



Wild Wild West 2.0

—
Telefonica

||| CYBER SECURED BY
ElevenPaths



INDEX

1

ENVIROMEN
T

2

DIGITAL
RISK

3

NEW
PARADIGM

4

TELEFONICA

5

Q&A

1

ENVIROMENT:

< **What's happening?**

Uber

The world's largest
taxi company, owns
no vehicles.

The world's most
popular media owner,
creates no content.

Facebook

Alibaba

The most valuable
retailer, has no inventory.

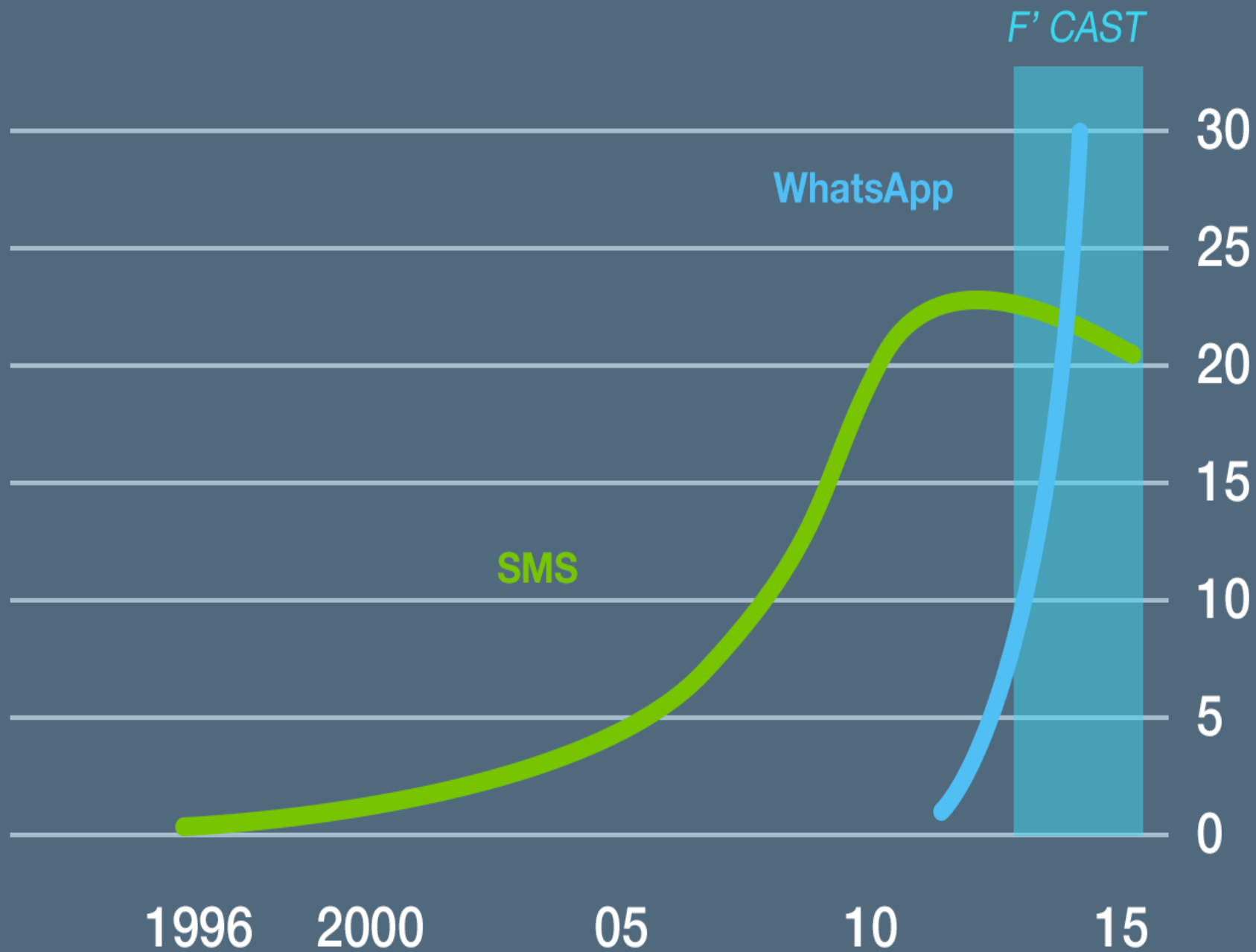
The world's largest
accommodation provider,
owns no real estate.

