



THE POWER OF CYBER THREAT INTELLIGENCE

INFLUENCE ON EXECUTIVE DECISION MAKING

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Assess emerging threats that might impact the business objectives



Identify the right strategies and technologies to mitigate risk



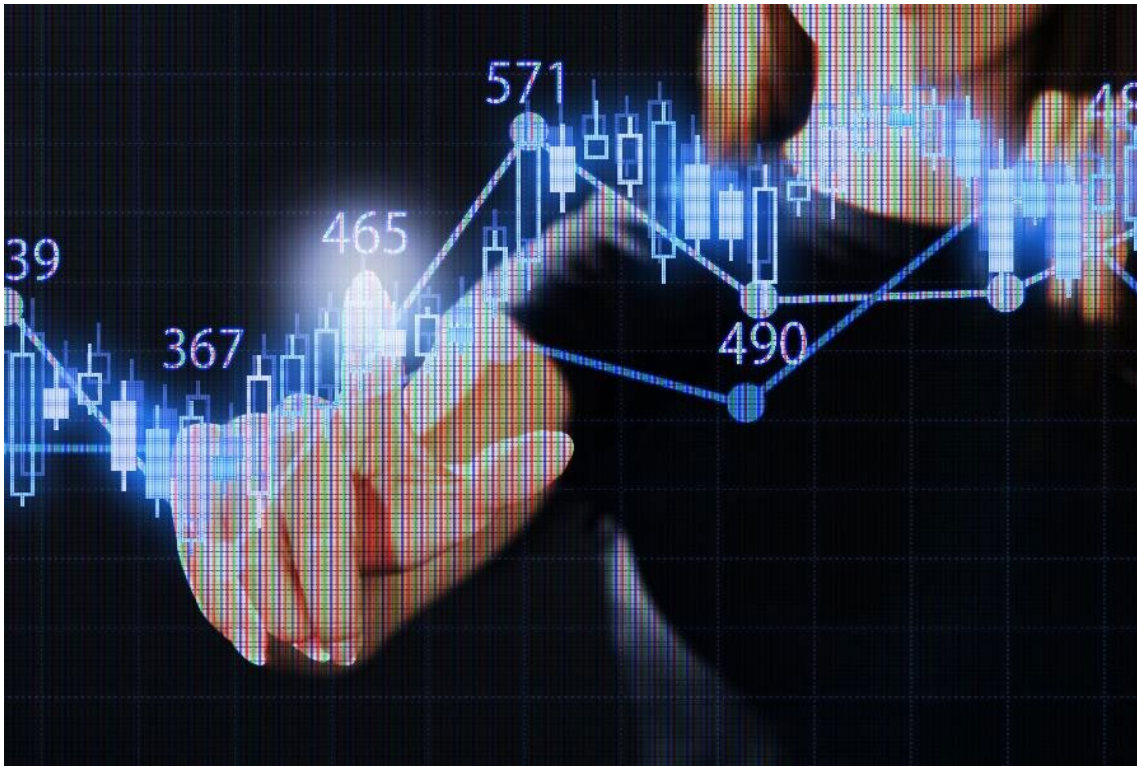
Communicate risks to management and justify investment of resources

WHAT SECURITY PROFESSIONALS DO

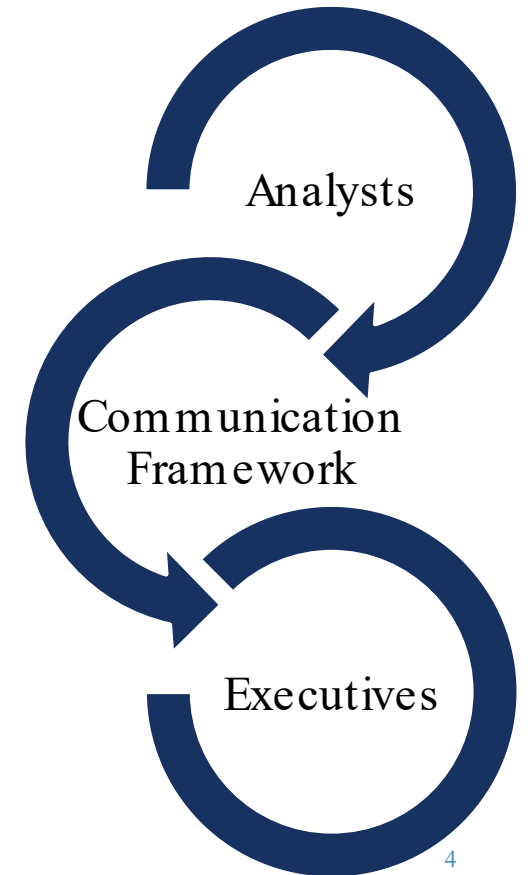
CHALLENGES FOR THE CYBER PROFESSIONAL

- Increasing complexity of threat horizon
- Translating technical threats to business risks
- Prioritizing cyber risks alongside business risks
- Communication to stakeholders
- Managing the biggest risk of them all: employees

EXECUTIVE DECISION MAKING



How They Do It	What They Need
Limited Analysis	Options
Strength Based	Clear Categorization
Can Be Biased	Cost-Benefit Analysis



