

Cyber Evolution: Preparing today for the Threats of tomorrow

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Cyber Security: Latest trends, threats and risks for a semi or permanent remote workforce

March 2022

What is Security?

Security for information technology (IT) refers to the methods, tools and personnel used to defend an organization's digital assets. The goal of IT security is to protect these assets, devices and services from being disrupted, stolen or exploited by unauthorized users, otherwise known as **threat actors**. These threats can be external or internal and malicious or accidental in both origin and nature.

An effective security strategy uses a range of approaches to minimize vulnerabilities and target many types of cyber-threats. Detection, prevention and response to security threats involve the use of **security policies**, software tools and IT services.

Unfortunately, technological innovation benefits both IT defenders and **cybercriminals**. To protect business assets, companies must routinely review, update and improve security to stay ahead of cyberthreats and increasingly sophisticated cybercriminals.

**It all comes down to RISK
Management**



Who are the bad guys?



Cyber Security is Mainstream

Foreign Office target of 'serious cyber incident'

By Gordon Corera
Security correspondent, BBC News

🕒 8 February



European oil facilities hit by cyber-attacks

By Joe Tidy
Cyber reporter

🕒 3 February



KP Snacks hack prompts crisp and nut supplies warning

🕒 3 February



Ransomware Key Trends

RANSOM DEMANDS & PAYMENTS GROW

\$2.2M

average ransom demand in 2021

Up **144%** from 2020 cases

\$541k

average ransom payment in 2021

Up **78%** from 2020 cases

MORE ATTACKERS USING MULTI-EXTORTION

60%

of victims were in Americas region

EMEA **31%** | JAPAC **9%**

2566

victims publicly posted on leak sites

Up **85%** from 2020 Victims



Ransomware: The Rise of Quadruple Extortion



Encryption

Victims pay to regain access to encrypted data



Data Theft

Hackers threaten to release stolen data if ransom is unpaid



Denial of Service

DoS attacks shut down victim's public websites



Harassment

Customers, business partners, employees and media contacted

The image features a dark blue, monochromatic background of a complex circuit board. The board is covered in a dense network of fine lines representing traces and numerous small circular components, likely solder joints or vias. In the center, the words "DIGITAL" and "REVOLUTION" are prominently displayed in two rows. The letters are large, bold, and have a three-dimensional, metallic appearance, as if they are raised from the surface of the board. The lighting creates highlights and shadows on the letters, giving them a sense of depth and texture. The overall aesthetic is futuristic and technological.

**DIGITAL
REVOLUTION**

ARE WE ALL ALIGNED
THAT OUR TOP PRIORITY IS
DIGITAL TRANSFORMATION?



OF COURSE ABSOLUTELY 100%



SO WHAT EXACTLY
DO WE MEAN BY
DIGITAL TRANSFORMATION?



SORRY, I'M LATE
FOR ANOTHER
MEETING.