Airbnb

Something interesting is happening.

TOM GOODWIN

Messages sent per day, bn



DIGITAL TRANSFORMATION is RESHAPPING SECURITY



3.2k

MILLIONS
INTERNET
USERS



1.3k

MILLIONS
SMARTPHONES

\$4.5

BILLIONS
US DOLARES RETAIL
COMMERCE EN
2021, 3X DESDE 2016



> 50%

MOBILE COMMERCE EN RETAIL BY 2021



93%

CLOUD PENETRATION (ENTERPRISES)

Internet Users Data - World Bank Group, BI Intelligence — Business Insider's research service, Silicon Valley London: THE INTERNET OF THINGS "Smart" Products Demand a Smart Strategy Using M&A for a Competitive Edge, IDC FutureScape for Internet of Things, Gartner 2016: Analysts Reveal Five Unexpected Implications Arising From the Internet of Things, FMI Internet of Things (IoT) Security Products Market 2015 – 2020 IDC Future Scape. Worldwide, internetofthings-2016predictions. Building Trust in a Cloud Sky, McAfee. Global M-Commerce in 2017, Research and Markets. Statista: <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>



AP

The Associated Press ✓
@AP



Follow

Breaking: Two Explosions in the White House and Barack Obama is injured



Reply



Retweet



Favorite



More

23/04/2013

11.6M FOLLOWERS

(INDU) Dow Jones Industrial Average Index

Saved views: 1 2 3 4 5 [SAVE](#)

14,691.73 ▲ 124.56 0.86% Volume: 80.89 M

Enter company name or symbols

[CHANGE](#)

[COMPARE](#)

[TECHNICAL INDICATORS](#)

[EVENTS](#)

[SETTINGS](#)



