



**Its not instant
coffee**

**Journey of managing
cyber risk**

The Tower Experience





Ref: www.balbix.com, "The Infosec Meme That Touched a Raw Nerve"



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Average total cost of a data breach

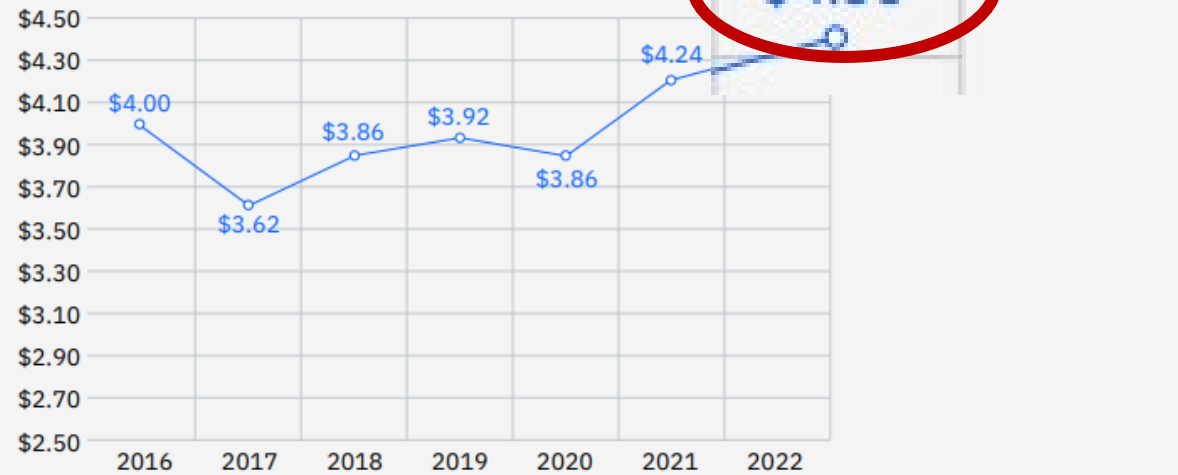
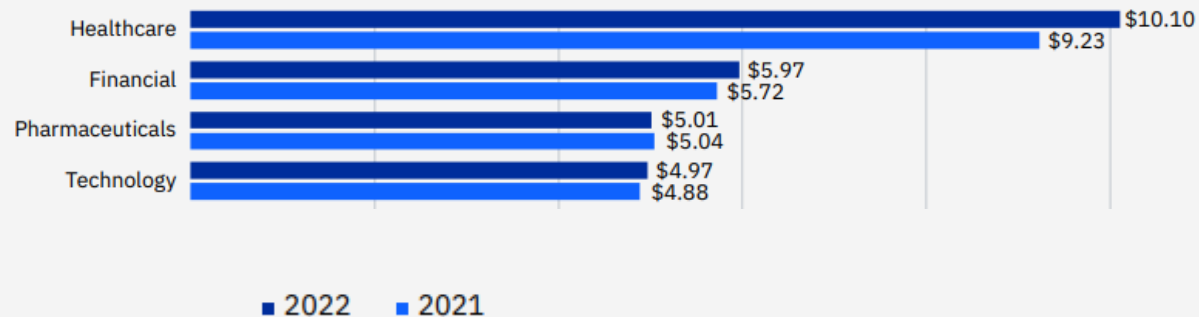


Figure 1: Measured in USD millions

Average cost of a data breach by industry



83%

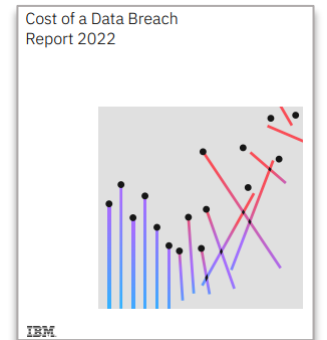
of organizations studied have had more than one data breach.

60%

of organizations' breaches led to increases in prices passed on to customers.

19%

Frequency of breaches caused by stolen or compromised credentials



Ref: IBM, Cost of a Data Breach Report 2022

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Get a quote

[*Ts&Cs apply](#) &



Got a minute? Get a quote



Boat



Car



Contents



House



Landlord



Pet



Travel

Looking to switch insurance?