DECISION FRAMEWORK



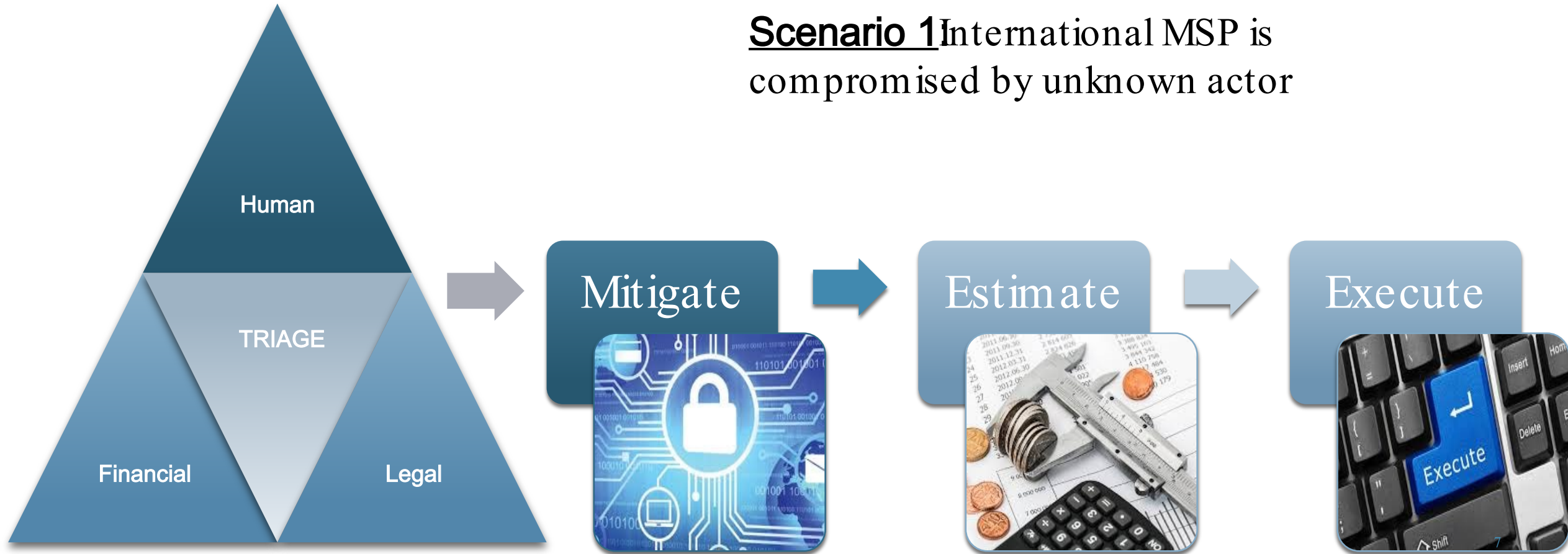


APPLYING THE DECISION FRAMEWORK

CASE STUDIES IN ACTION

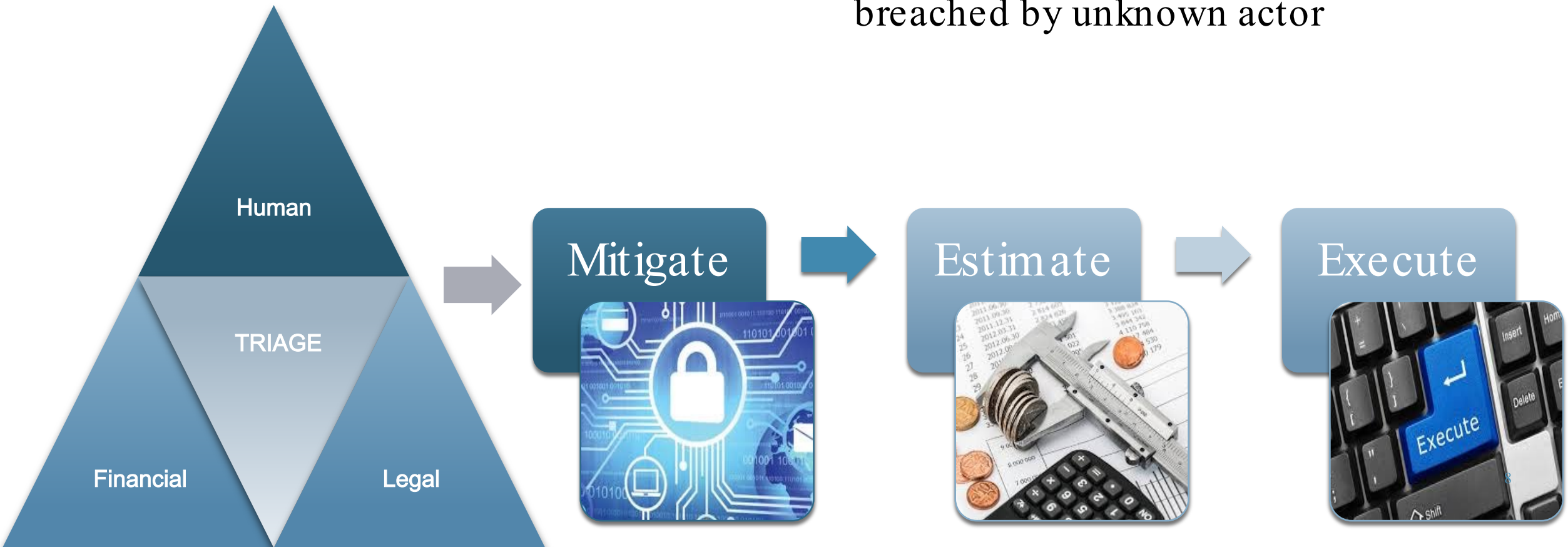
CASE STUDY 1: MANAGED SERVICE PROVIDER

Scenario 1 International MSP is compromised by unknown actor



CASE STUDY 2: BREACH OF ENTERTAINMENT COMPANY

Scenario 2: Entertainment company breached by unknown actor





THANK YOU

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