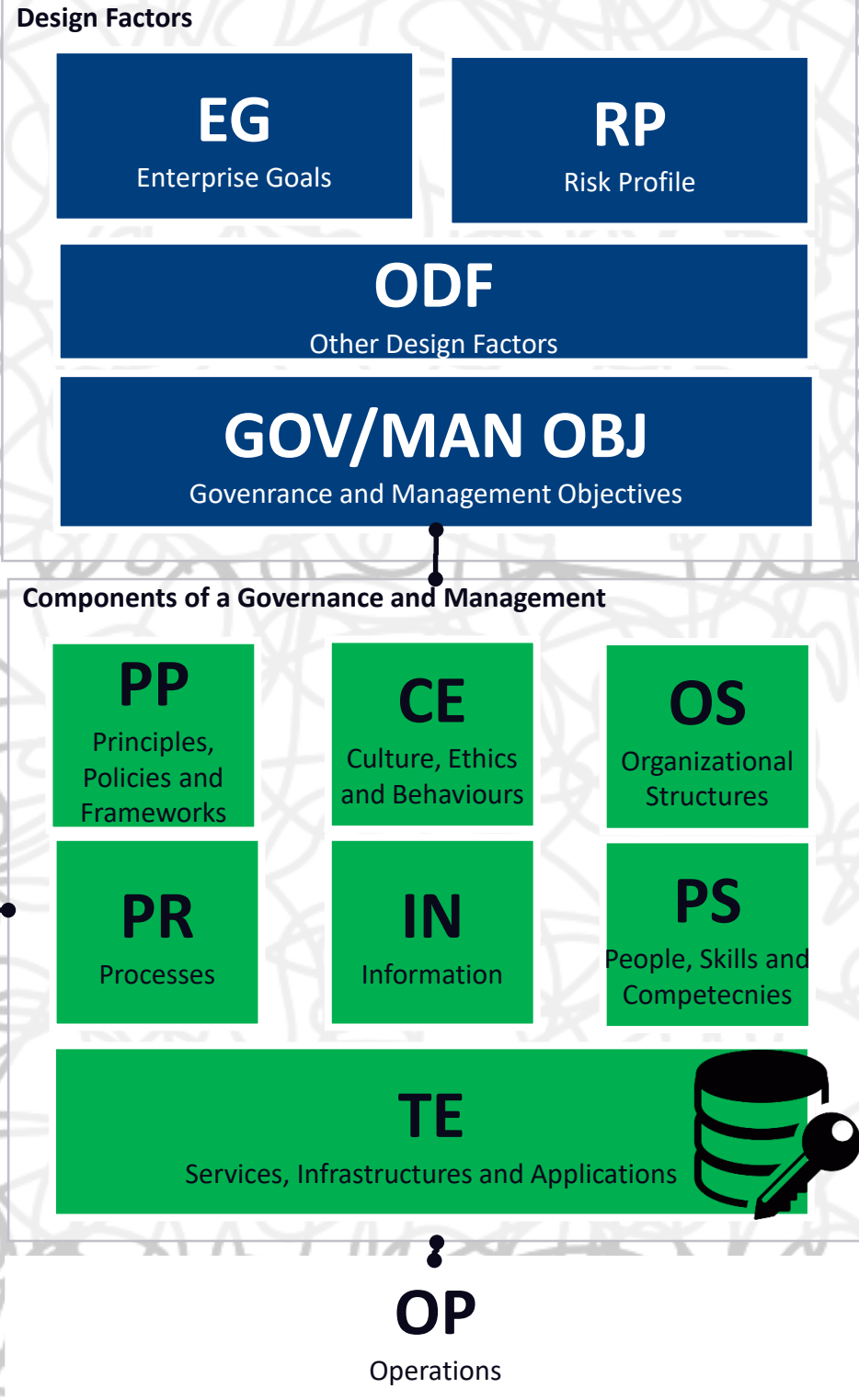
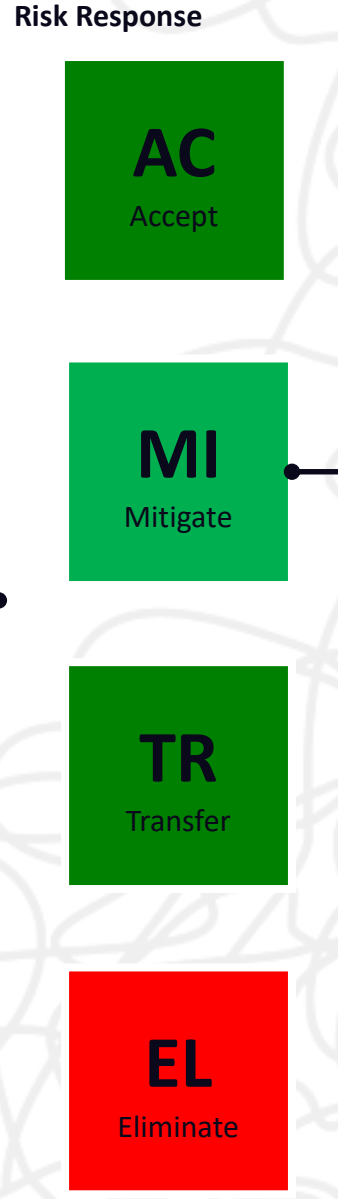
