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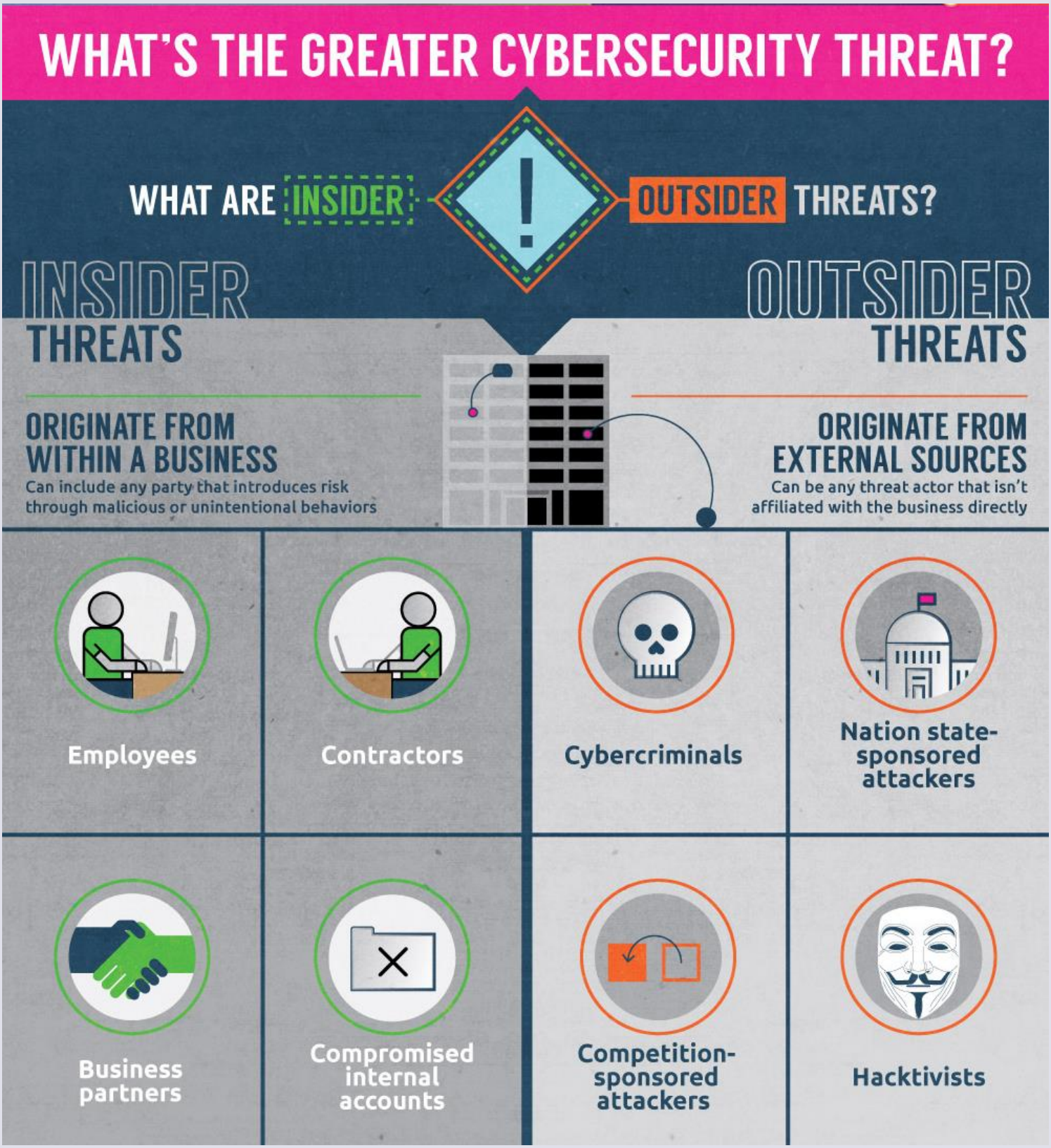
Cyber Forza Threat Matrix: Insiders vs Outsiders



