Acronis
Global Cyber Summit 2020

Radically simplifying cybersecurity engagement

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#CyberFit

First….

Thank you

About Carole

- Entered the cybersecurity world way back **in 1998 via Sophos**
- Claim to fame: Creator and Editor in Chief of multiple award-winning blog **Naked Security**
- In 2013, founded UK-based Technology Consultancy **Tick Tock Social**
- Work with **security organizations** around the world to improve how they communicate cybersecurity messages

About Carole

- Co-Host and producer of award-winning weekly podcast **Smashing Security** with tech *"celebre"* Graham Cluley
- Started in 2016, and just celebrated our **200th show**
- Cover the latest cyber security **SNAFUs**, give advice (along with a few giggles)

The plan for today

1. Worked with Acronis to create its first **Cybersecurity Assessment Questionnaire**.
2. This is a practical, simple and free tool to help you **better service your audiences' cybersecurity needs** — be they prospects or customers.
3. Learn **how it was created,** what's in it, and how it helps you speed up the onboarding process.

Setting the scene

- You look after ZIPZAP, an online widget company.
- Customer—Hank—contacts you, elated.
- Says the big Boss is closing the offices.
- New contracts are being signed where employees are agreeing to use their personal devices for work
- Hank says “That means no more tech support. It’s the employee’s responsibility. Now finally we can focus on improving services
- “Am I right or am I RIGHT,” he laughs….

ZIPZAP: basically a BYOD scenario (or UYOD?)

- If you are a cybersecurity person, alarm bells should be ringing.
- But if you are new to the industry, and you may ask yourself, “is this good? or bad? I am not sure”

Here is where the **Acronis Cybersecurity Questionnaire** can quickly give you the key questions (and answers) you need to ensure your customer ZIPZAP understands the risks and gets ideas on how to mitigate them.

Acronis Cybersecurity Questionnaire

Cybersecurity Assessment Questionnaire

This comprehensive tool covers the key questions needed to accurately assess an organization's cybersecurity posture

Acronis Cybersecurity Questionnaire

High Level: Cheat sheet FAQ for cybersecurity

The Goal: Ensure customers are appropriately secured and not leaving themselves vulnerable to attack…

or theft…

or spying…

or insider threats…

or social engineering attempts…

or…phishing attacks

or ransomware

or…you get the idea

Acronis Cybersecurity Questionnaire

1. Why reinvent the wheel? Based on the well-respected **NIST cybersecurity Framework.**
2. The Cybersecurity Enhancement Act of 2014 followed an executive presidential order.
3. The Order directed NIST to work with stakeholders to develop a voluntary framework—based on existing standards, guidelines, and practices—for reducing cyber risks to critical infrastructure.

NIST Cybersecurity Framework

1. **IDENTIFY** (ID)

- What are the assets?
- What is the work environment?
- What are the risks?
- What is the law?

Develop the organizational understanding to manage cybersecurity risk to systems, assets, data, and capabilities.

NIST Cybersecurity Framework

2. **PROTECT** (PR)

- Is access to data controlled?
- Are employees and their bosses trained to spot security risks?
- Are systems properly maintained?

Develop and implement the appropriate safeguards to ensure delivery of critical infrastructure services.

NIST Cybersecurity Framework

3. **DETECT** (DE)

- What tools are in place to detect a security issue or problem?
- How are people alerted to a security issue?
- What information should be logged?

Develop and implement the activities to identify the occurrence of a cybersecurity event.

NIST Cybersecurity Framework

4. **RESPOND** (RS)

- What steps need to happen to respond security issue or threat?
- Who needs to be told what?
- What improvements need to be made to avoid this issue in future?

Develop and implement the activities to responding to a detected cybersecurity event.

NIST Cybersecurity Framework

5. **RECOVER** (RC)

- What needs to happen to get the company back on track
- Can any of the steps taken so far be improved for future issues?
- What incident information needs to be shared and with whom?

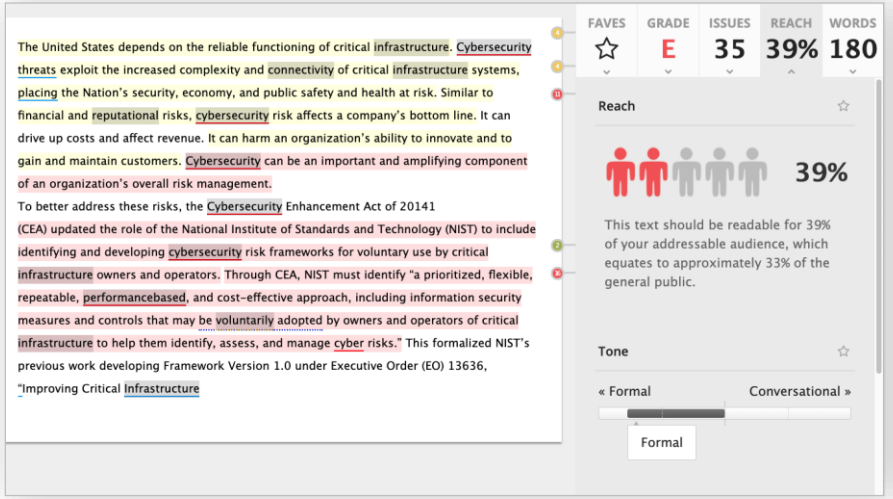
Develop and implement the activities to improve resiliency and restore impaired capabilities and services