10 am

11 am

12 pm

1 pm

2 pm

3 pm



Tue Apr 23 1:30 PM ET SINDU 14,684.59

1d

5d

10d

1m

3m

6m

YTD

1y

3y

5y

10y

Max

4/23/2013

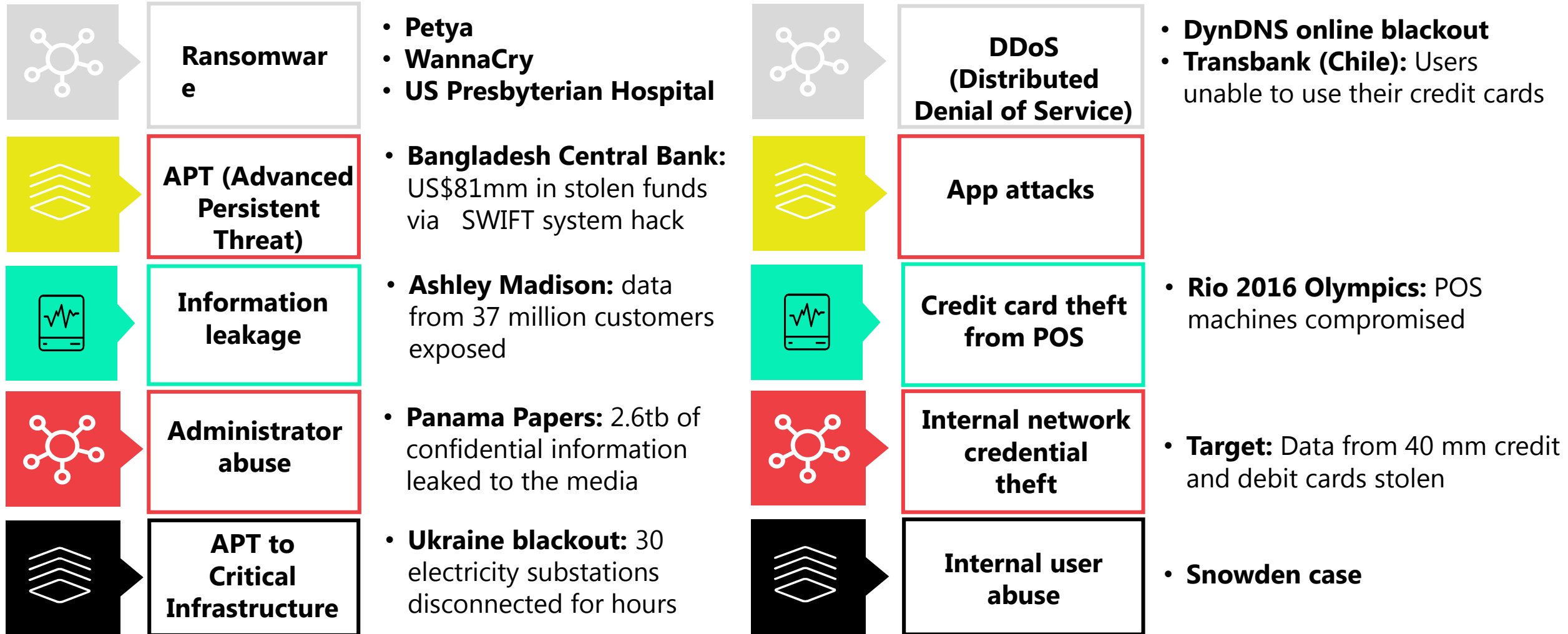
4/23/2013

[UPDATE](#)

Top 10 Biggest Data Breaches of All Time

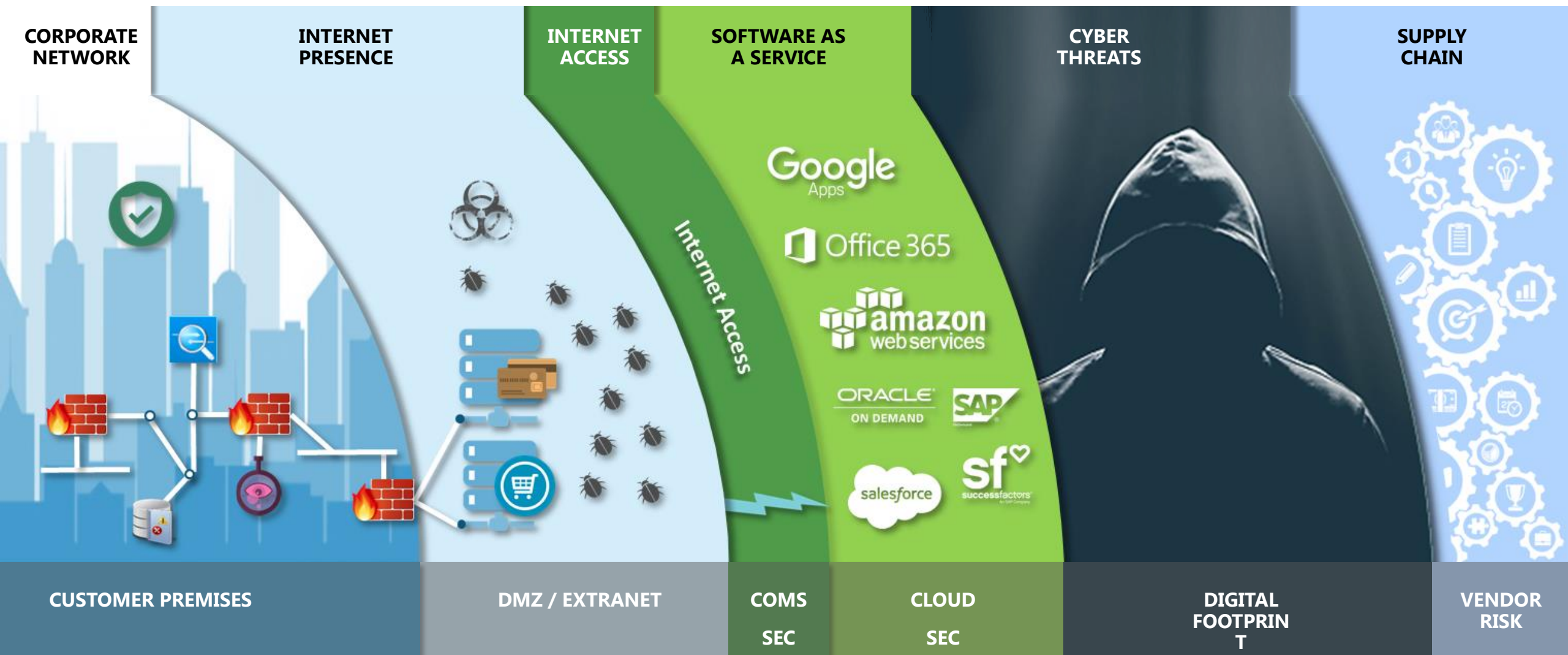
	Company	# of ppl affected	What got leaked
1	 COURT SQUARE VENTURES	200 million 	names  addresses  bank details 
2	 U.S. VOTE FOUNDATION	191 million 	  birth dates  phone numbers  party affiliations 
3	 Adobe	150 million 	e-mail  password  credit card details 
4	 ebay	145 million 	    
5	 Heartland	130 million 	credit card details 
6	 TARGET	110 million 	     
7	 T.K. maxx	94 million 	credit card details 
8	 Anthem 	88 million 	    social security numbers  employment information 
9	 PlayStation	77 million 	names  addresses  e-mail  birth dates 
10	MOSSACK X FONSECA	11.5 million 	11.5 million leaked documents  214 000 offshore companies 