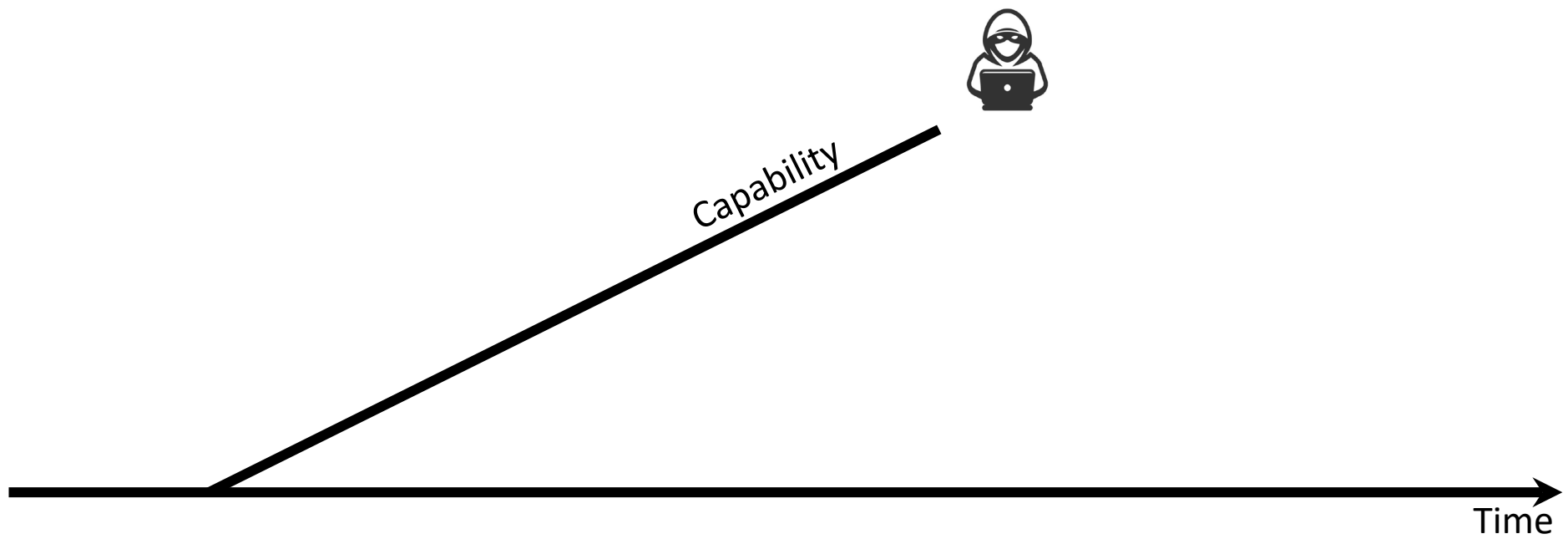


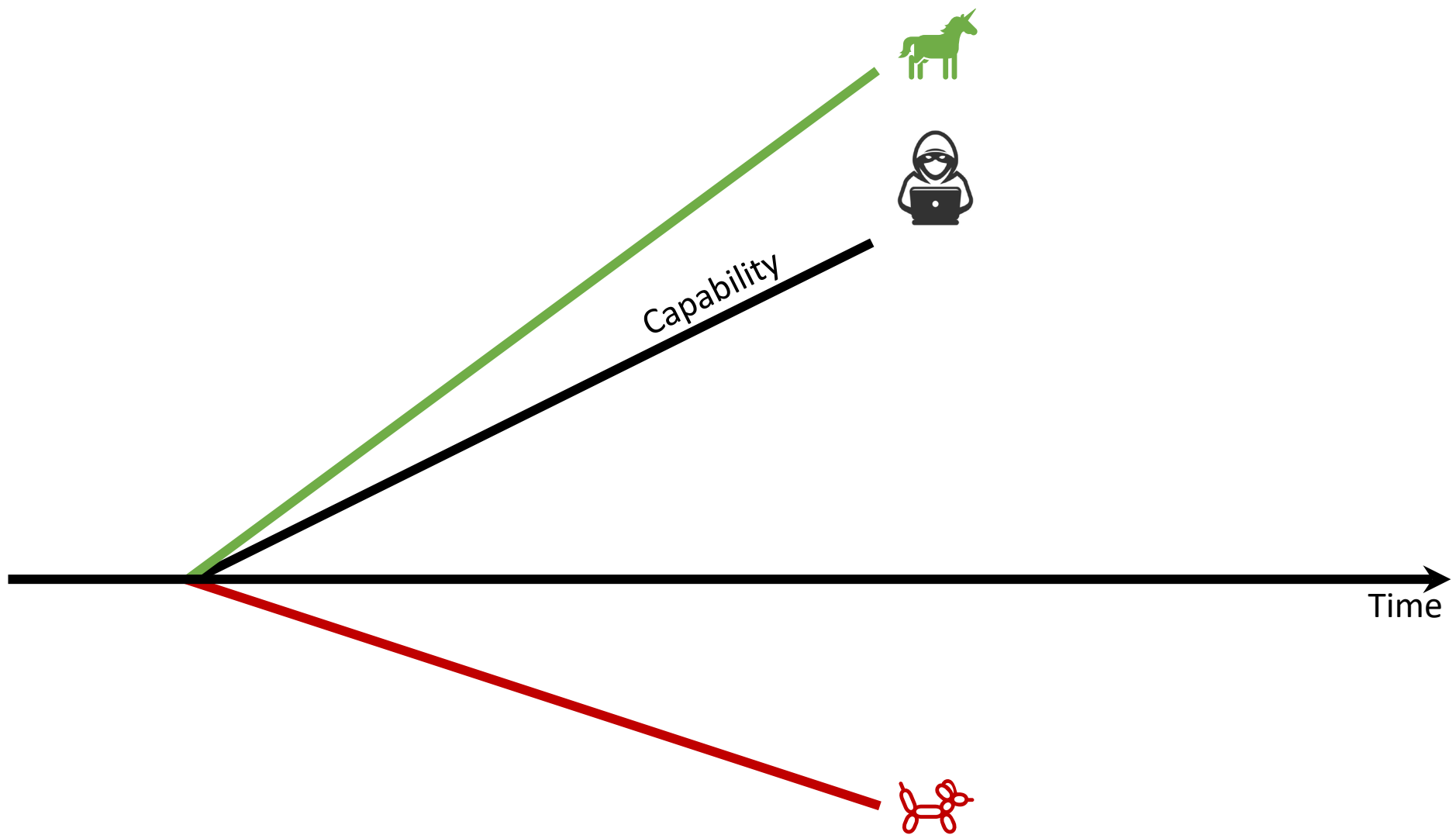
Using innovation matched with over 150 years of experience, we aim to give Kiwis and their communities an Insurance experience they can rave about.

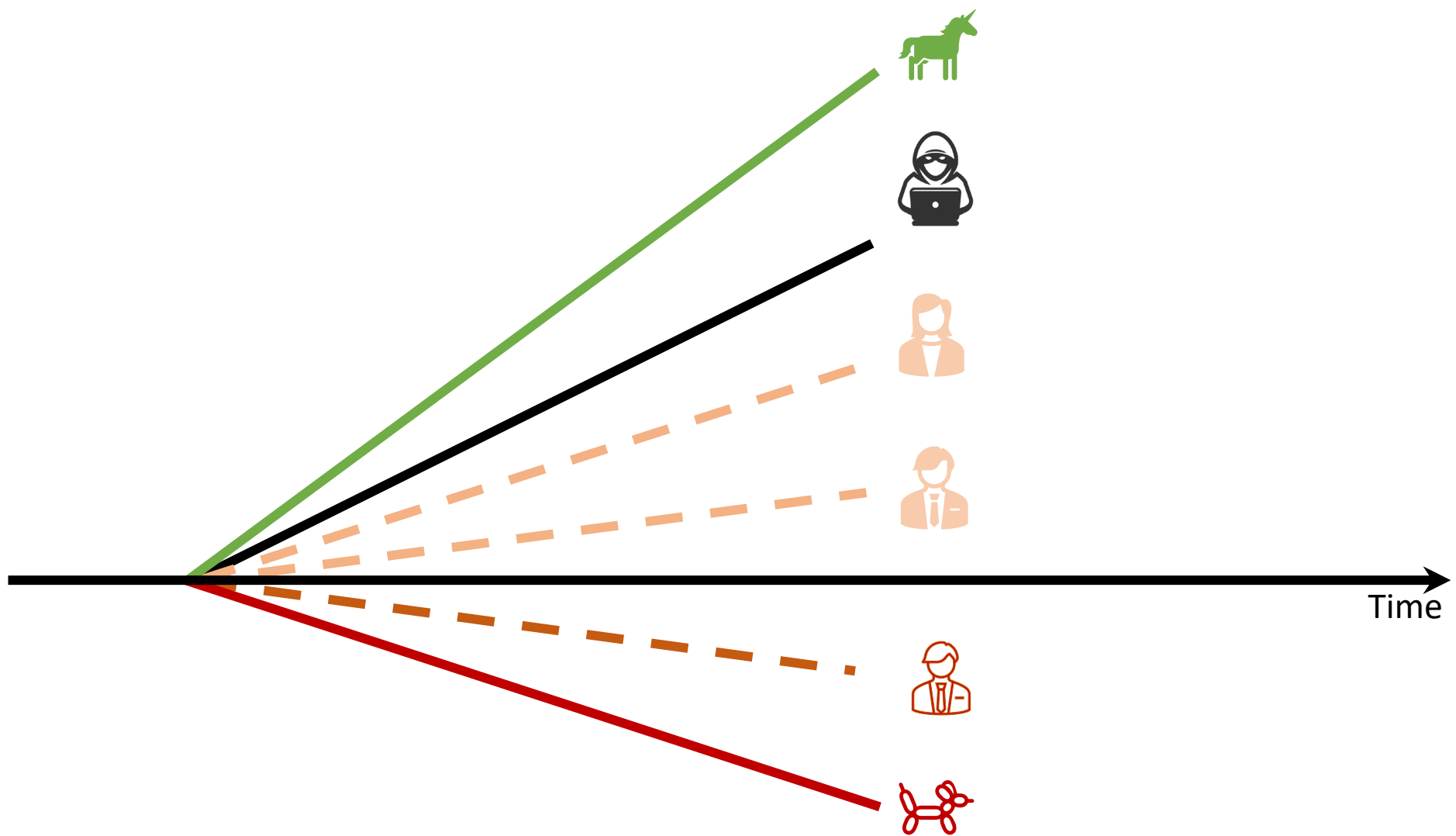
"Now, here, you see, it takes all the running you can do
just to keep in the same place. If you want to get
somewhere else, you must run at least twice as fast!"