Pros to NIST Cybersecurity Framework

1. It's a collaboration between government and industry
2. It's reliable
3. It's regularly updated
4. It's freely available

Cons to NIST Cybersecurity Framework

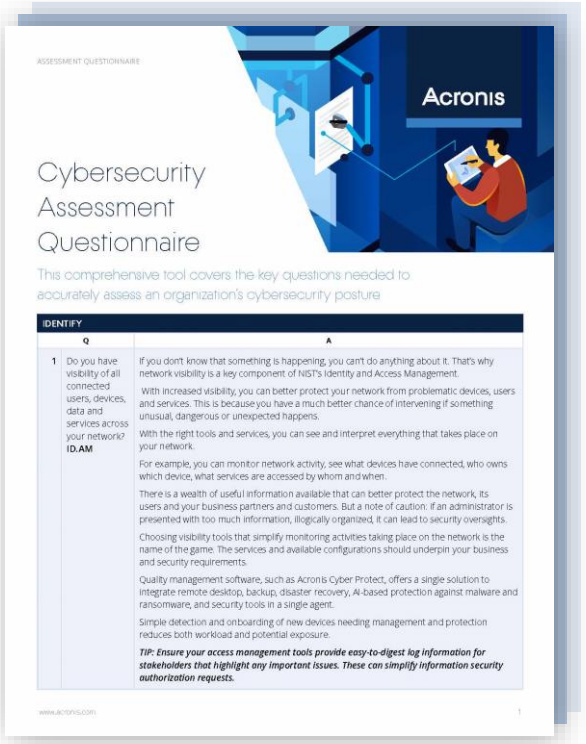
1. It's a minefield of assets
2. It has a low readability score
3. Difficult to find the exact info you need



ACRONIS CYBERSECURITY QUESTIONNAIRE

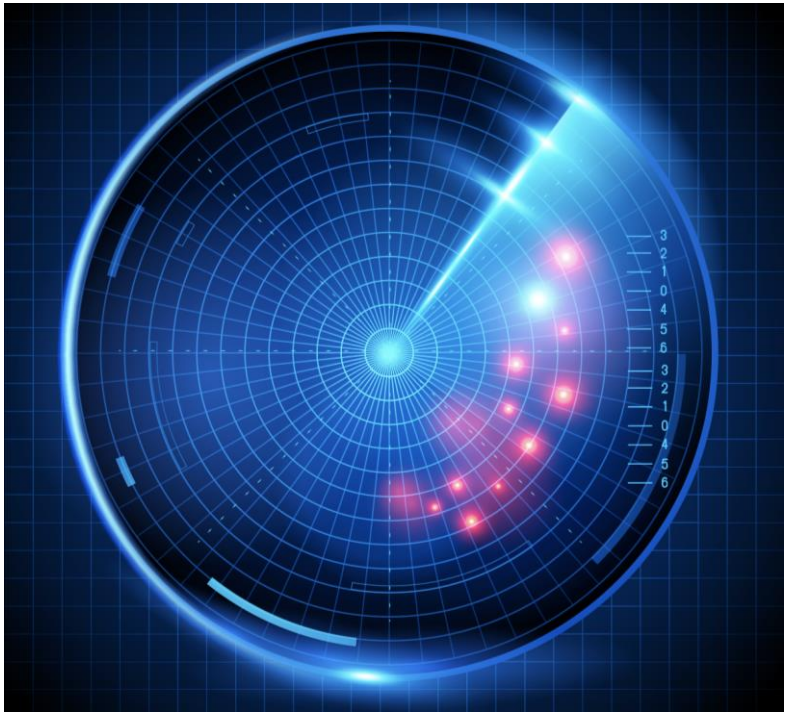
See it like a NIST Cybersecurity framework cheat sheet

Included are **50 questions**, answers and tips, giving you key information to help you and your customer consider the risks and recommendations on how to mitigate those risks.