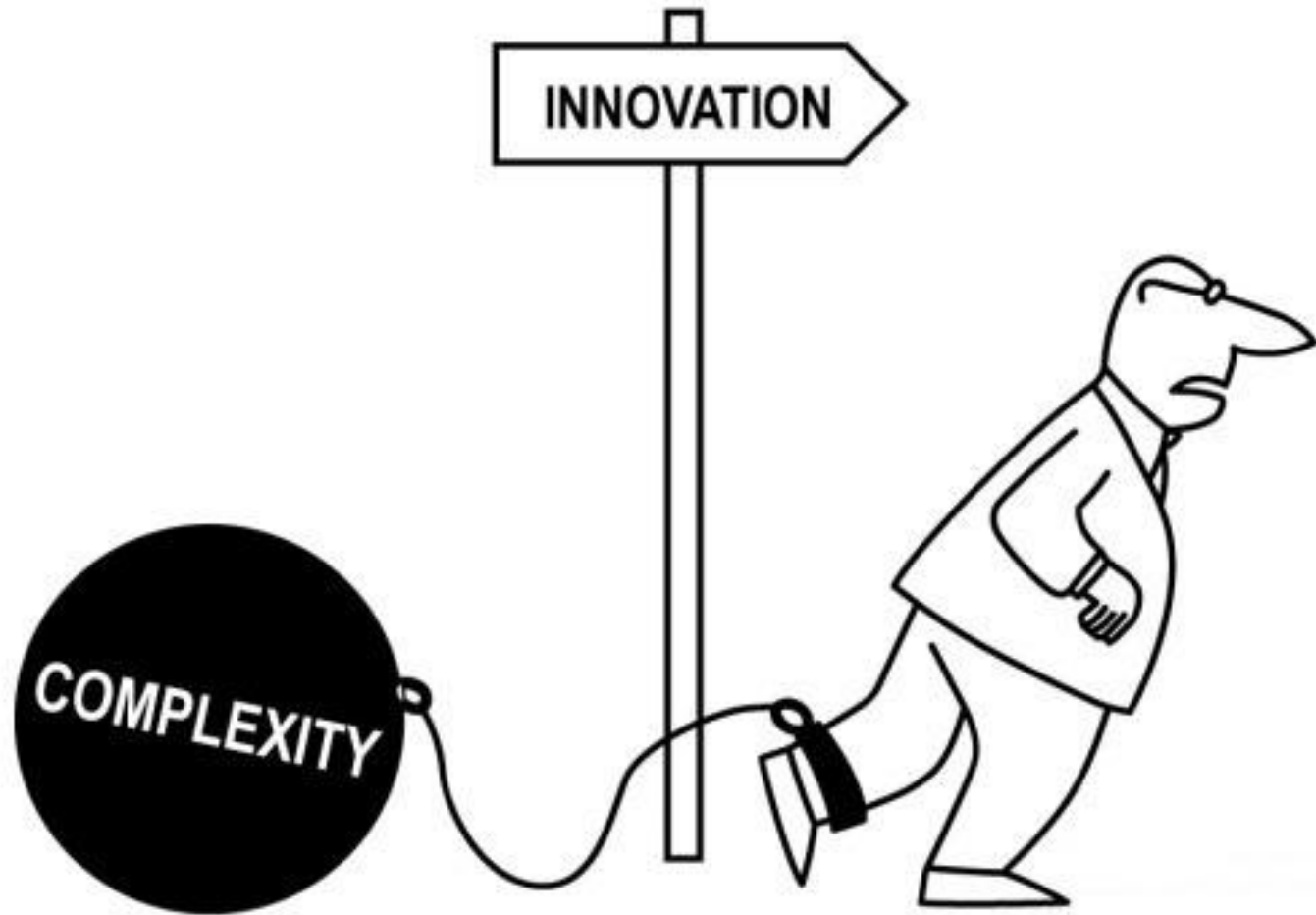


TOM
FISH
BURNE

DIGITAL TRANSFORMATION
IS **YEARS** AWAY. I DON'T
SEE OUR COMPANY
HAVING TO CHANGE
ANY TIME SOON.

COVID-19

TOM
FISH
BURNE





70% of all
Enterprise workloads
will be in the cloud
by **2023**

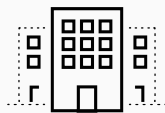
Industrial device
connections to reach
37B
by **2025**



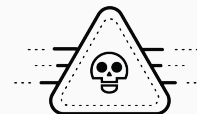
188%
growth in Cloud IR
cases in 3 years



