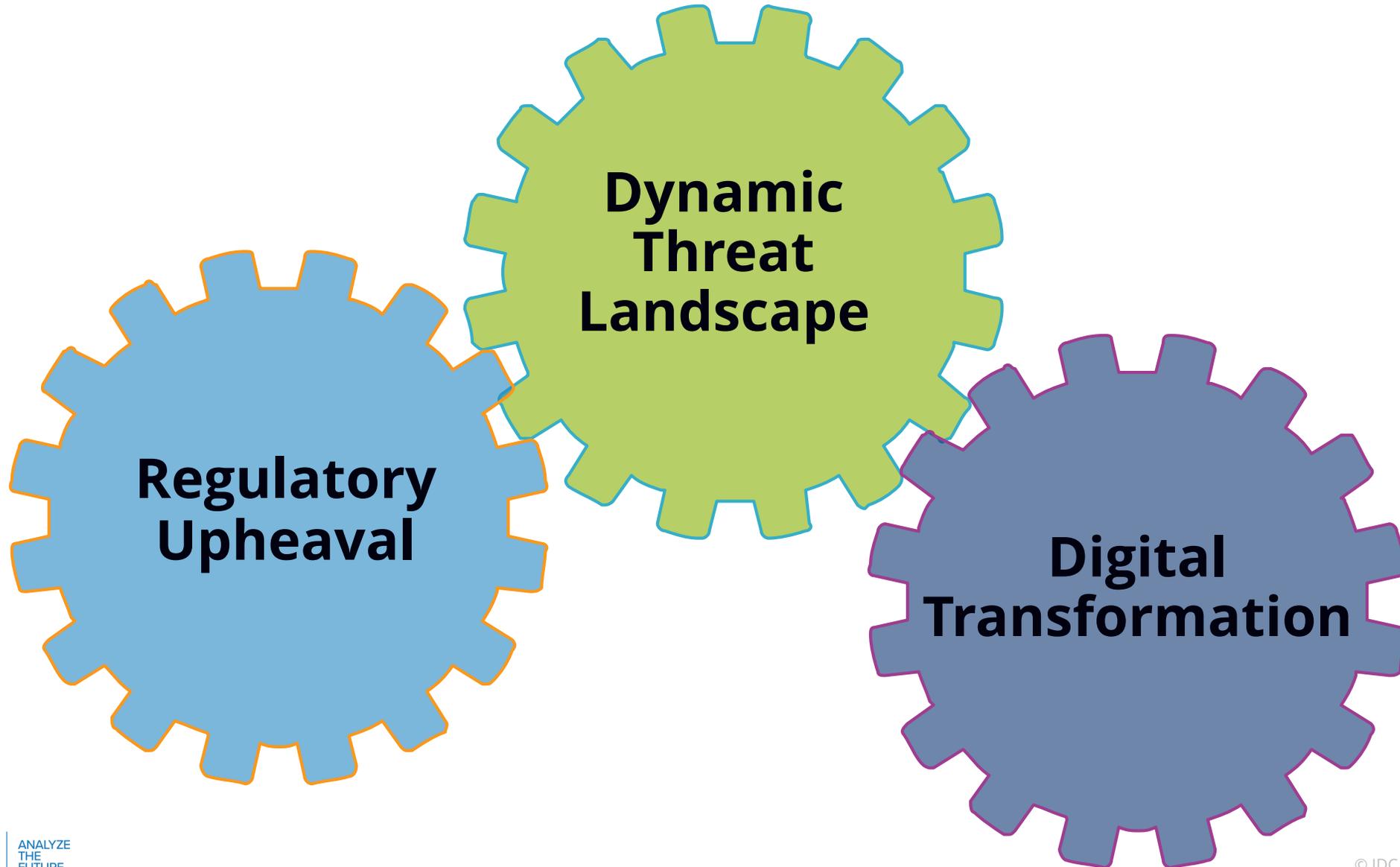




# From IT Security to Digital Trust: Trends and imperatives in a digital world

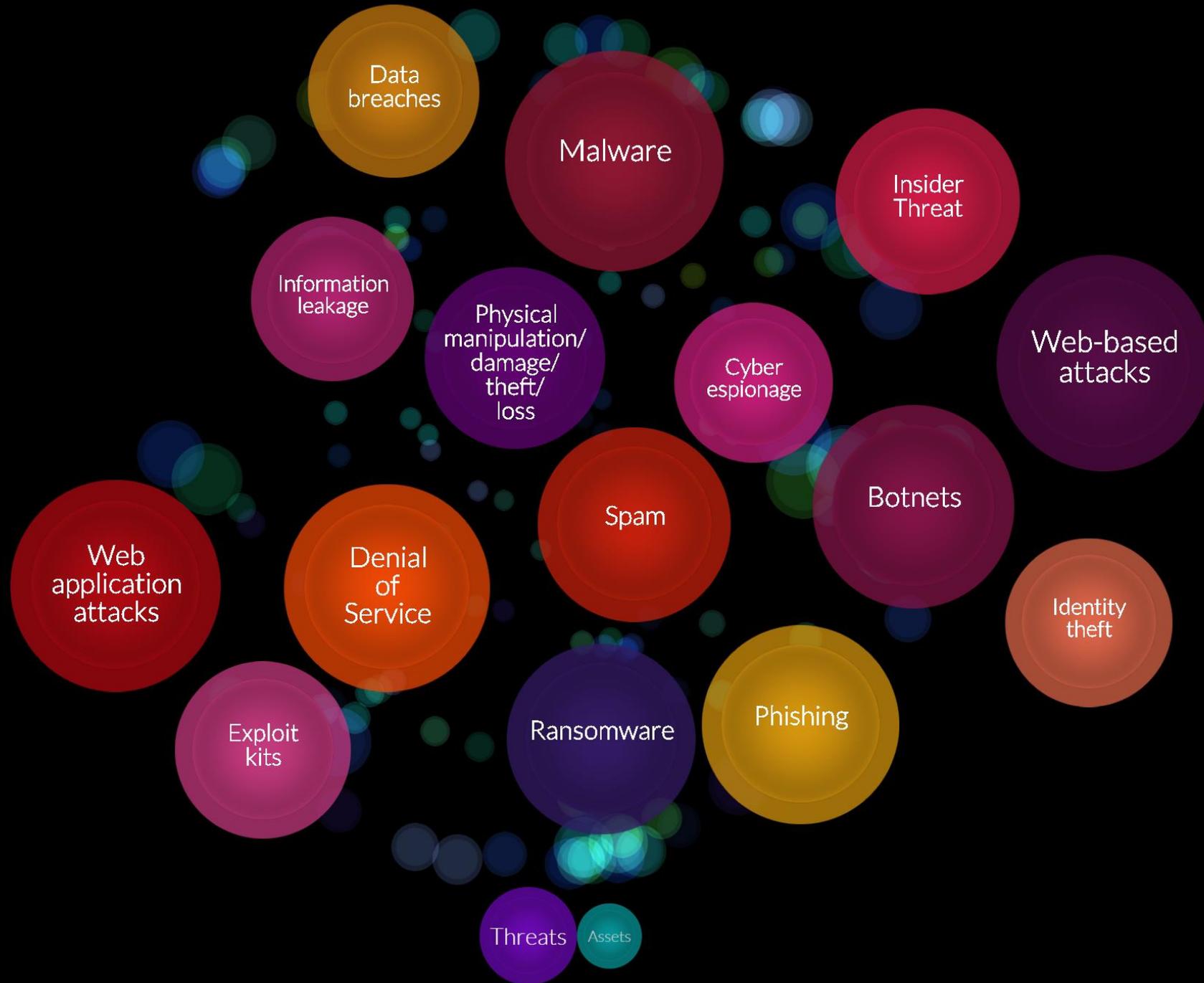
Duncan Brown  
Associate Vice President, Infrastructure & Security  
IDC Europe  
@duncanwbrown

# Revisiting the three mega-drivers



# How “Dynamic” is the Threat Landscape?

- The number of vulnerabilities has doubled in 12 months



# How “Dynamic” is the Threat Landscape?

- The number of vulnerabilities has doubled in 12 months
- AV vendors detected more than 4 million samples per day
- Hardware and firmware threats an increasing target
- Malware programs for macOS doubled within the Q1 of 2017
- Web-based-attacks are about to reach levels similar to malware
- Phishing attacks have become more targeted and sophisticated
- Ransomed medical devices emerge as a new threat

# Dynamic Threat Landscape requires Automated Threat Remediation



# Automated Threat Remediation

## Unified Security

Better visibility & control  
Better security outcomes  
Integration, visibility, prioritisation

## Automation & orchestration

Easing skills shortage  
Automating tasks  
Orchestrating processes

## Managed Security Services

Access to specialist resources  
Access to industrial scale

Upheaval!



Did the GDPR meteor strike?