ACRONIS CYBERSECURITY QUESTIONNAIRE

- **Question led,** which means you can quickly find a reliable response, which aligns with NIST's framework.
- Each questions and answer includes an extra **expert tip or two**
- Each question is **helpfully labelled** with the corresponding NIST identifier, so you can quickly find relevant information on the NIST framework pages, when required.
- **The special bit?** This is being delivered in a format that you can tailor to your specific needs, by either adding, editing or deleting information, changing the order—whatever you need to streamline the cyber security onboarding process.



Four steps

1. Downloading the free Acronis cybersecurity questionnaire
2. Customize the questions as you see fit
3. Rebrand the tailored document to create your very own sales enablement tool
4. Use the content to create your own bespoke assessment tools
   - to better understand customer environment
   - to identify weak points in this environment
   - to help teams quickly respond with trusted cybersecurity information

The ‘UYOD’ issue at ZIPZAP, remember?

- You look after ZIPZAP, an online widget company.
- Customer—Hank—contacts you, elated.
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Search questionnaire for BYOD, and…

QUESTION 6

Do you centrally manage and monitor all user accounts and login events on your network?
PR.AC (PR. AC = PROTECT CATEGORY; ACCESS CONTROL

- Central management gives you real-time **remote** control, so you decide which users enter and what they can access.
- Radically simplifies onboarding new recruits and retiring workers that have moved on.
- Catch nefarious behaviour in the act, eg: big data transfer are throttled and quarantined for review.

Search questionnaire for BYOD, and…

QUESTION 15

Do you allow "Bring Your Own Device" (BYOD) at your organization and if so, do you have an up-to-date policy to manage and control their access to your services and data?
PR.AC
(PROTECT CATEGORY; ACCESS CONTROL)

- BYOD not recommended from a cybersecurity standpoint. Managing devices remotely and securely is recommended.
- IF it is allowed, a up-to-date policy is needed to ensure the safe use of devices outside the control of the organization.
- TIP: Acronis Cyber Protect, with its single interface across all its services, can radically simplify remote device management.

Search for REMOTE

Q13 PR.AC
Do you prevent users from connecting non-authorized devices to your network (physically or wirelessly)?

Q16 PR.AC
Do you allow users to access your network remotely (eg from home or while travelling), and are you confident the connection is properly authenticated, encrypted, and tracked?

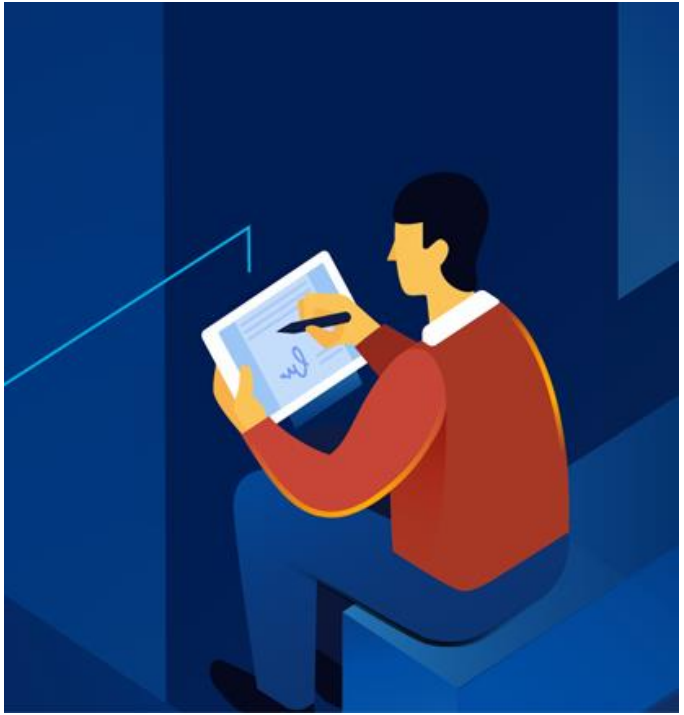
Q17 PR.AC
Can you remotely access, configure, audit, track and securely wipe any devices you allow on your network, even when they are outside of your network?

Q18 PR.AC
If you provide guest access to your networks, do you provide segregation from your critical systems and sensitive data?

And remember…

With the free Acronis Cybersecurity Questionnaire:

- **Every question** is tied with a unique NIST identifier
- **Every question** has a useful information and a bespoke tip
- **Every question** can be tweaked to suit your needs
- **Every answer** can be tweaked to suits your needs
- **Add, edit and delete** content at any time
- **Copy** content into your own template and add logo



Shall we look at another example

- Your company wants you to focus on growing cybersecurity awareness training opportunities.
- You need an asset to help with your outreach.
- You need up to date, reliable information that you can share with your audience and you need it NOW.