of cyber tools
45+
the average
enterprise has



Companies
add 4
new cloud instances
per week



12 hours
Frequency of new
vulnerabilities found

40%

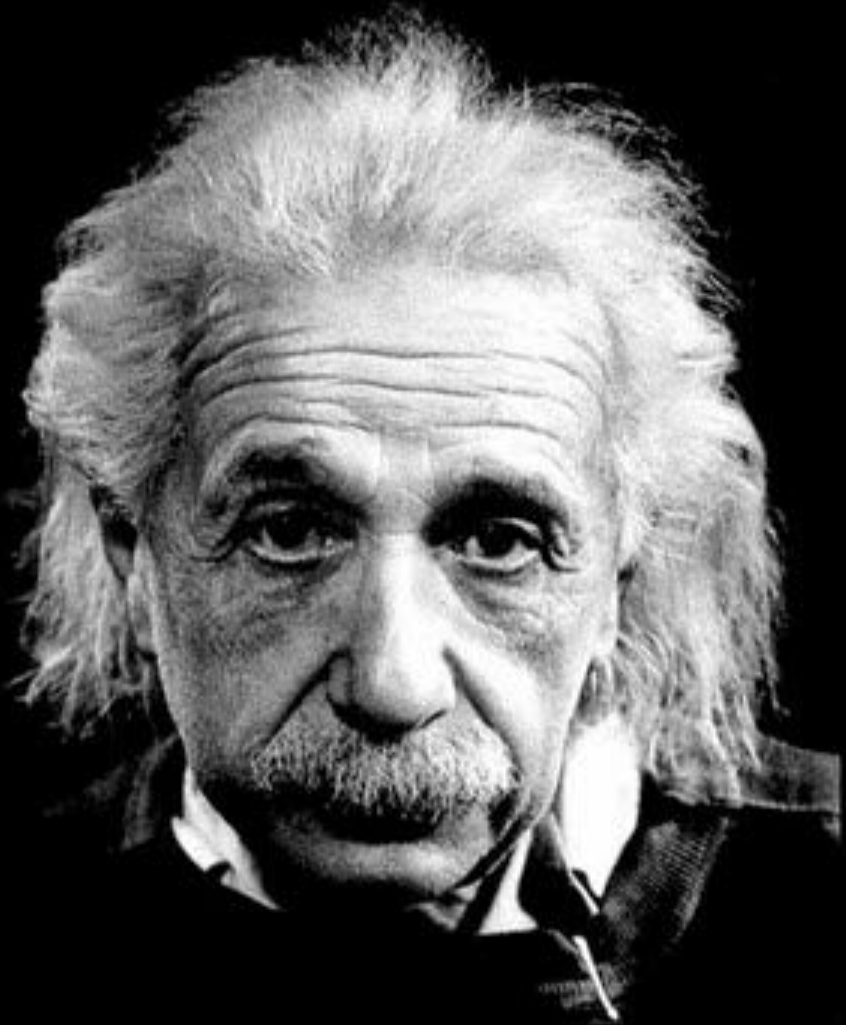
of security professionals said they want to improve
their ability to discover, prioritize, and remediate
software vulnerabilities





“Everything should be made
as simple as possible,
but not simpler.”

Albert Einstein



**So...How Can Palo Alto Networks
Help you and your customers?**

We now have three best-of-breed platforms



Unit42 Consulting Services



Network Security

STRATA | PRISMA SASE

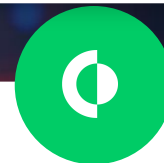
Best-in-class Firewall
Platform across
hardware, software
and aaS