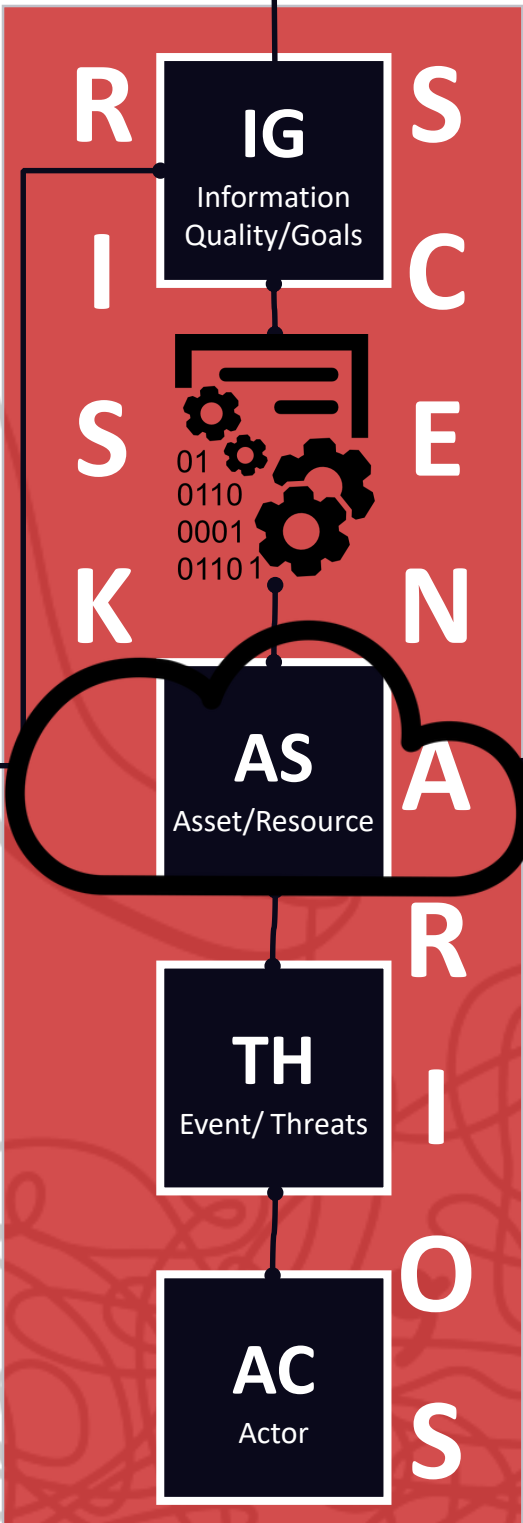