- Red Queen from *Through the Looking Glass*









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1110993
4428

Kronen

Heller

90	9	90	9
80	8	80	8
70	7	70	7
60	6	60	6
50	5	50	5
40	4	40	4
30	3	30	3
20	2	20	2
10	1	10	1
	P _n		
	€		
	R _p		
	Π		

\$

Share of cybersecurity leaders reporting impact due to insufficient cybersecurity staffing, %

Misconfigured
systems
32



Not enough time
for proper risk
assessment and
management
30



Slow to patch
critical systems
29



Oversights
in process
and procedure
28



Inability to
remain aware of
all active threats
against network
27



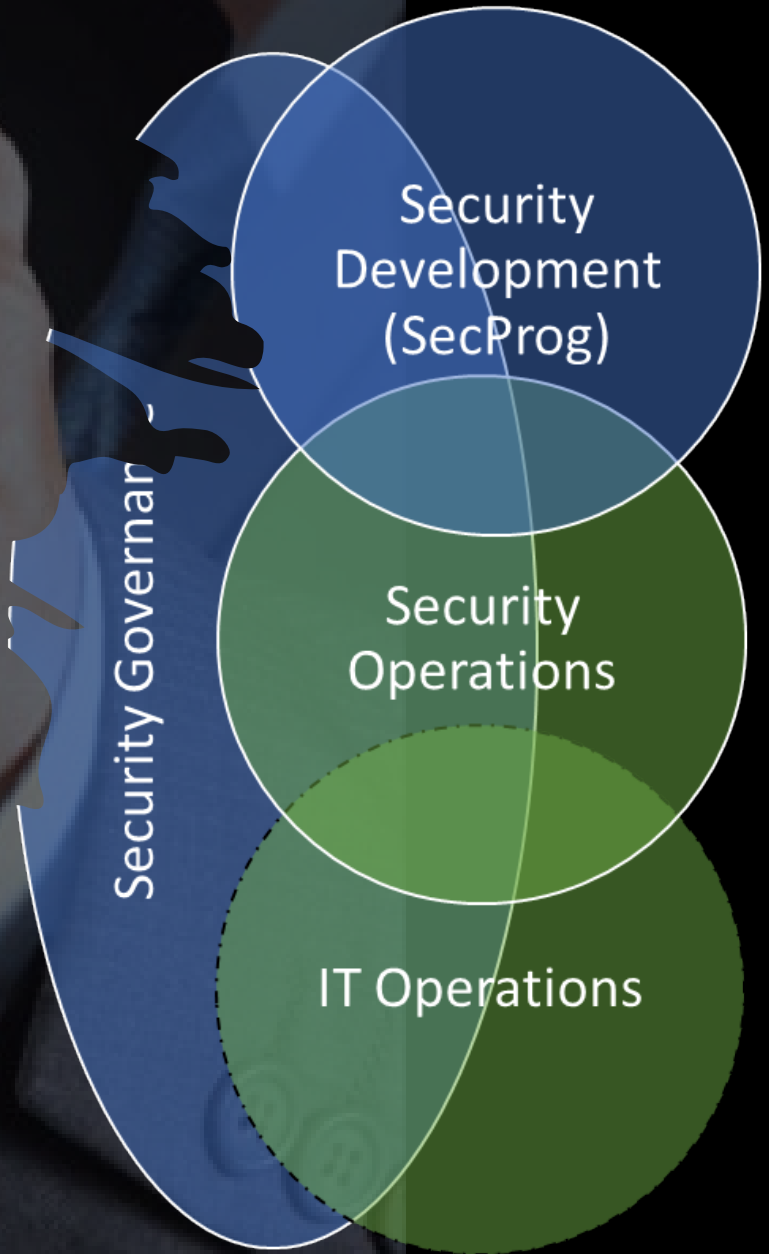
Rushed
deployments
27



Ref: ICP, Cybersecurity Workforce Study, 2021









Hygiene



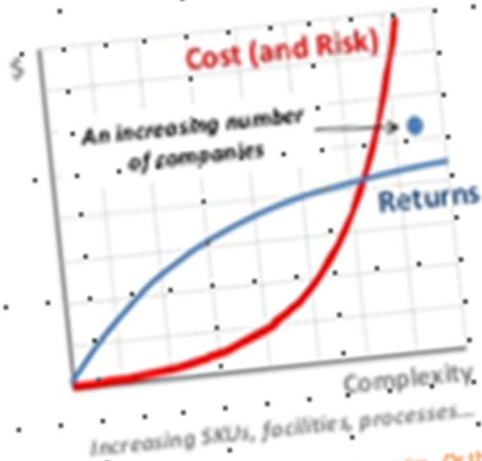
Hygiene

“We are on a mission to simplify” ... its not a one off



Simplicity is not a given or a static state, but a “work in progress”; we will need to continue and invest in driving simplification forward and further

Every process occurring in nature proceeds in the sense in which the sum of the entropies of all bodies taking part in the process is increased.



- Over time all systems will become more complex
- The impact of too much complexity is higher costs, lower performance and inability to grow/innovate
- Simplification as a programme sets the foundation; but without putting “energy” to keep our architecture simple, it is likely just a matter of time before we end up at the same complex place we are just about to depart.