Cloud Security

PRISMA CLOUD

Comprehensive
platform to secure
everything that runs
in the cloud



SOC Security

CORTEX

A new approach to
SOC with data,
analytics and
automation

Zero Trust security

WHY PALO ALTO NETWORKS

We are the world's security leader

85,000+ customers globally

9 of 10

of the Fortune 10

8 of 10

Largest U.S. Banks

8 of 10

Largest Manufacturing
Companies in the
World

10 of 10

Largest Utilities
in the World

6 of 10

Largest Oil & Gas
in the World

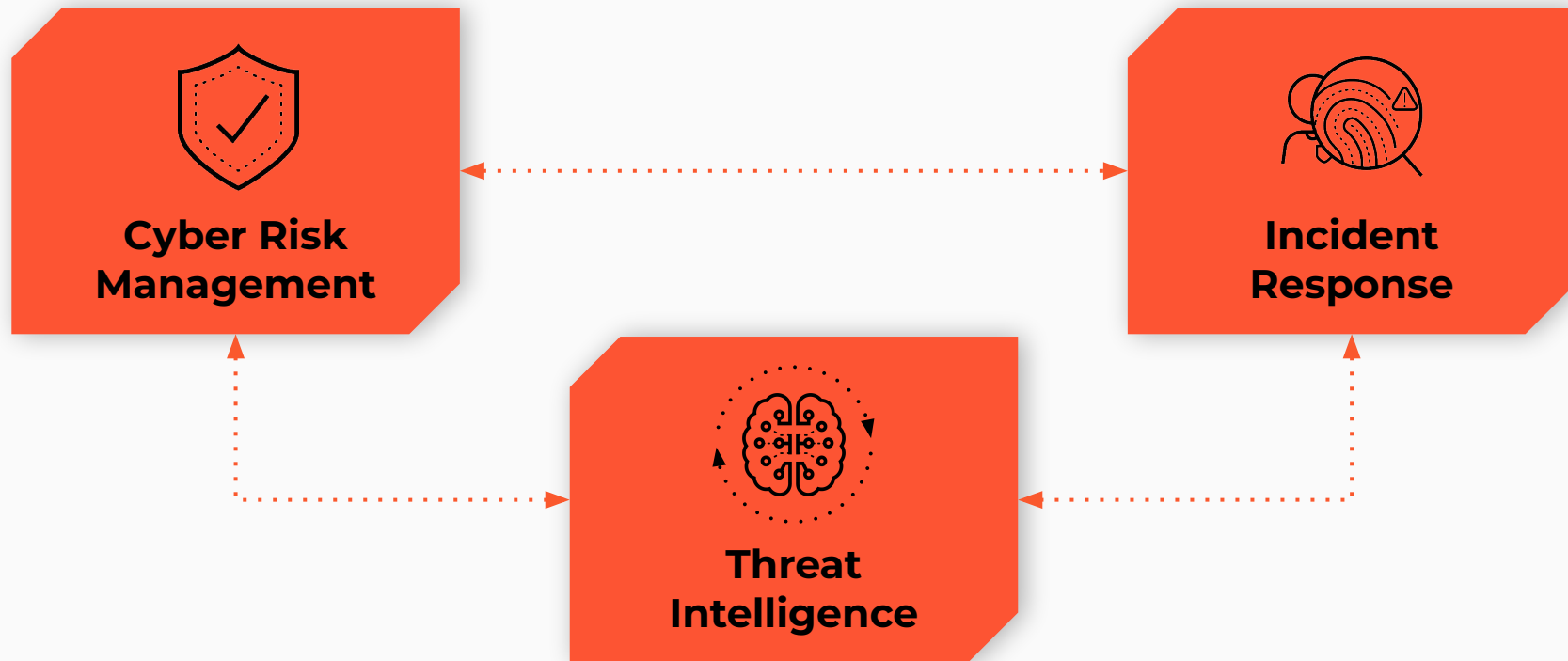
7 of 10

Top U.S. Hospitals



The New UNIT 42™

Intelligence driven. Response ready.





Cyber Risk Management

Strategic Advisory

BoD Security Strategy Review

Security Program Design

Cyber Risk Assessment (NIST CSF, CIS Top 18)

