

Do you speak risk?

EXECUTIVE VISIBILITY TO CRITICAL BUSINESS ASSETS & DATA SECURITY

IBM DATA SECURITY SERVICES

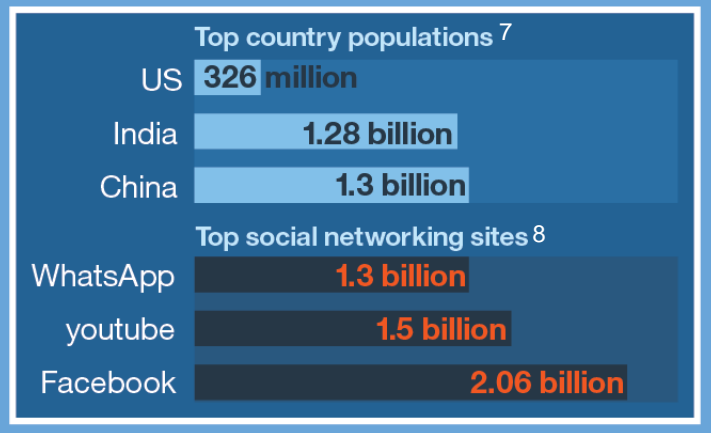
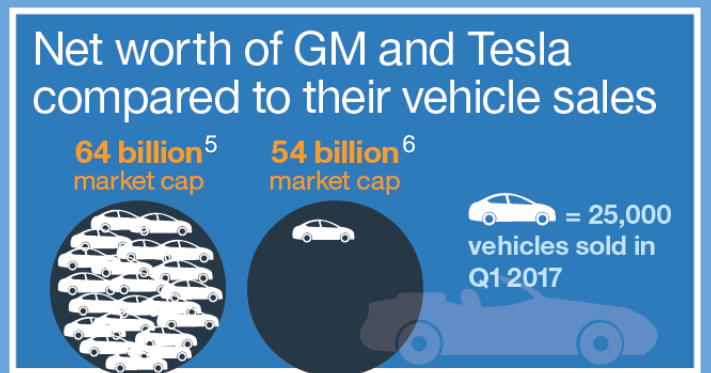
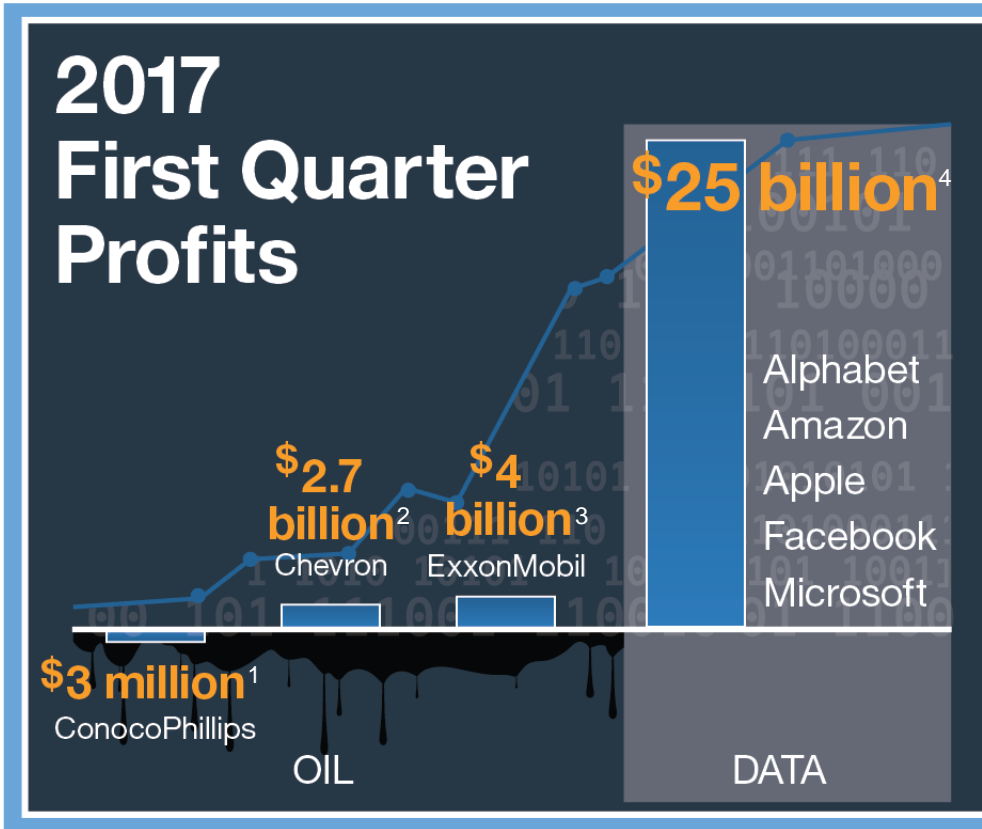