# Facebook's Zuckerberg Says The Age of Privacy is Over

*Posted on January 9, 2010 in SOCIAL*

**MARSHALL KIRKPATRICK**

*Contributing Writer*

“People have really gotten comfortable not only sharing more information and different kinds, but more openly and with more people. That social norm is just something that has evolved over time.”



Mark Zuckerberg

# Facebook's value plunges \$34 billion on data controversy

by Chris Isidore @CNNMoney

🕒 March 19, 2018: 2:16 PM ET

“Facebook is facing an existential crisis.

It will now take a Herculean effort to restore public trust in Facebook's commitment to privacy and data protection. ... Outside observers think regulation has suddenly become more likely...”



# Cambridge Analytica closing after Facebook data harvesting scandal

# The Guardian



## The Cambridge Analytica Files

Cambridge Analytica

Olivia Solon in San Francisco  
and Oliver Laughland in New York

Wed 2 May 2018 20.21 BST

Political consultancy, under fire over use of millions of Facebook users' data, has begun insolvency proceedings



▲ Cambridge Analytica is closing its doors. Photograph: The Washington Post/Getty Images

Cambridge Analytica, the data firm at the centre of this year's Facebook privacy row, is closing and starting insolvency proceedings.

# First UK enforcement action under GDPR and the new Data Protection Act

Posted on 19 September 2018 by Jon Baines

## TERMS OF THE ENFORCEMENT NOTICE

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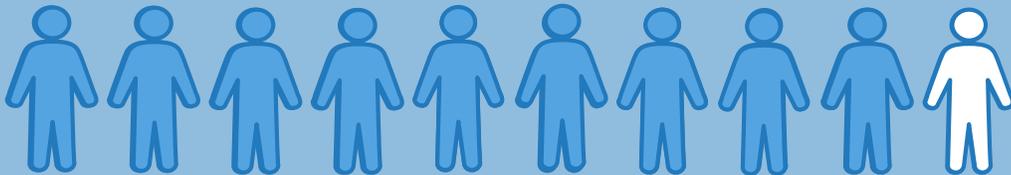
# Regulatory Upheaval requires Compliance Operationalisation



# DX dominates the business agenda

89%

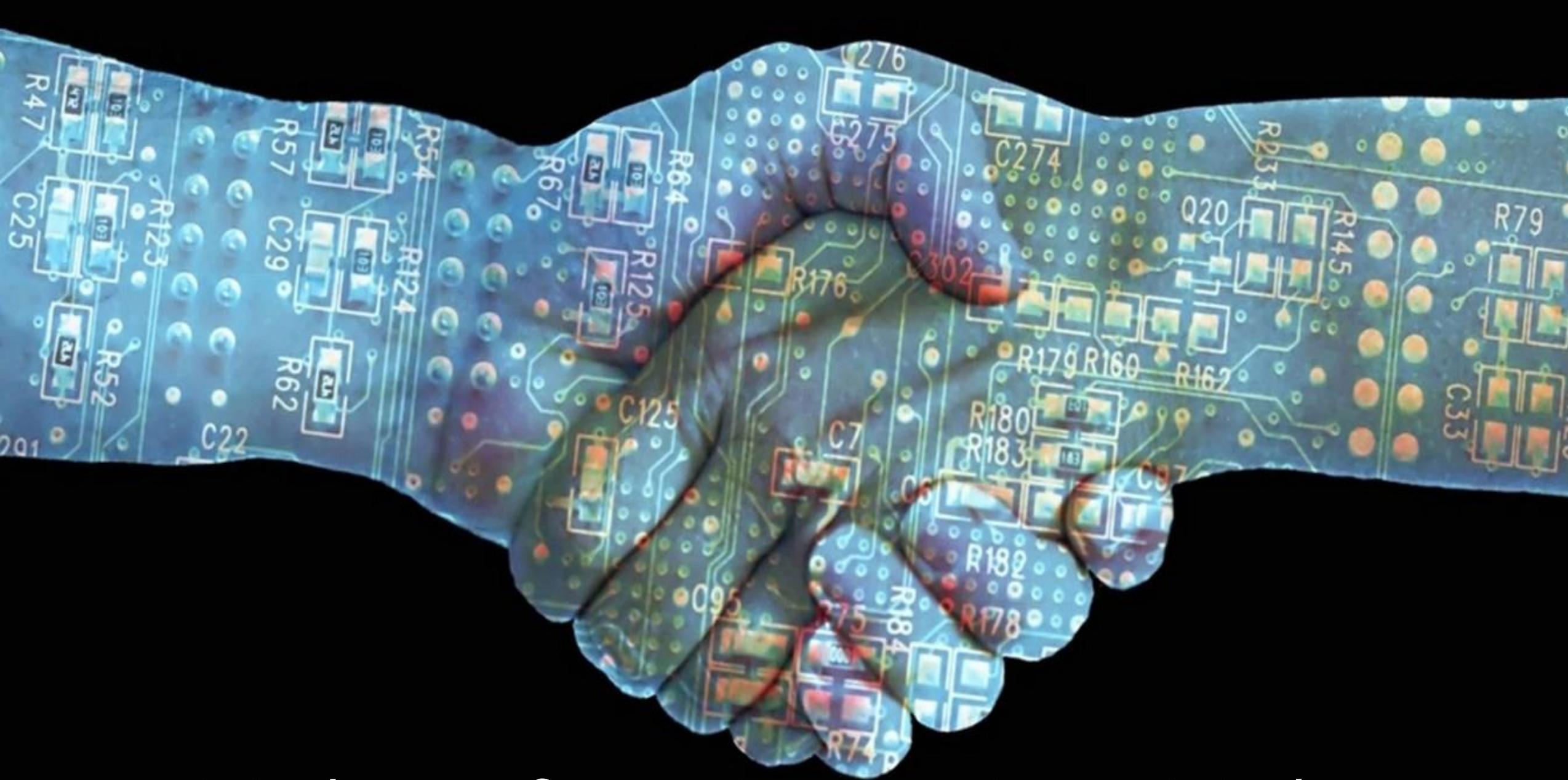
of organizations have digital transformation as a business priority!