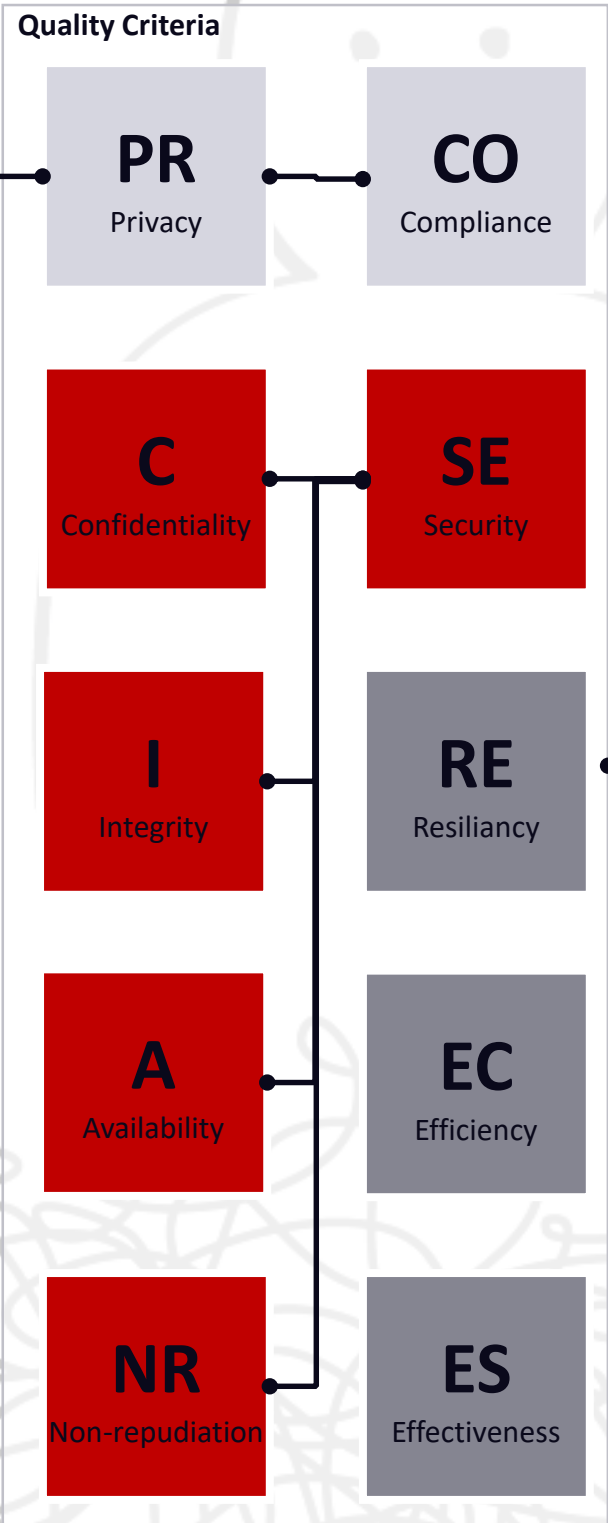
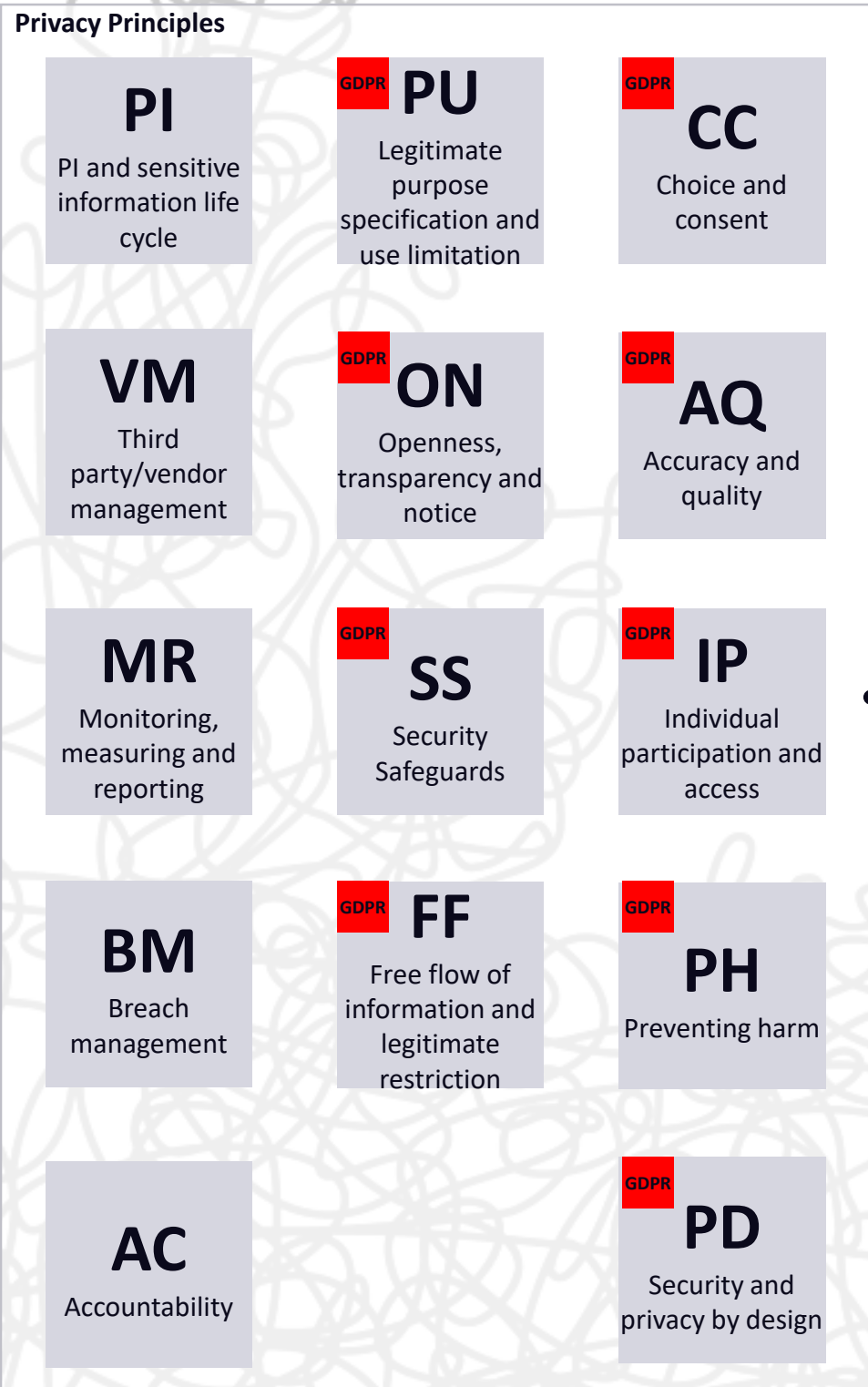