Kent McDonald

Security Software Sales
IBM Security Services

November 8th, 2017

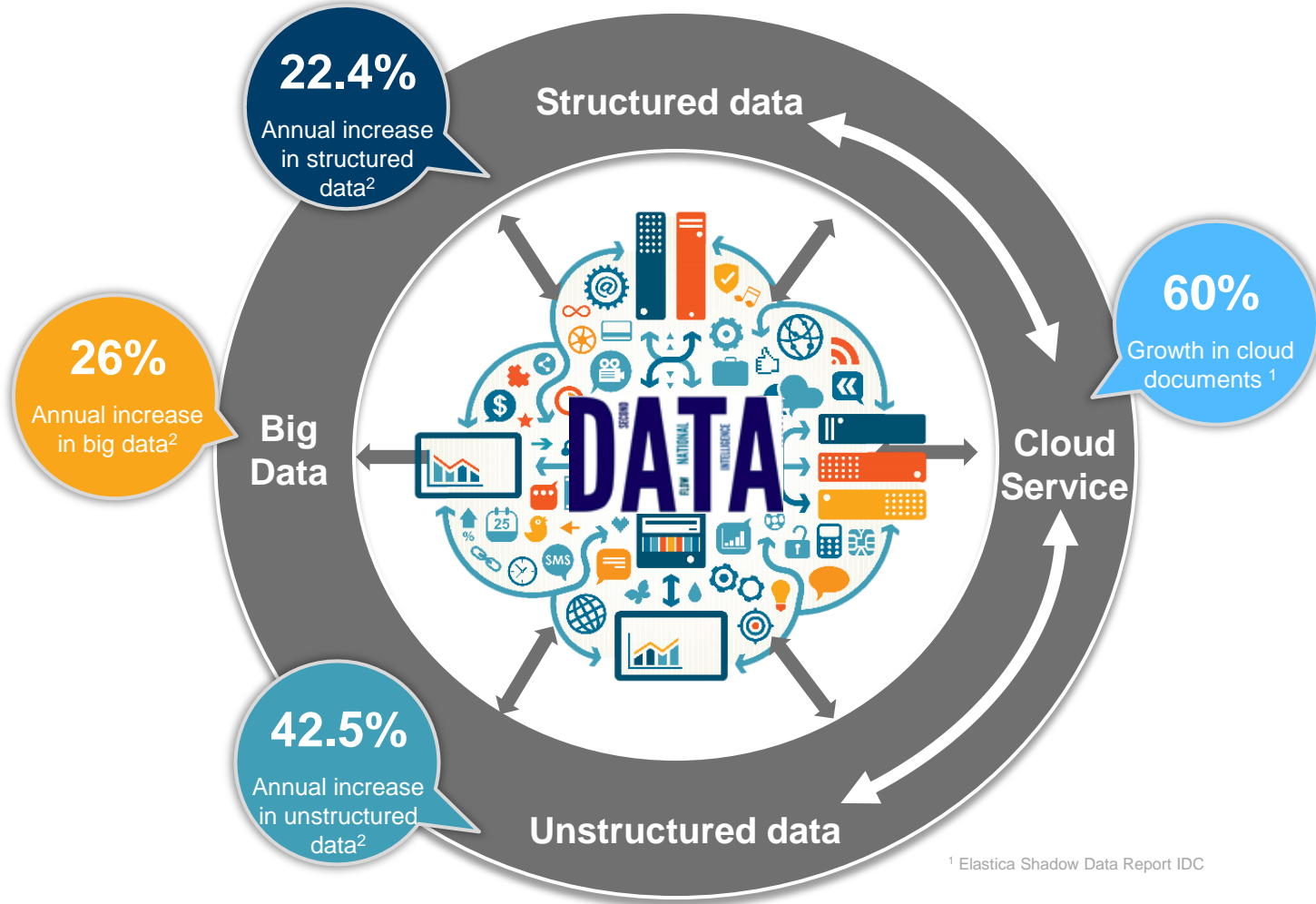
Data is the new oil



1 <https://www.fool.com/investing/2017/05/03/conocophillips-stock-drops-on-adjusted-q1-2017-los.aspx>
 2 <https://www.chevron.com/-/media/chevron/stories/documents/1Q17-earnings-press-release.pdf>
 3 <http://news.exxonmobil.com/press-release/exxonmobil-earns-4-billion-during-first-quarter-2017>
 4 <https://www.economist.com/news/leaders/21721656-data-economy-demands-new-approach-antitrust-rules-worlds-most-valuable-resource>

5 GM Market Cap: 64.49B
<https://finance.google.com/finance?q=NYSE%3AGM&ei=QyvyWfmQF8uNePGKuvAM>
 6 Tesla market cap: 54.46B <https://finance.google.com/finance?q=NASDAQ:TSLA>
 7 Source: <https://www.cia.gov/library/publications/the-world-factbook/rankorder/2119rank.html>
 8 source for social media users: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

There is explosive data growth across multiple platforms



How does your executive team make decisions about data-related business risk?