Cybersecurity Incidents & Breaches the new normal (+150 days)



THERE IS NO PERIMETER. DIGITAL IDENTITY IS THE NEW ONE

ENTERPRISES, GOVERNMENTS AND CONSUMERS PLAYING IN A NEW (IN)SECURITY ECOSYSTEM



2

DIGITAL RISK

< RISK : THREATS / VULNS

RISK= (THREAT & VULN) (IMPACT & PROBABILITY)



HACKTIVISM



CRIME



INSIDER



ESPIONAGE



TERRORISM



WARFARE



Who are the “bad guys”?



45%
Outsiders



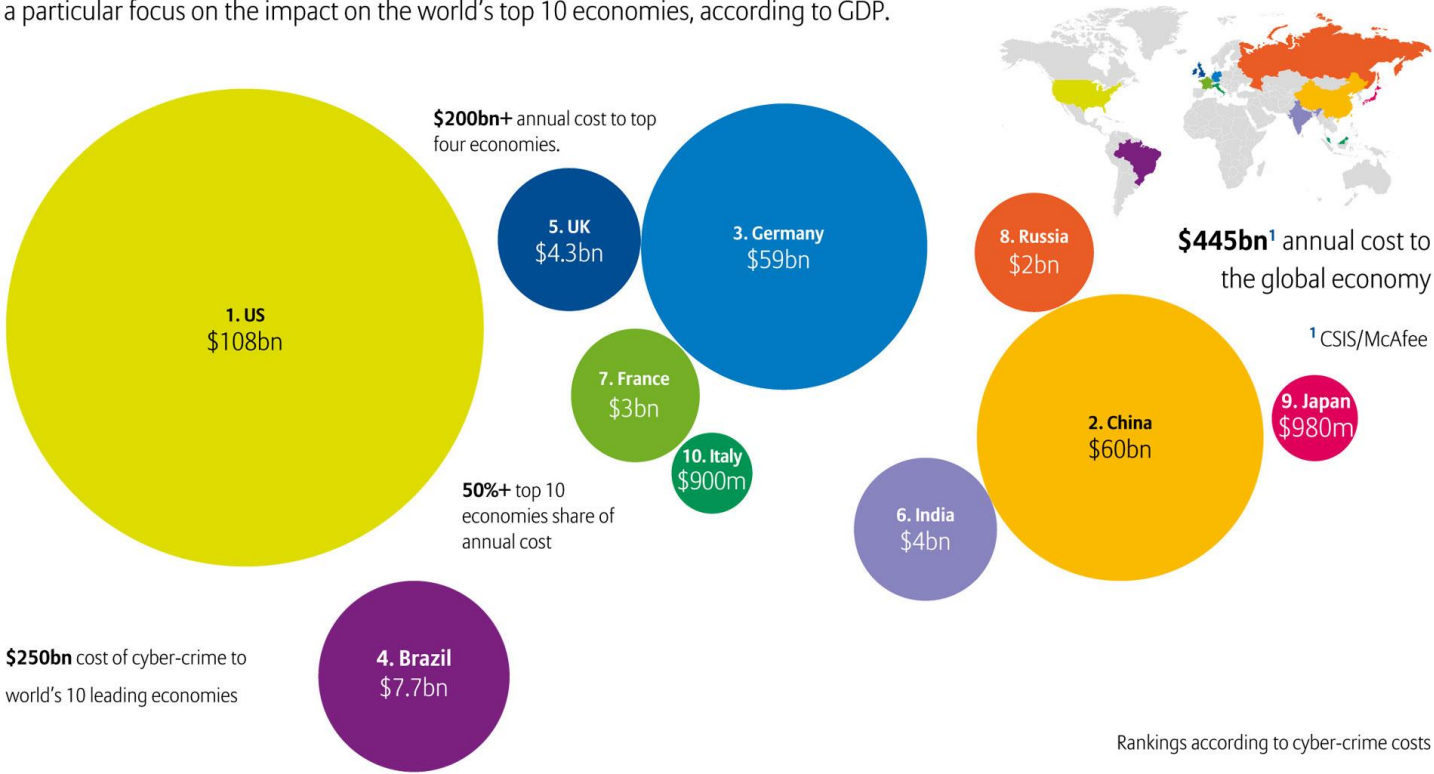
31.5%
Malicious
insiders

23.5%
Inadvertent
Actor



How much does **cyber-crime** cost the world's leading 10 economies?

This **AGCS** atlas examines the estimated total cost to the global economy from cyber-crime per year, with a particular focus on the impact on the world's top 10 economies, according to GDP.



Country Ranking by GDP ¹			Cyber-crime as a % of GDP ²	Estimated cost ³	Country Ranking by GDP ¹			Cyber-crime as a % of GDP ²	Estimated cost ³
1	US	\$16.8trn	.64%	\$108bn	6	UK	\$2.7trn	.16%	\$4.3bn
2	China	\$9.5trn	.63%	\$60bn	7	Brazil	\$2.4trn	.32%	\$7.7bn
3	Japan	\$4.9trn	.02%	\$980m	8	Russia	\$2.1trn	.10%	\$2bn
4	Germany	\$3.7trn	1.60%	\$59bn	9	Italy	\$2.1trn	.04%	\$900m
5	France	\$2.8trn	.11%	\$3bn	10	India	\$1.9trn	.21%	\$4bn

Sources: ¹World Bank (2013) ²Net Losses: Estimating the Global Cost of Cyber-Crime, CSIS/McAfee ³Allianz Global Corporate & Specialty

Top Business Risks 2016

The fifth annual Allianz Risk Barometer was conducted among both global businesses and risk consultants, underwriters, senior managers and claims experts in the corporate insurance segment of both Allianz Global Corporate & Specialty (AGCS) and local Allianz entities.

Figures represent the number of responses as a percentage of all survey responses (1,146). More than one risk could be selected by respondents.

			2015 Rank	Trend
1	Business interruption (incl. supply chain disruption)	38%	1 (46%)	-
2	Market developments (volatility, intensified competition, market stagnation)	34%	NEW	▲
3	Cyber incidents (cyber crime, data breaches, IT failures)	28%	5 (17%)	▲
4	Natural catastrophes (storm, flood, earthquake)	24%	2 (30%)	▼
5	Changes in legislation and regulation (economic sanctions, protectionism)	24%	4 (18%)	▼
6	Macroeconomic developments (austerity programs, commodity price increase, inflation/deflation)	22%	NEW	▲
7	Loss of reputation or brand value	18%	6 (16%)	▼
8	Fire, explosion	16%	3 (27%)	▼
9	Political risks (war, terrorism, upheaval)	11%	9 (11%)	-
10	Theft, fraud, corruption	11%	10 (9%)	-
11	New technologies (impact of increasing interconnectivity and innovation)	10%	19 (3%)	▲
12	Human error	9%	NEW	▲
13	Talent shortage, aging workforce	8%	13 (7%)	-
14	Quality deficiencies, serial defects	7%	11 (8%)	▼
15	Environmental risks (pollution)	5%	18 (4%)	▲
16	Climate change/increasing volatility of weather	4%	15 (6%)	▼
17	Power blackouts	3%	22 (2%)	▲
18	Eurozone disintegration	2%	25 (2%)	▲
19	Health issues (pandemics)	1%	23 (2%)	▲
20	Machinery breakdown	1%	NEW	▲