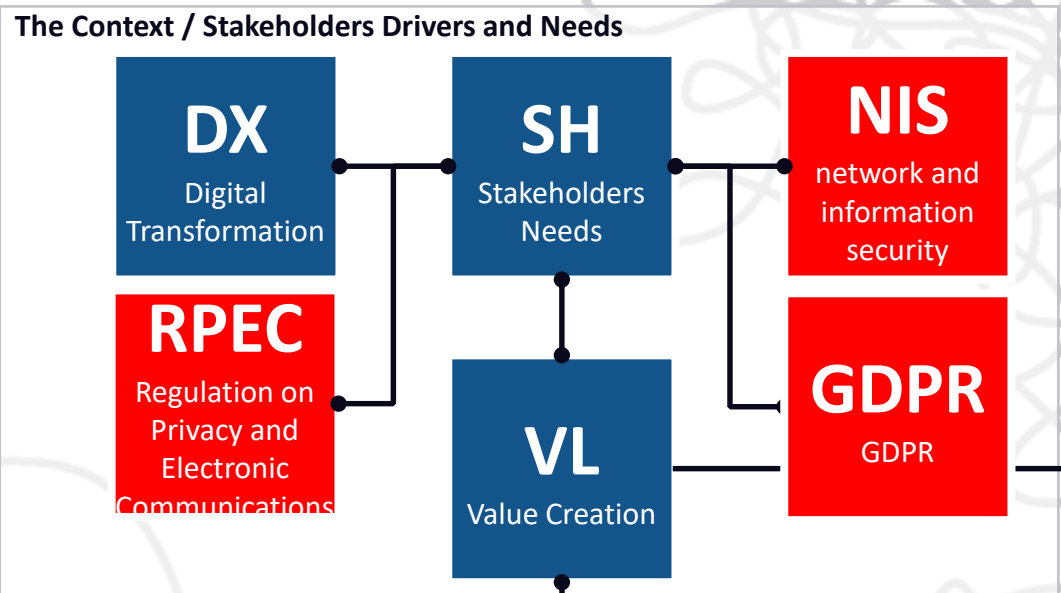
Is it working?