vCISO

M&A Cyber Due Diligence

Proactive Assessments

Compromise Assessment

Incident Response Plan Development & Review

Breach Readiness Review

Red & Purple Team / Pen Test Exercises

Tabletop Exercises

SOC Assessment

Cloud Security Assessment

Supply Chain Risk Assessment



Incident Response

Incident Response

Business Email Compromise

Ransomware Investigation

APT Investigation

Cloud Incident Response

Malware Analysis

Data Mining

PCI Investigation

Web Compromise

Digital Forensics

Digital Investigations & Insider Threat

Mobile Forensics

Structured Data Investigations

Expert Witness / Testimony / Litigation Support

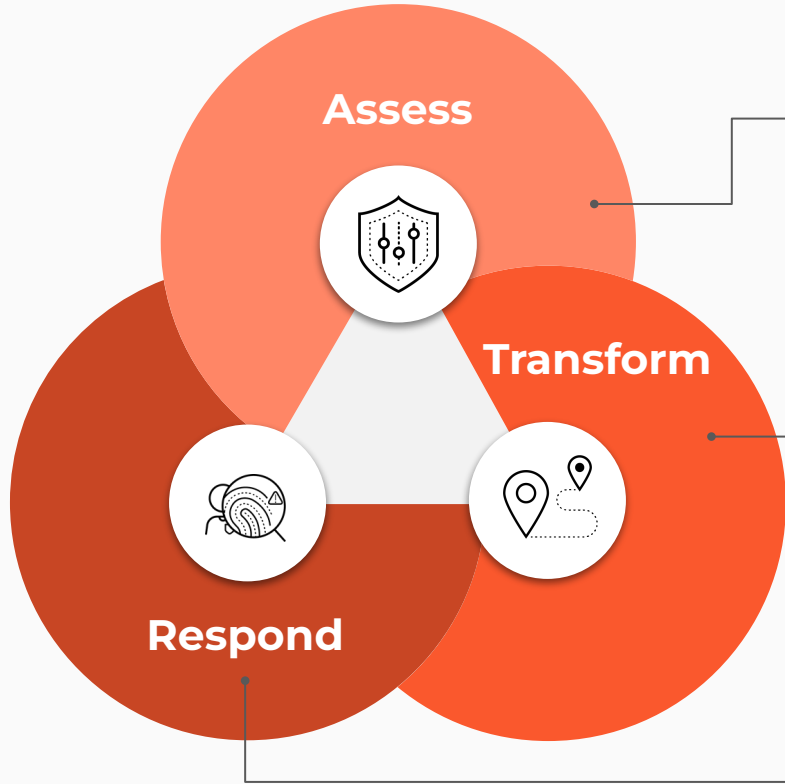
Solutions

Board & CISO Advisory Program
(Coming May 2022)

Ransomware Readiness Assessment

Business Email Compromise Readiness Assessment

Unit 42 Retainer



Cyber Risk Management

Assess and test your security controls against the right threats with Proactive Assessments and Incident Simulation Services

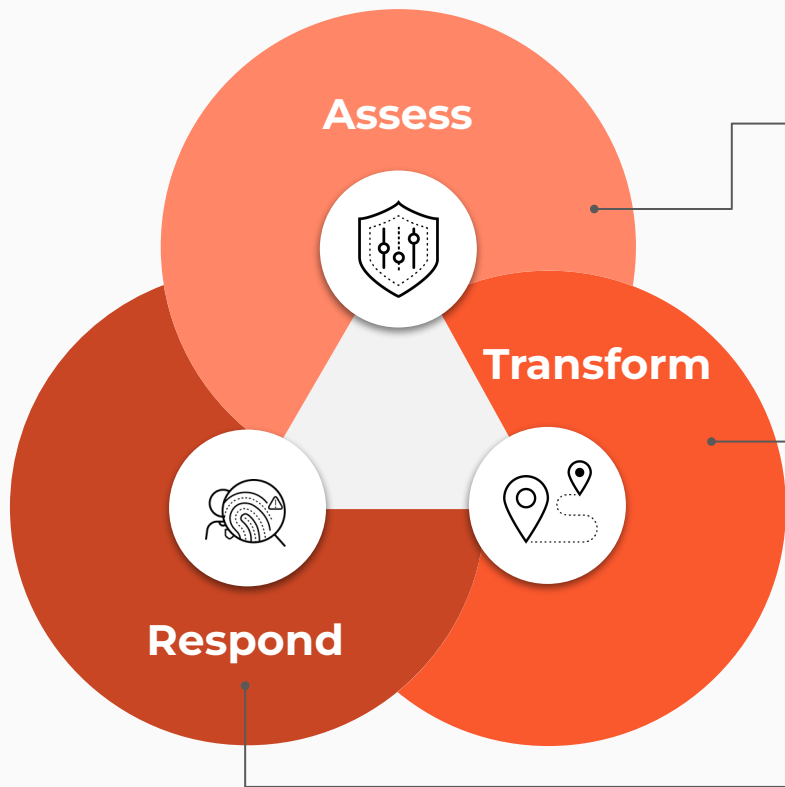
Transform your security strategy with a threat-informed approach with Strategic Advisory Services

Incident Response

Respond in record time with Incident Response and Digital Forensics Services

Unit 42 Retainer

Get Unit 42 on speed dial as your proactive partner. All hours can be used for Incident Response or for any of our Cyber Risk Management Services.



Cyber Risk Management

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What makes us different?



Threat Intelligence



Tools



Expertise & Experience

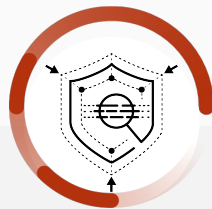
The Unit 42 Consulting Outcomes

Get world-class **Incident Response**, **Threat Intelligence**, and **Cyber Risk Management** services.



