



*cutting through complexity*

---

# FEEL FREE

---

A NEW APPROACH  
TO CYBER SECURITY

---

Association of Financial  
Mutuals  
22 June 2015

David Cooper  
KPMG Cyber



# CYBER: SECURITY

## INFORMATION PROTECTION & PRIVACY

CYBERSPACE DESIGNED FOR  
INFORMATION SHARING

LARGELY ANONYMOUS

MAY NOT KNOW YOU HAVE BEEN  
TARGETED

ATTRIBUTION IS NOT STRAIGHT FORWARD



## HYPERCONNECTIVITY

CLOUD

SOCIAL MEDIA

MOBILE

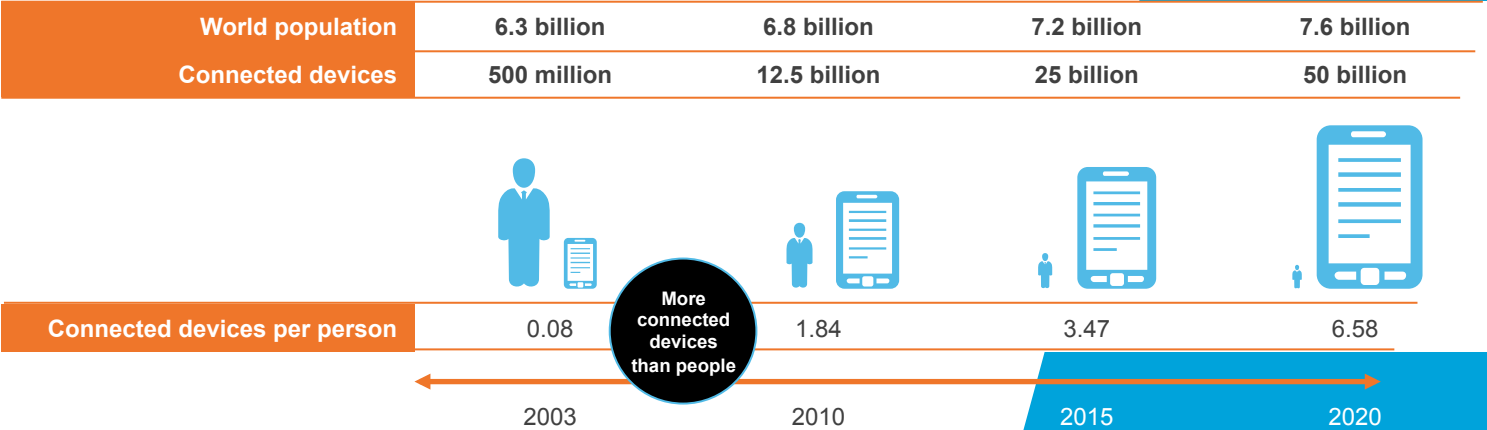
BIG DATA

THE INTERNET OF  
THINGS



# WHY CYBER?

# Internet Connected Devices per person



# The CIA Model

**Confidentiality**

**Integrity**

**Availability**

# CYBER: SECURITY

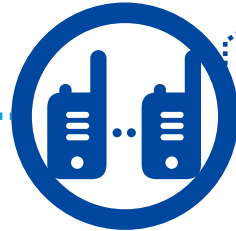


## HACKTIVISM

**HACKING INSPIRED BY IDEOLOGY**

**MOTIVATION:** SHIFTING ALLEGIANCES – DYNAMIC, UNPREDICTABLE

**IMPACT TO BUSINESS:** PUBLIC DISTRIBUTION, REPUTATION LOSS



## ORGANISED CRIME

**GLOBAL, DIFFICULT TO TRACE AND PROSECUTE**

**MOTIVATION:** FINANCIAL ADVANTAGE

**IMPACT TO BUSINESS:** THEFT OF INFORMATION



## THE INSIDER

**INTENTIONAL OR UNINTENTIONAL?