- (1) Max Planck's definition of the Second Law of Thermodynamics: Or that the state of entropy of the entire universe, as an isolated system, will always increase over time (adopted from Wikipedia).
- (2) "Diagrams adopted from Wilcoff Perreault & company "Supply Chain Complexity - The growing challenge for performance"

Hygiene

Hygiene takes time

IT processes such as removing old accounts, sustainable patching, and decommission underpin your cyber risk



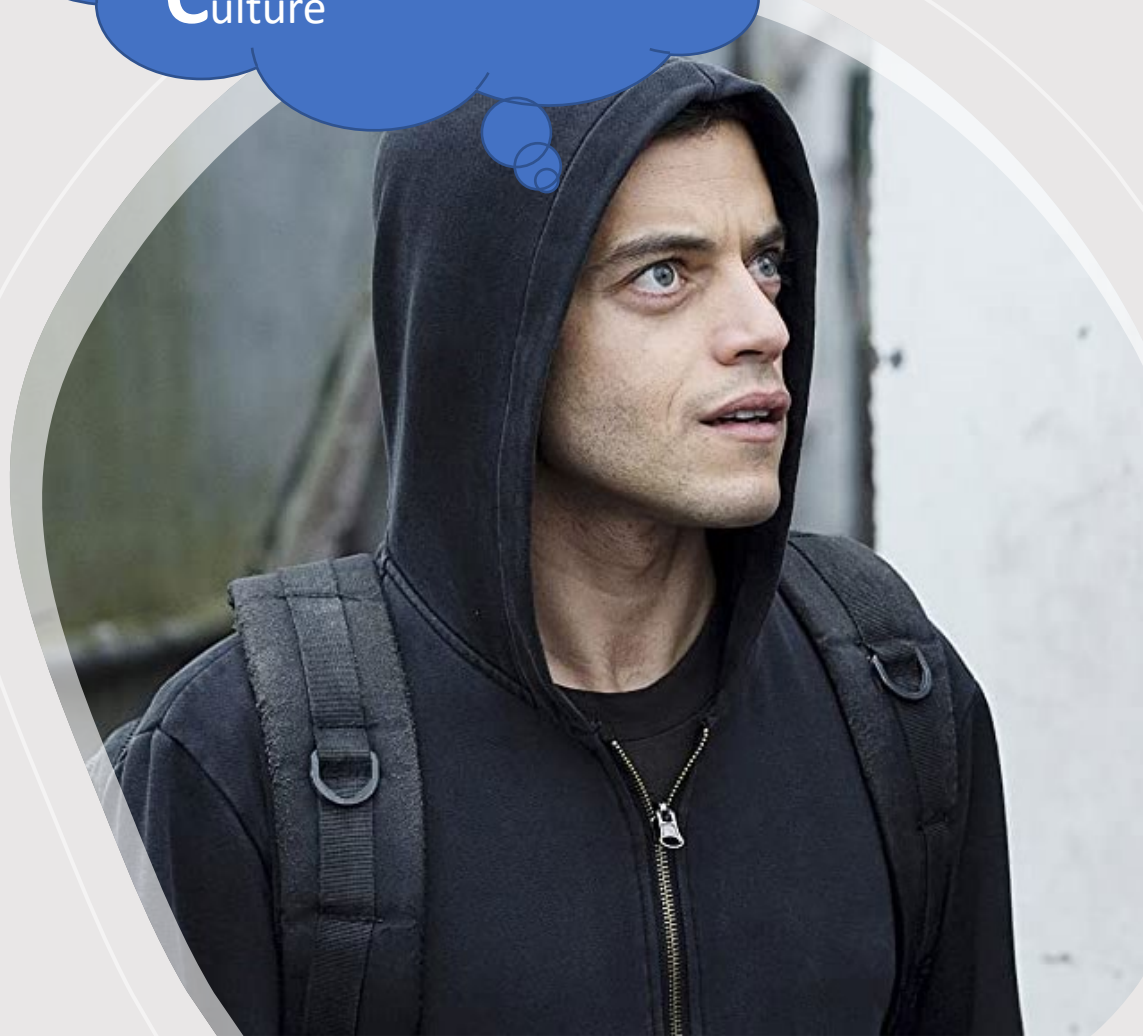


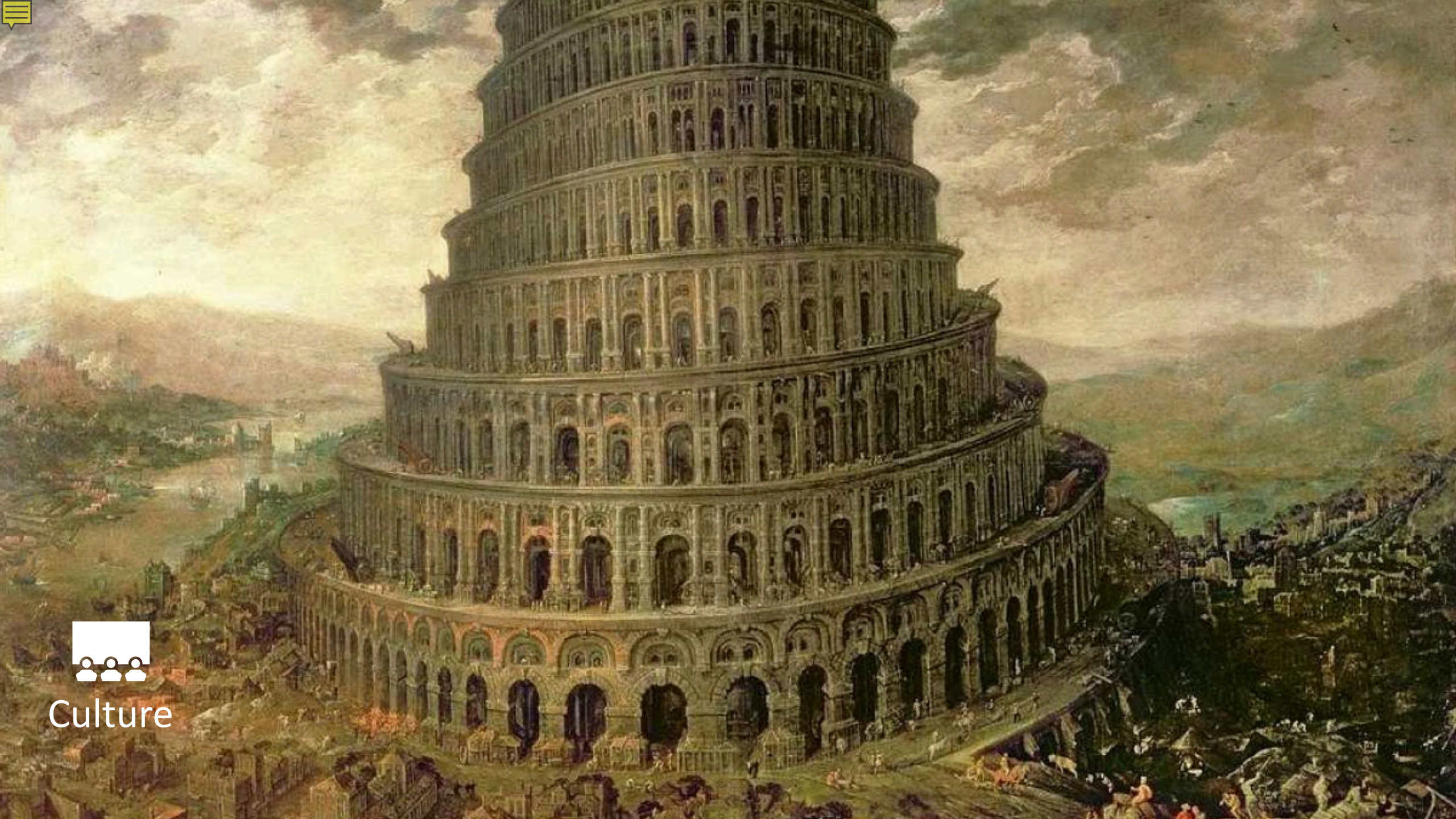
Culture

Attitude and Awareness

Behaviour

Culture





Culture

Incident

PAM

TP
exposure

Ransom

TLA

Risk

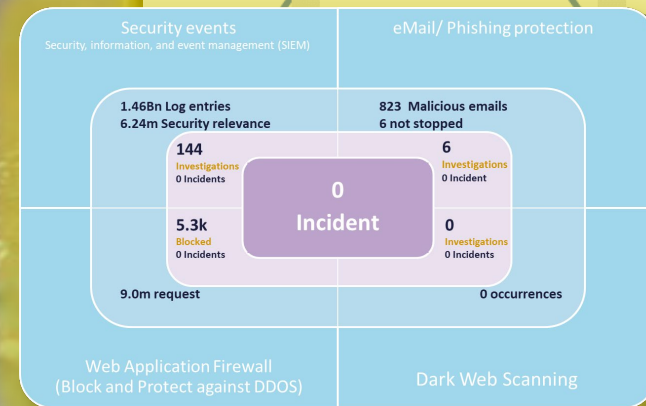
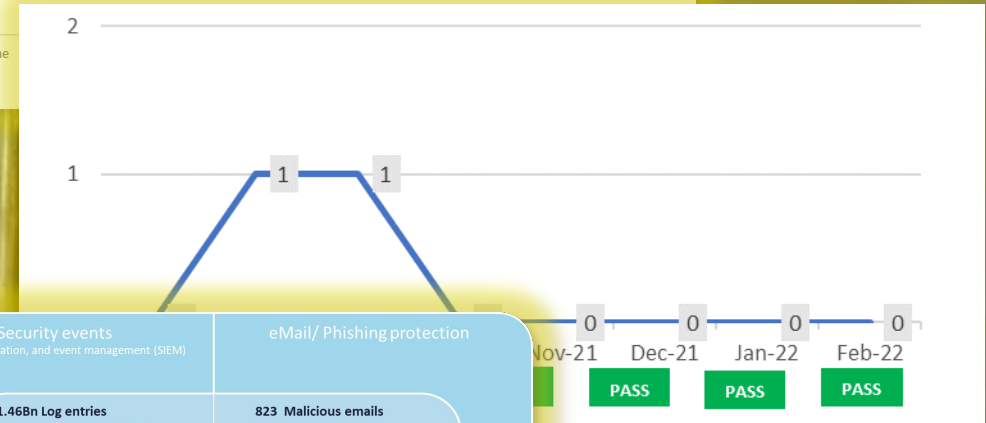
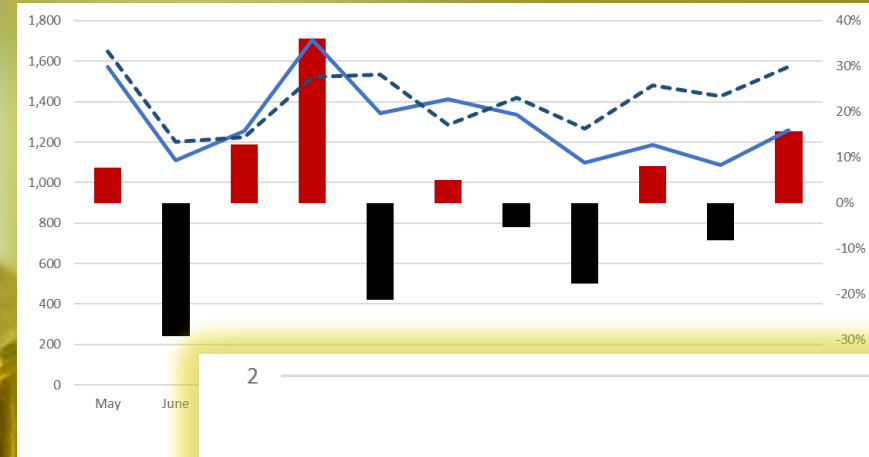