**“Today CEOs need to stand up not just for their shareholders, but their employees, their customers, their partners, the community, the environment, schools, everybody.”**

**Marc Benioff, CEO, Salesforce**

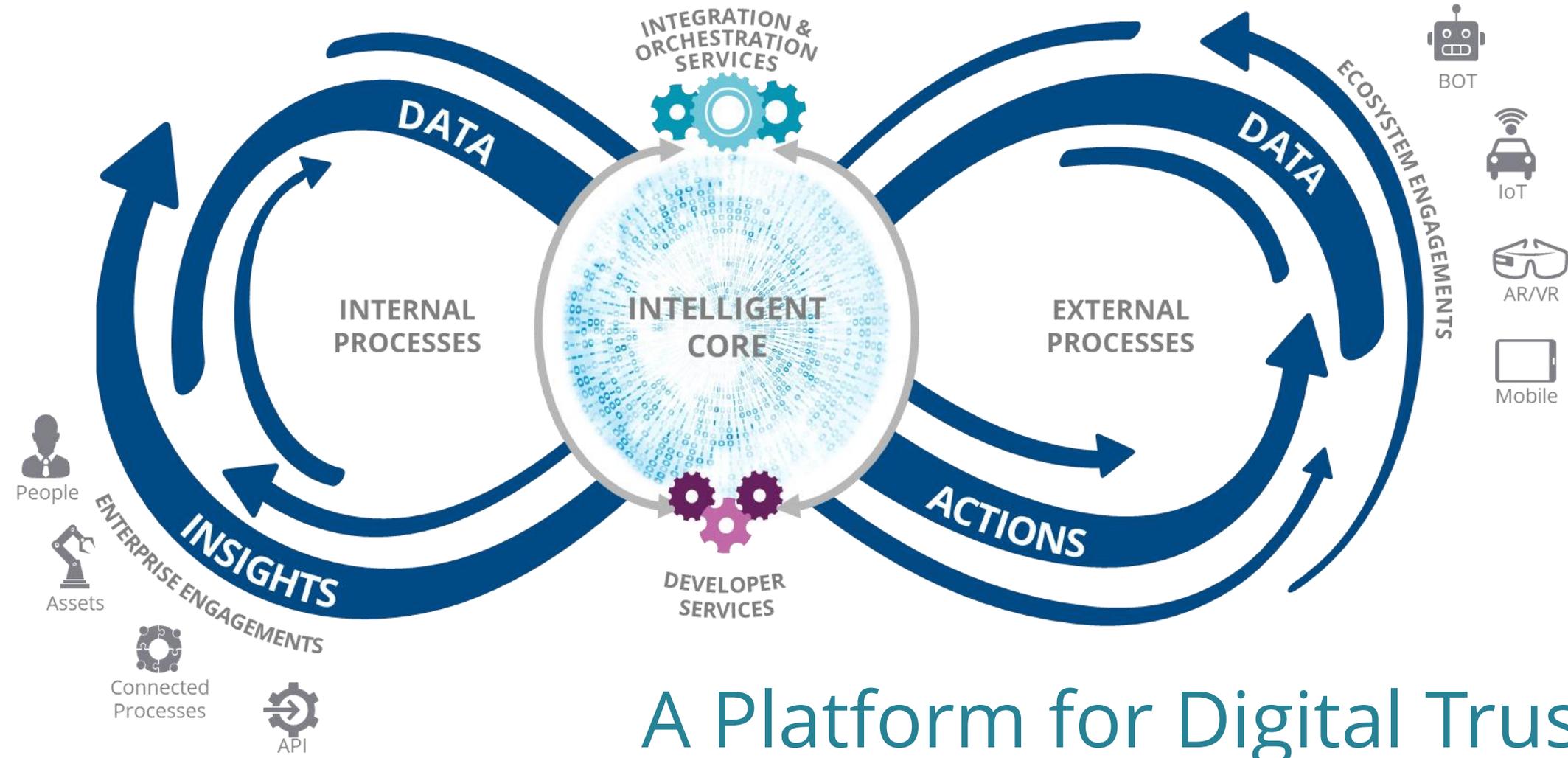


Digital Transformation requires Digital Trust

A blurred background image of an office environment. Several people are visible, some sitting at desks with laptops, suggesting a collaborative workspace. The overall tone is professional and modern.

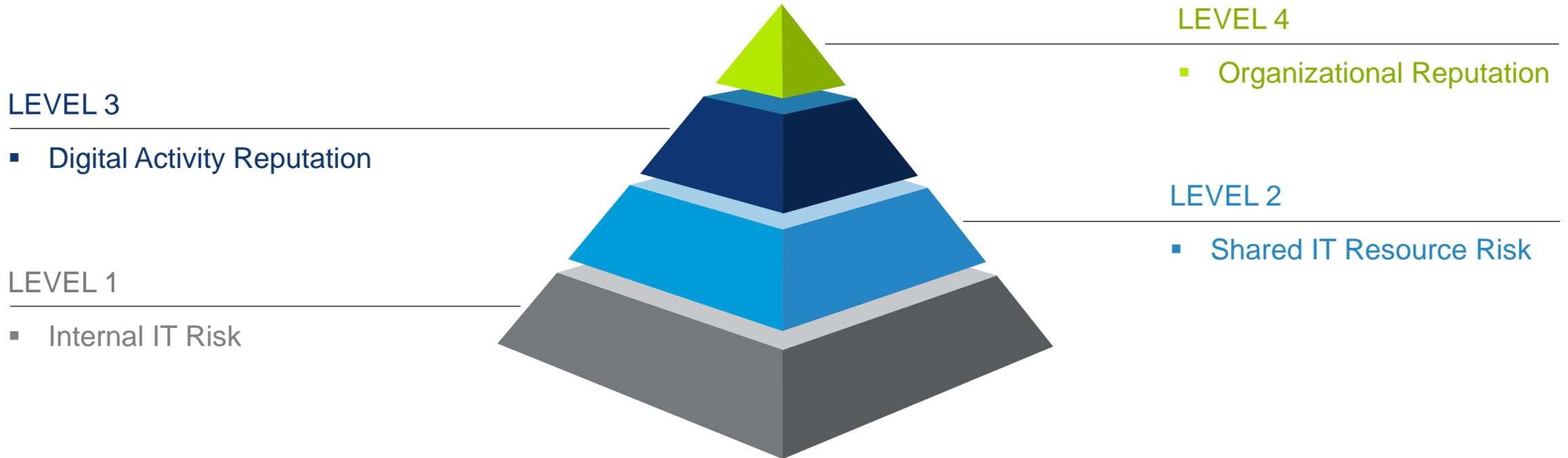
**The digital platform will  
be the most important  
decision enterprises  
make this decade**

# The Enterprise Digital Platform



## A Platform for Digital Trust

# What is digital trust?



"Trust arrives by foot and leaves in a Ferrari."

Mark Carney, Governor of the Bank of England



# Your strategic priorities



Dynamic Threat Landscape  
requires  
Automated Threat Remediation

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Regulatory Upheaval  
requires  
Compliance Operationalisation

---



Digital Transformation  
requires  
Digital Trust

**Duncan Brown**

Associate Vice President, Infrastructure & Security

IDC Europe

# Thank you!



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