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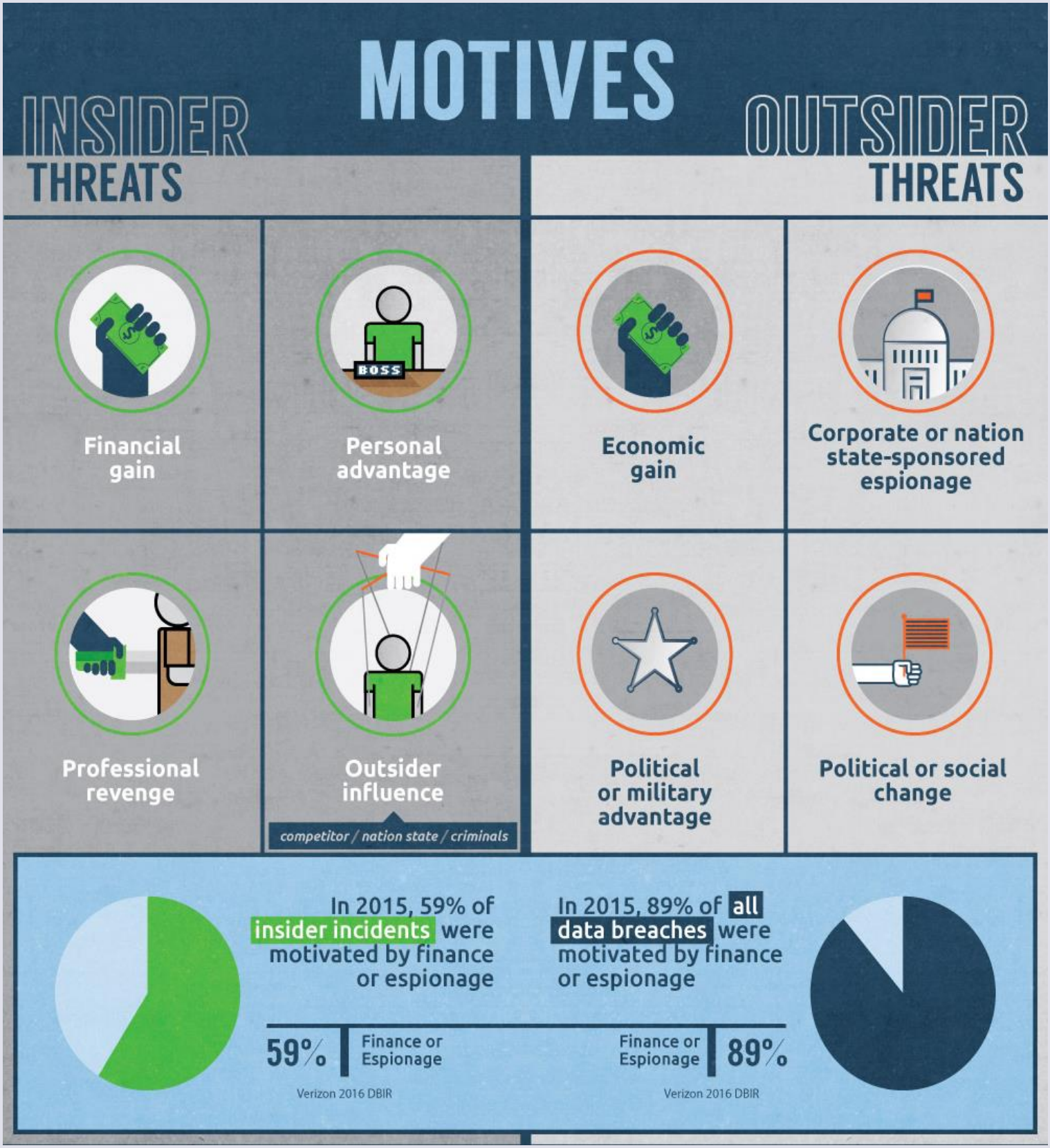

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Cyber Forza Threat Matrix: Insiders vs Outsiders

TARGETS

INSIDER THREATS

- Intellectual property and trade secrets
- Business plans and corporate secrets
- Products / R&D information
- Source code
- Personnel information
- Financial information

OUTSIDER THREATS

Cybercriminals

LIKELY TARGETS

Financial and personnel information

Nation state-sponsored attackers

LIKELY TARGETS

Trade secrets, business information, critical infrastructure, employee / customer personal information

Competition-sponsored attackers

LIKELY TARGETS

Trade secrets and business plans

Hacktivists

LIKELY TARGETS

Corporate secrets and business information

90%

Cyberespionage breaches **capture trade secrets** or **proprietary information**

Verizon 2016 DBIR

Companies believe that their **knowledge assets are targeted by nation state attacks**