Culture

Incidents

Attacks

Awareness

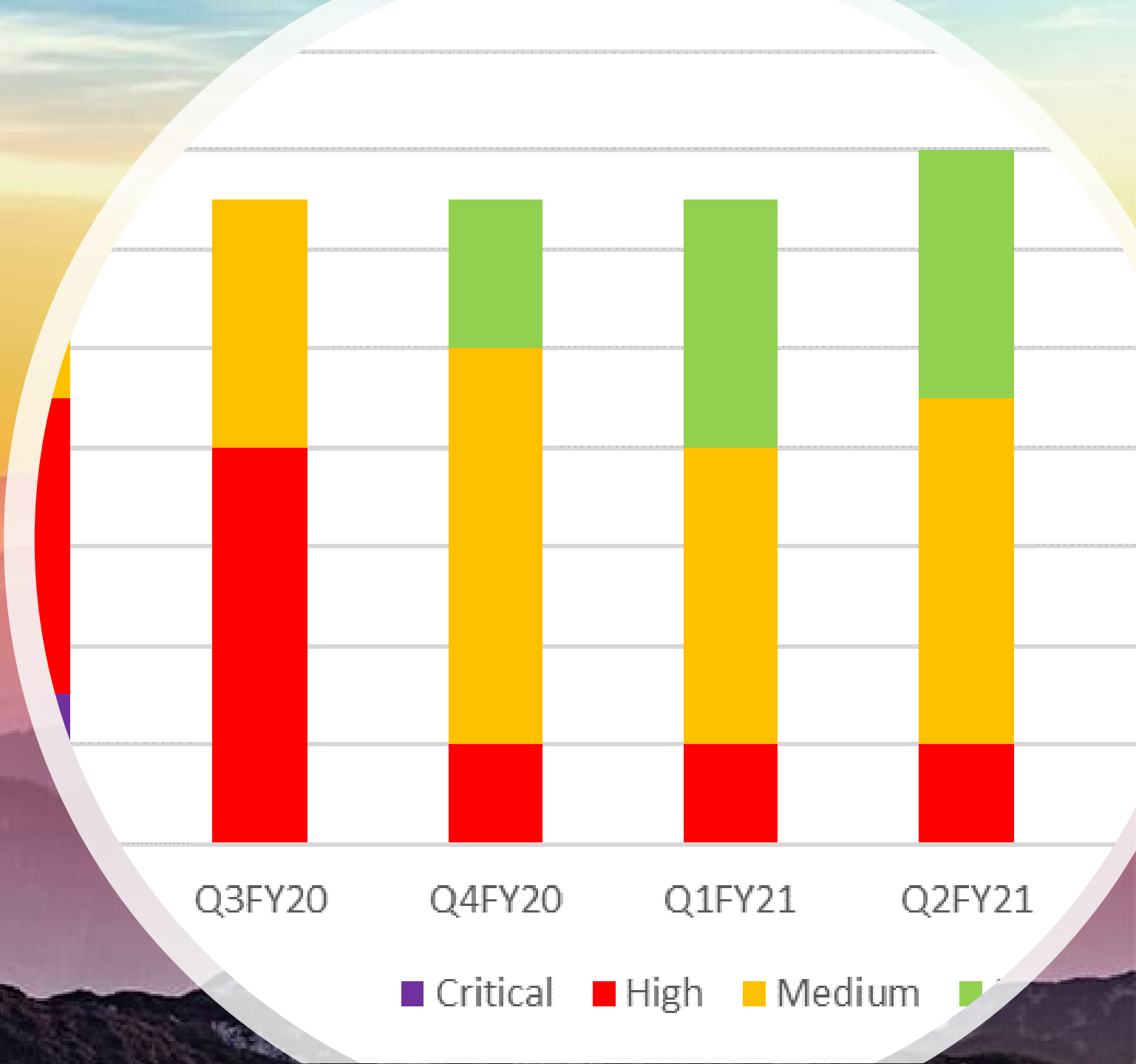




Culture



Culture

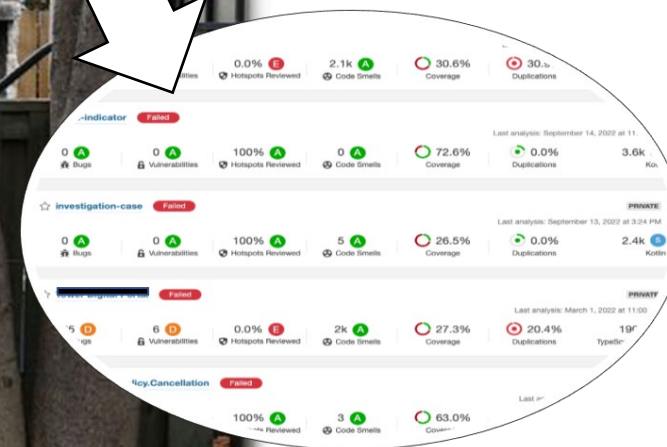




Culture



Culture



Culture





Report Phish

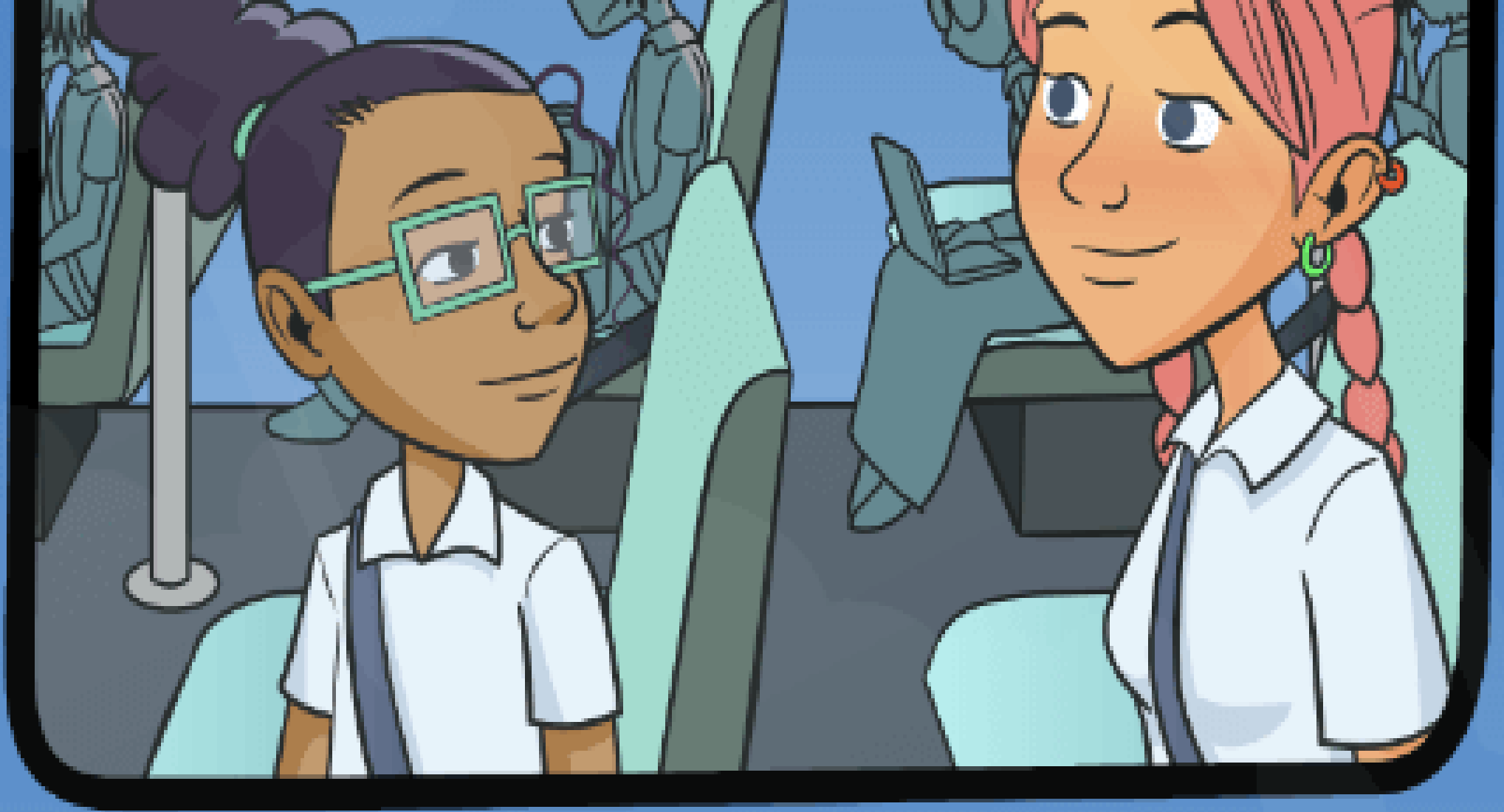


Culture

Send Attach Sensitivity Discard ...

To	Public	
Cc	Standard	> Anyone
	Sensitive	> Internal (default)
	Highly Sensitive	>

Add a subject



Culture

Cybersmart



Hygiene takes time

IT processes such as removing old accounts, sustainable patching, and decommission underpin your cyber risk

Right culture and awareness takes time

Common language and opportunity to take action are important to sustained behaviours and security culture





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Partnering

Hygiene takes time

IT processes such as removing old accounts, sustainable patching, and decommission underpin your cyber risk