- And then you remember this very talk about the **Acronis Cybersecurity questionnaire….**

Search questionnaire for awareness, and

QUESTION 21

Are all users given regular cybersecurity awareness information and training, covering how to avoid the latest threats (e.g. malvertising, cryptomining, phishing, social engineering, and ransomware techniques)?
PR.AT (PROTECT CATEGORY; AWARENESS AND TRAINING)

- Security incidents often take advantage of ignorance. They are designed to dupe the target.
- Cyber training will not only make them safer at work but also in their own personal lives.
- Cyber awareness training should be provided regularly and be part of the general security policy.

Search questionnaire for awareness, and

QUESTION 22

Do you perform regular staff testing to identify poor security practices (e.g. simulated phishing attacks)? PR.AT (PR. AC = PROTECT CATEGORY; AWARENESS AND TRAINING)

- All it takes is one employee to give away their credentials accidentally, potentially giving the social engineer attacker the keys to your organizational kingdom. (e.g., ransomware or successful phishing attack)
- Educating users is not always easy. Imagine trying to explain how a car functions to an average driver—most are not interested.
- The point here is not to call them out, but to ensure they have the training they need to be a strong first line of defense.

Search for ransomware, and…

Q1 ID.AM
Do you have visibility of all connected users, devices, data and services across your network?

Q4 ID.RM
Are you correctly insured against any damage or loss from cybersecurity incidents, including employee negligence or insider threats? ID.RM

Q18 PR.AC
If you provide guest access to your networks, do you provide segregation from your critical systems and sensitive data?

Q25 PR.DS
Do you have a reliable and regularly tested backup and restore strategy for all important data and systems, with appropriate duplication and diversity of storage?

And just to reiterate….

With the freely available Acronis Cybersecurity Questionnaire:

- **Every question** is tied with a unique NIST identifier
- **Every question** has a useful information and a bespoke tip
- **Every question** can be tweaked to suit your needs
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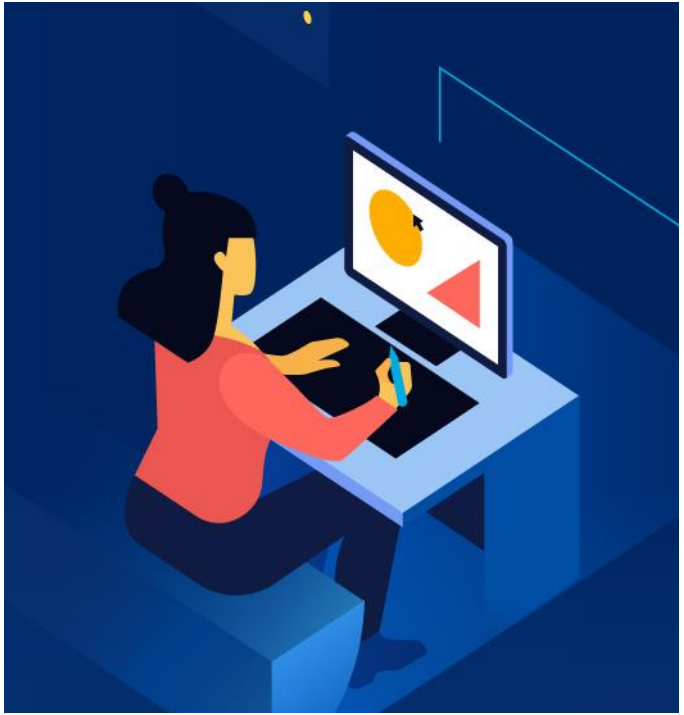
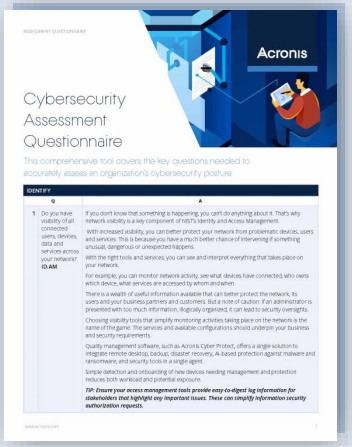


Best for last…

- The Acronis Cybersecurity Questionnaire can also be used to perform **an initial risk assessment** just as it is.
- Prospects or new customers can **share** what they know, and what they don't know.
- **Compare** their answers to those 50 questions and answers provided, and note discrepancies.
- Use **cyber SNAFUS** from the media to underpin the importance of specific security approaches, be they backups, training, enterprise-wide protection, or whatever.
- It's a win-win. **Your customers operate at a lower risk and you need your business objectives.**



Get your copy on the Partner Portal

Thank you everyone!

Questions?

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