**

**MOTIVATION:** GRUDGE, FINANCIAL GAIN

**IMPACT TO BUSINESS:** DISTRIBUTION OR DESTRUCTION, THEFT OF INFORMATION, REPUTATION LOSS



## STATE-SPONSORED

**ESPIONAGE AND SABOTAGE**

**MOTIVATION:** POLITICAL ADVANTAGE, ECONOMIC ADVANTAGE, MILITARY ADVANTAGE

**IMPACT TO BUSINESS:** DISRUPTION OR DESTRUCTION, THEFT OF INFORMATION, REPUTATIONAL LOSS

# CYBER: SECURITY



## INFORMATION THAT IS VALUABLE

INTELLECTUAL PROPERTY  
BUSINESS PROCESSES  
CUSTOMER, SUPPLIER AND PERSONNEL DATA



## BUSINESS CRITICAL INFORMATION

FINANCIALS	NEW PRODUCTS
BUSINESS PLANS	NEW MARKETS



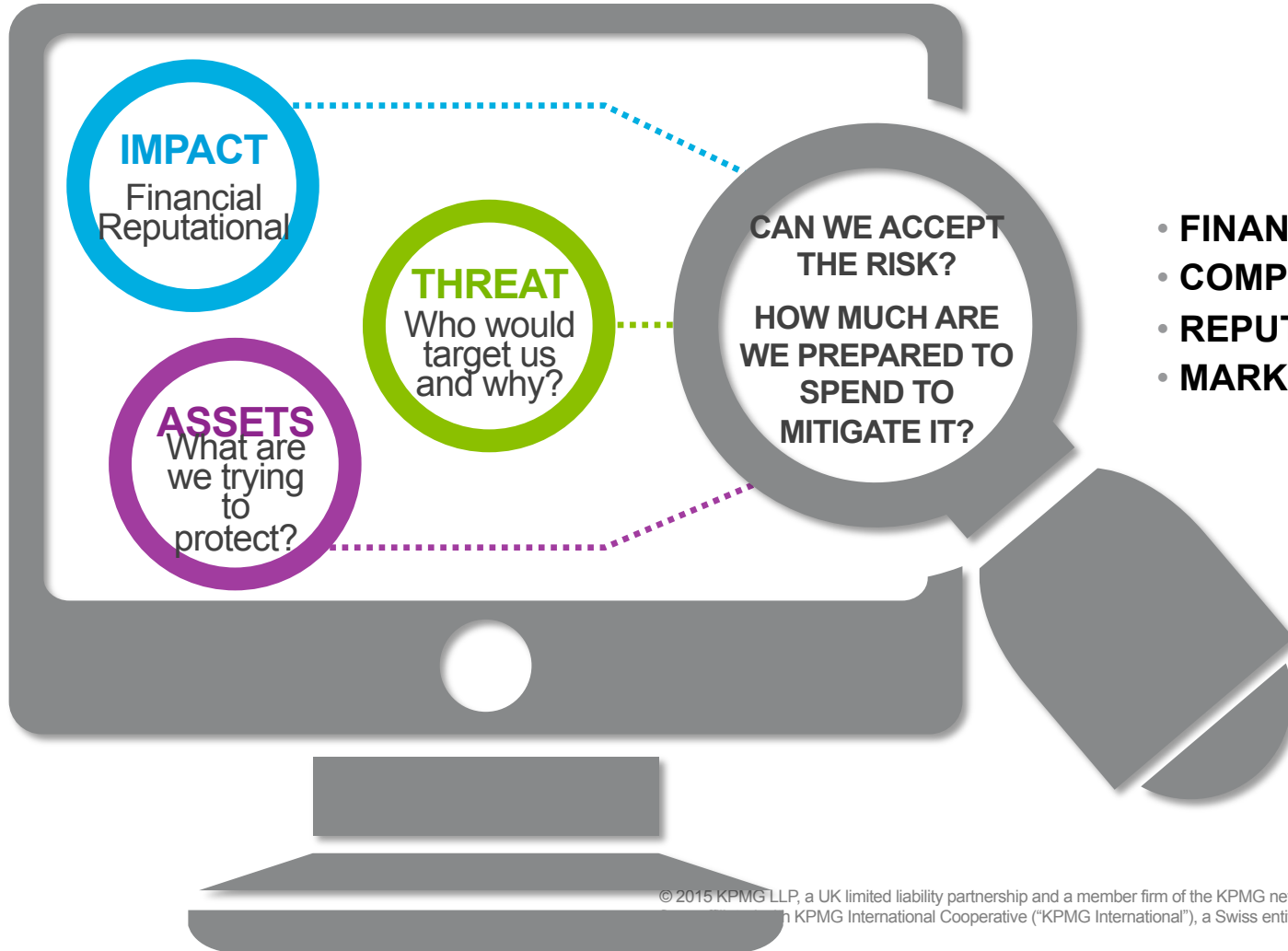
## CRITICAL BUSINESS TRANSACTIONS

RAISING FINANCE	JV
M&A	DIVESTITURES

# WHAT IS BEING STOLEN?

## CYBER: SECURITY

# HOW MUCH DOES IT ALL MATTER?



- **FINANCIAL PERFORMANCE**
- **COMPETITIVE ADVANTAGE**
- **REPUTATION**
- **MARKET PRESENCE**



*cutting through complexity*



## David Cooper

Advisor, Information Protection  
& Business Resilience

Tel: 07824 406116

David.cooper1@kpmg.co.uk

© 2015 KPMG LLP, a UK limited liability partnership  
and a member firm of the KPMG network of  
independent member firms affiliated with KPMG  
International Cooperative ("KPMG International"), a  
Swiss entity. All rights reserved.