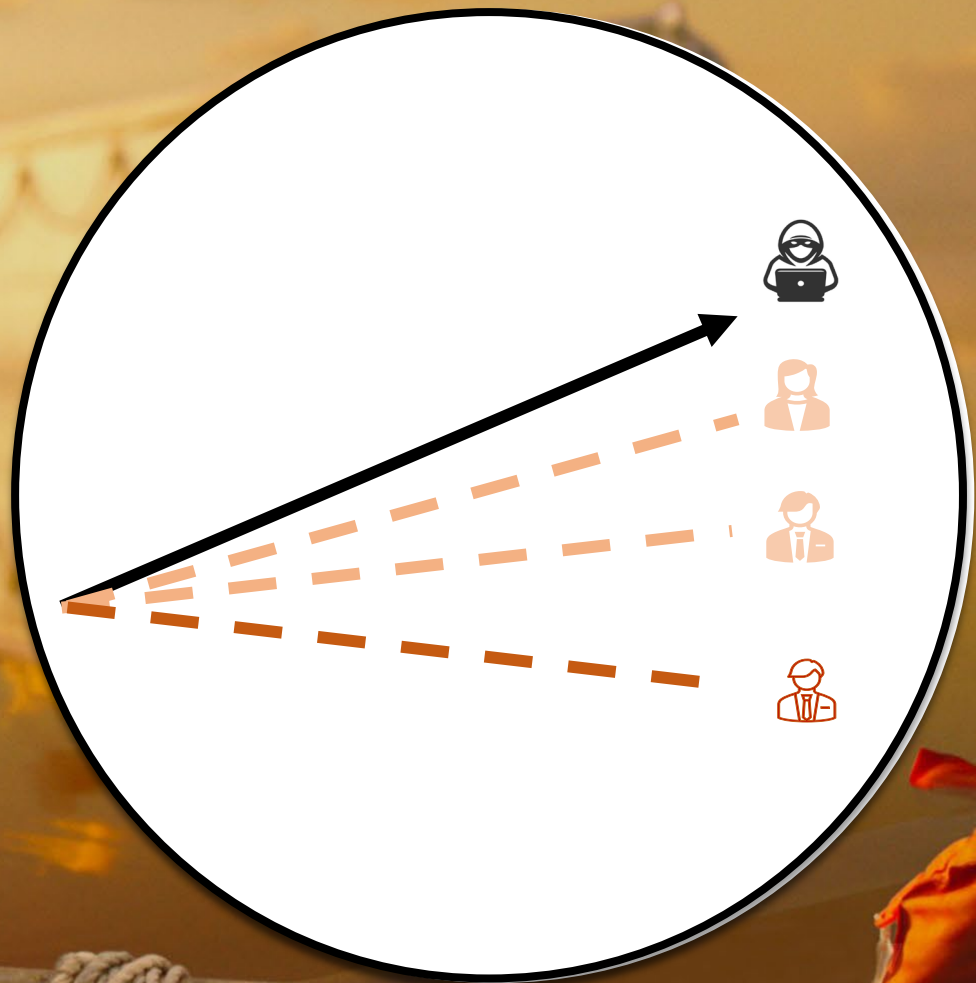
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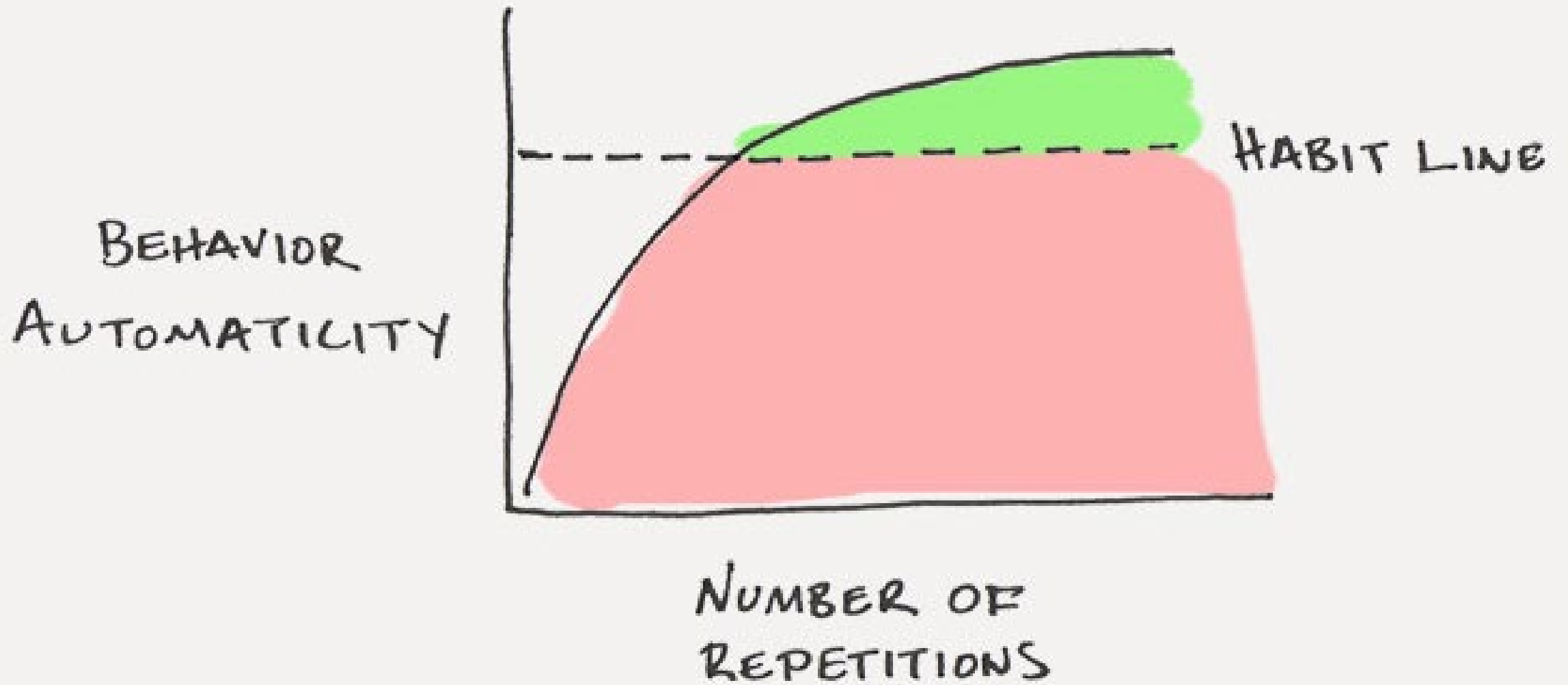
Common language and opportunity to take action are important to sustained behaviours and security culture

Partnering (right) takes time

Find and work with partners that complement you, inform you and take the time to understand your context

