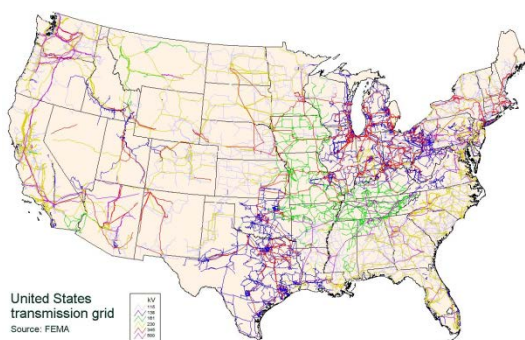# ISE Northeast
Keynote Address

John J. Masserini
Chief Security Officer
Miami Holdings, Inc.

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The Reality of Today…

The cold reality of todays business environment:

- Many Executives don't understand the value of the information within their enterprise

- Most business owners lack understanding of information risk

- Regulations are looked at as a necessary evil, but paint themselves as a solution to an ever changing problem

- Significant capital spent satisfying questionable regulations

- Escalating risks to critical infrastructure are beyond our control

- Non-technology risks pose more of a threat each week

United States transmission grid
Source: FEMA

Interventions* by Setting	Pandemic Severity Index		
	1	2 and 3	4 and 5
Home			
Voluntary isolation of ill at home (adults and children); combine with use of antiviral treatment as available and indicated	Recommend†§	Recommend†§	Recommend †§
Voluntary quarantine of household members in homes with ill persons¶ (adults and children); consider combining with antiviral prophylaxis if effective, feasible, and quantities sufficient	Generally not recommended	Consider **	Recommend **
School **Child social distancing**			
-dismissal of students from schools and school based activities, and closure of child care programs	Generally not recommended	Consider: ≤4 weeks††	Recommend: ≤12 weeks§§
-reduce out-of-school social contacts and community mixing	Generally not recommended	Consider: ≤4 weeks ††	Recommend: ≤12 weeks§§
Workplace / Community **Adult social distancing**			
-decrease number of social contacts (e.g., encourage teleconferences, alternatives to face-to-face meetings)	Generally not recommended	Consider	Recommend
-increase distance between persons (e.g., reduce density in public transit, workplace)	Generally not recommended	Consider	Recommend
-modify, postpone, or cancel selected public gatherings to promote social distance (e.g., stadium events, theater performances)	Generally not recommended	Consider	Recommend
-modify work place schedules and practices (e.g., telework, staggered shifts)	Generally not recommended	Consider	Recommend

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The Failure of Regulations

A recent quote…

> *"If you are not a regulated entity, you're not spending enough on security*"

- Has government & industry regulations truly helped our cause? Even with the ever increasing regulations, have the number of breaches subsided?

- Regulations are a minimum of due care – not necessarily what's right for the business

- State laws can contradict federal requirements, and neither satisfy international doctrines

- Countering the fallacy of regulations
 - Compliancy is not Security – but how do you explain that to your Board?

Have privacy and security regulations actually helped us be more secure, or just provided a false sense of comfort?

The Value of Business

Adding value to the Business:

- Business owners want better performance, value, and brand recognition
  - They don't want security for the sake of security
  - Regulation is expensive and barely effective
  - Cloud/SaaS providers are going to Business Owners directly

- How do we expect them to support what we do if they don't 'get it'?

- How do we change the perspective of our Business Partners?
  - Understanding the drivers of their organizations
  - Building relationships that encourage open dialogue
  - Getting away from the fear of bad press, customer loyalty & market cap
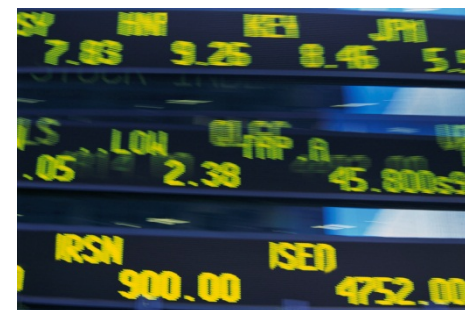
How Do We Add Value?
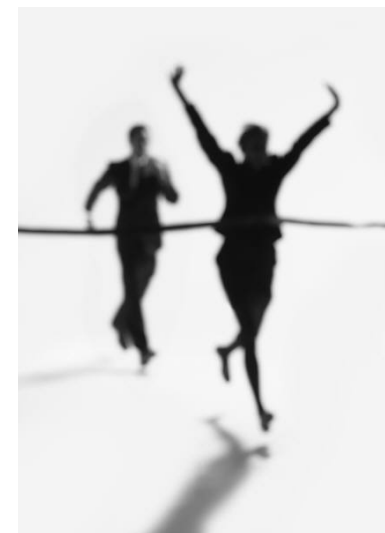
Its all about the money – or in our case – the revenue:

- Fixing F.U.D.
  - Change *Fear, Uncertainly, & Doubt* into **Facts, Understanding, & Dialog**
- Find ways to fix business challenges – not security
  - There is a reason users what tablets or smartphones … what business issue are they trying to solve?
  - What information can you offer key IT & business groups that they cannot get elsewhere?
- Competition is healthy
  - Incorporate risk management and ownership into the business process
  - Reporting should show risk within various business units as well as overall enterprise risk
- Educating users about more than business risk
  - Help users understand the risks – because most don't
  - Understand both sides of the generation gap

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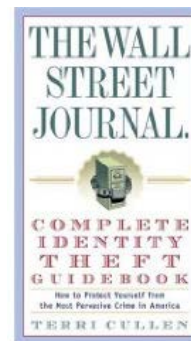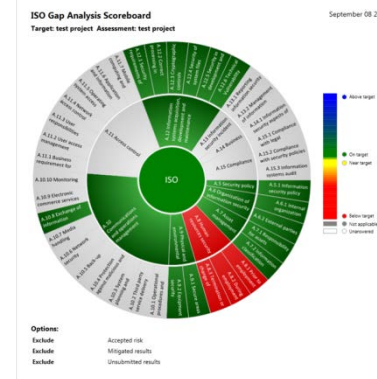
Closing Thoughts

A few closing points that I always try to remember:

- Its not where you sit, it's the message you deliver
- You may not always be able to determine an ROI, but always provide value
- Invest in the users and they'll do the right thing
- There is no shame in making it a competition
- Report risks consistently, accurately, and objectively

Thank You

Questions?