# “ENCRPYTION OF PERSONAL DATA IN THE CLOUD”





# #RISK ORIENTED APPROACH & STATE OF THE ART PRACTICES FOR #SECURITY AND #PRIVACY





FOREWARNED IS FOREARMED

# RISK DEV OPS

THE BUYER IS ALWAYS RIGHT



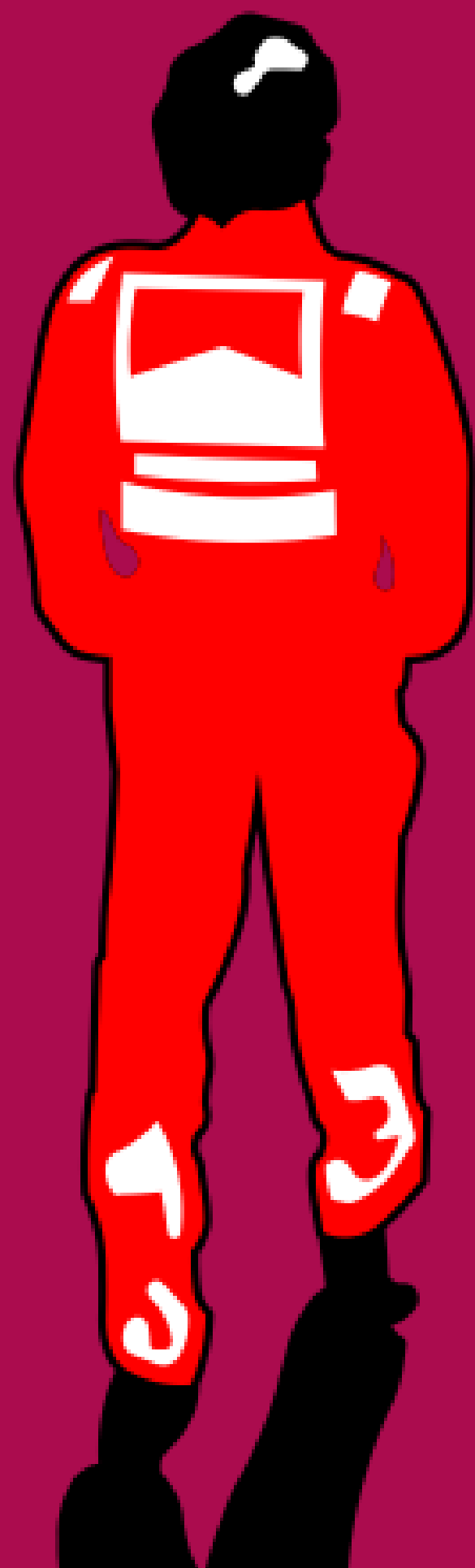






QUANTUM  
COMPUTING “25%  
By 2024,  
Quantum computing will have evolved  
enough that 25% of nation-states will  
have the **MEANS TO DECRYPT CURRENT  
PUBLIC KEY INFRASTRUCTURE  
TECHNOLOGIES.**”





With regard to

**PERFORMANCE,  
COMMITMENT,  
EFFORT,  
DEDICATION,**

there is no middle ground.  
Or you do something

**VERY WELL OR NOT AT ALL!**

*Arjun Sena*

Obrigado | Bedankt





# My contacts

## online

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