Where to start?

Which lines of business have the highest risk?



Where is your critical data?

Are the crown jewels classified and protected?
Where does this critical data reside?



Who can access your data?

Who are the owners of sensitive data?



What to lock down?

What is the flow of sensitive data across the organization?

What applications and processes access and use them?



Compliance-driven strategy

What compliance issues do we have and remediation action items?



Data security is an ongoing process

How do these metrics change over time? How current is my information?



Shared responsibility

How does your Chief Risk Officer communicate with your security teams?

Who makes decisions about data protection?



The C-Suite



What point solutions are in place?
What information do they share?



Cloud
Access
Security
Brokers
(CASB)



Application
Security

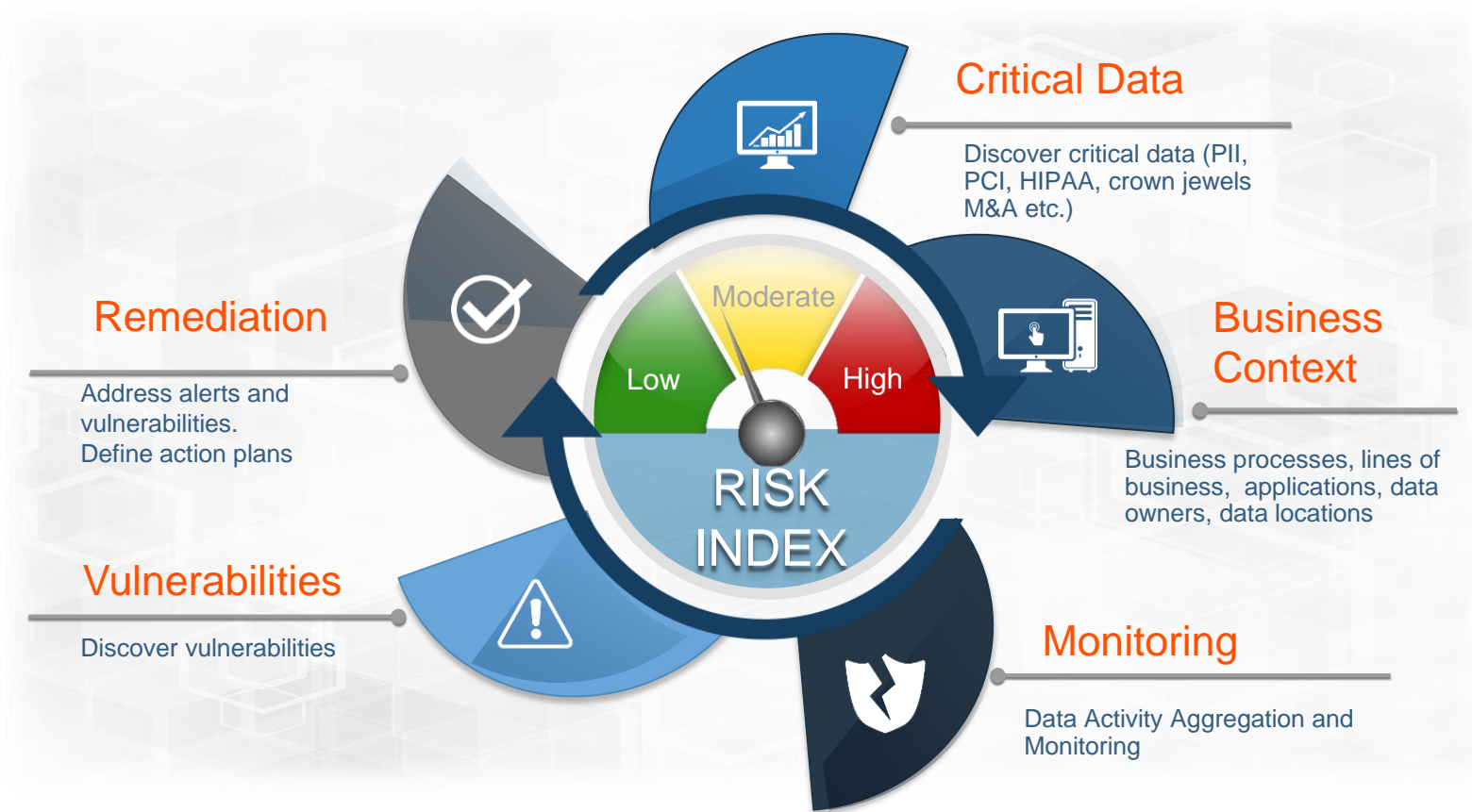


Data Loss
Prevention
(DLP)



Database
Security


Required: An Integrated Platform for Data Risk Management





THANK YOU

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