Mitigate Cyber Risk

- Lower the likelihood and impact of a breach
- Improve readiness and cybersecurity outcomes



Recover Faster

- Unit 42 is an extension of your IR team with SLA-driven response
- Prearranged communication channels & predefined playbooks

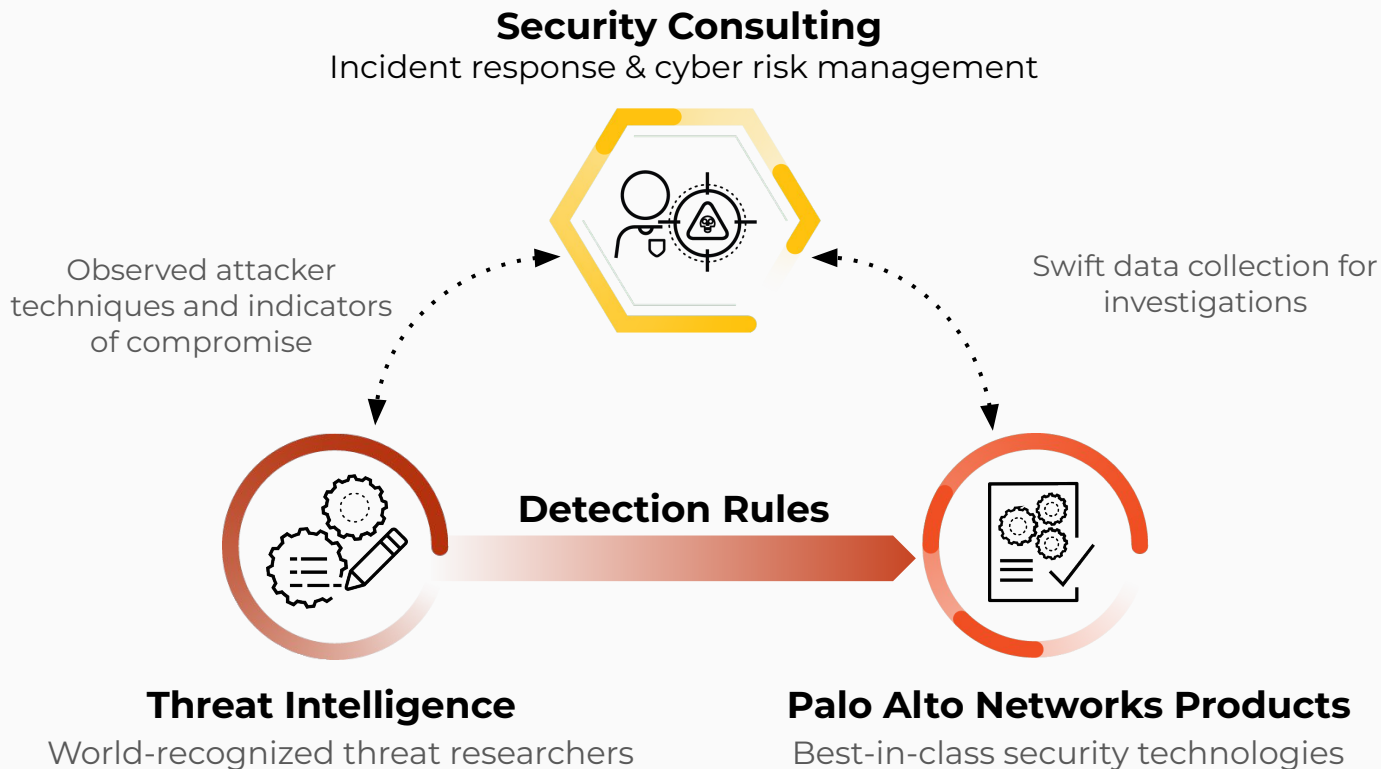


Manage Costs

- Lower the costs of an incident with quicker recovery
- Add predictability to budgets



Better Together: Unit 42 and Palo Alto Network Products



What is Zero Trust?

A strategic approach to cybersecurity that secures an organization by eliminating **implicit trust** and continuously **validating every stage of a digital interaction.**

In Summary

Palo Alto Networks is the only cybersecurity partner that frees you from having to choose between the security you need today, or being ready for what comes next. Our vision and commitment provide both—**delivering security without compromise now and driving innovation for the Future.**



Cybersecurity
Partner of Choice

Thank you

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