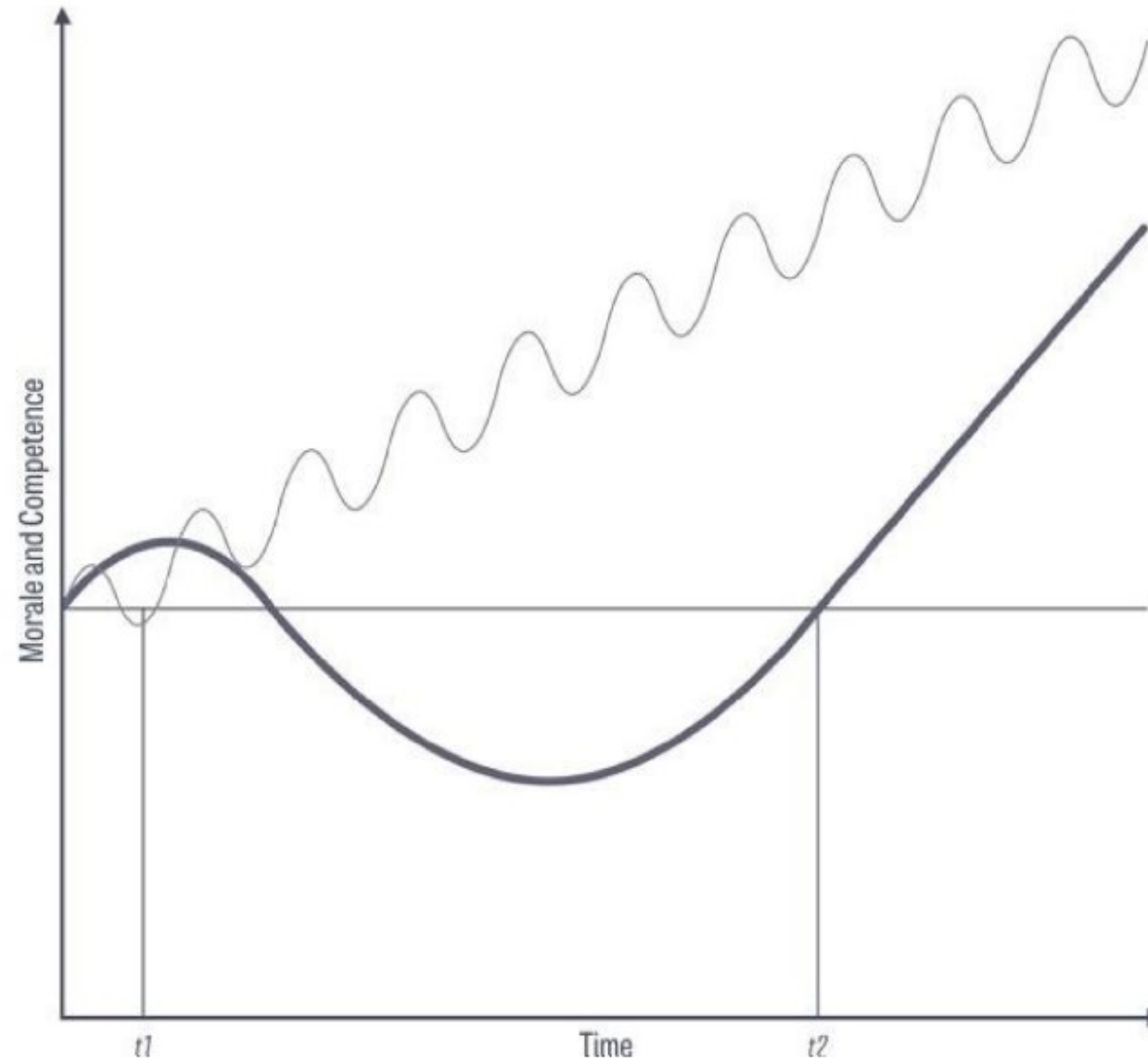




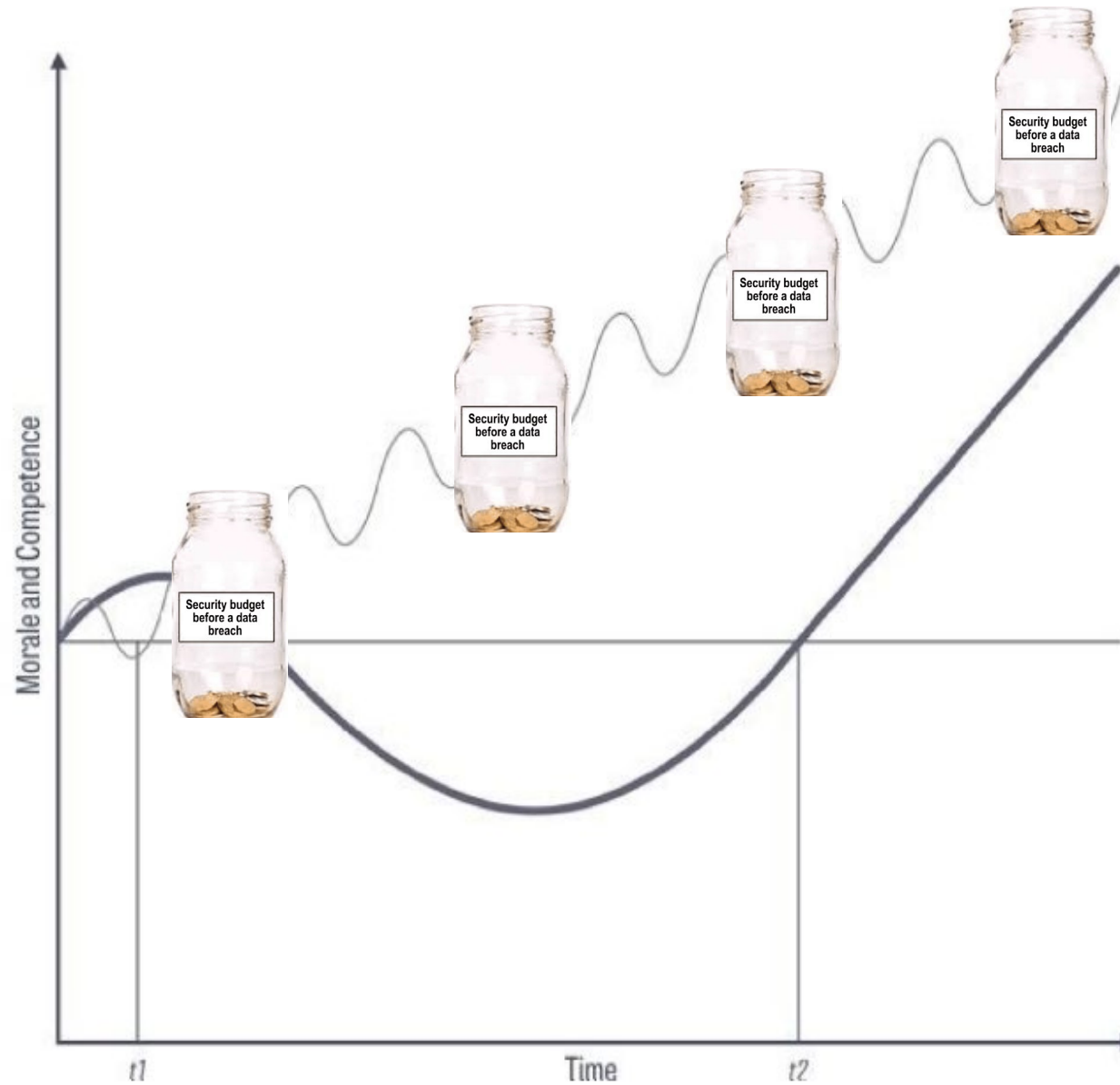


Ref: Atomic Habits, James Clear





Ref: "Want to scale agile? Don't. Descale the work first. Achieve big through small.", Jon Smart;
www.soonersaferhappier.com



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“Habit forming” and sustained investment takes time

Big jumps may not be as effective, adjust response to emerging threats and build habit of security and resiliency





**NOBODY CAN GO BACK AND
START A NEW BEGINNING,
BUT ANYONE CAN START TODAY
AND MAKE A NEW ENDING.**

- MARIA ROBINSON



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Travel

Thank
you