50%

2016 Ponemon Institute, The Cybersecurity Risk to Knowledge Assets

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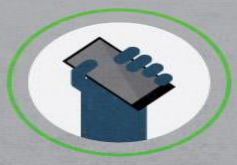
METHODS

INSIDER THREATS

2016 Forrester Research Global Business Technographics® Security Survey

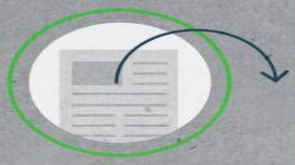


Social engineering

Physical theft

Privilege abuse

Copying or offloading sensitive data to personal accounts / drives



Unintentional data leaks or loss of company property

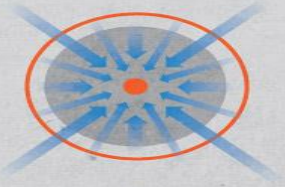
In 2016, "abuse" or "malicious intent"made up 35% of all "internal incidents" that caused a breach

OUTSIDER THREATS

Social engineering

Hacking

Malware



Denial of Service Attacks

Malicious USB drops

Physcial theft

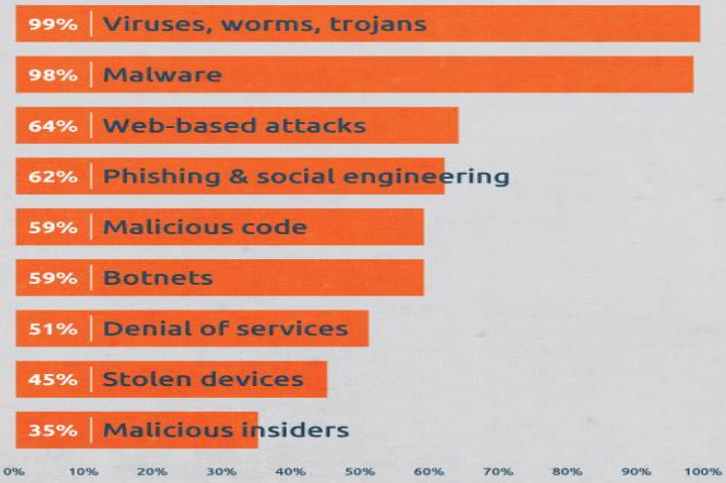
MALICIOUS INSIDER ATTACKS ARE MUCH MORE COSTLY THAN OUTSIDER ATTACKS

CYBER CRIME COST
WEIGHTED BY ATTACK FREQUENCY
average annualized

2015 Ponemon Institute, Cost of Cyber Crime Study

OUTSIDER ATTACK METHODS LIKE MALWARE AND WEB ATTACKS ARE MORE PREVALENT THAN ATTACKS BY MALICIOUS INSIDERS

TYPES OF CYBER ATTACKS
EXPERIENCED BY 252 BENCHMARKED COMPANIES



2015 Ponemon Institute, Cost of Cyber Crime Study

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ARE INSIDERS OR OUTSIDERS A

BIGGER THREAT TO YOUR BUSINESS?

TRICK QUESTION

BOTH!

THE MOST LIKELY ROOT CAUSES OF DATA BREACHES

Careless Insider

1.67

Malicious or criminal insider

2.45

External attacker

2.89

Combined insider and external attackers

3.49

1 = most likely
4 = least likely

MOST BREACHES INVOLVE BOTH INSIDER AND OUTSIDER THREATS

2016 Ponemon Institute, The Cybersecurity Risk to Knowledge Assets

DATA PROTECTION

THE BEST DEFENSE AGAINST INSIDER AND OUTSIDER THREATS

TIPS FOR SECURING DATA AGAINST INSIDER AND OUTSIDER THREATS:

IDENTIFY
and classify your most sensitive data so that you can protect it

MONITOR
for irregular data activity or egress and implement controls to mitigate risk

ENCRYPT
sensitive data before it leaves your network

RESTRICT
use of data egress channels such as external devices, removable storage, and unauthorized web apps

TRAIN
employees on security hygiene and safe data handling habits

EXTEND
data protection policies and controls to business partners and third parties

Data breaches are most commonly caused by a **combination of insider and outsider threats** — be prepared to defend your data against both from every angle!

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