Top Business Risks 2016

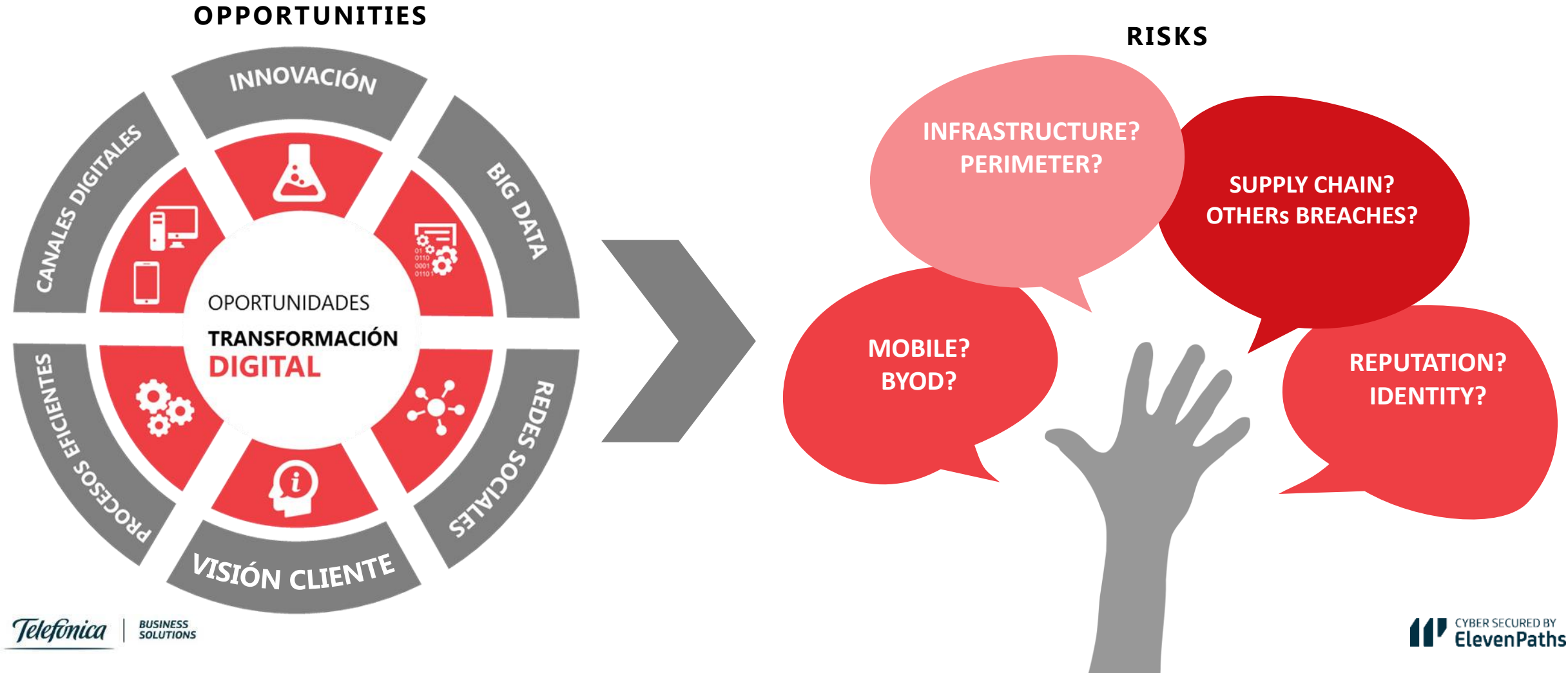
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HOW DOES AFFECT DIGITAL TRANSFORMATION TO CYBERSECURITY?

BEING DIGITAL IS A MUST, BUT THIS NEW EXPOSURE NEEDS TO BE MANAGED (RISK/THREATS/VULNS)



Six security principles for 2020



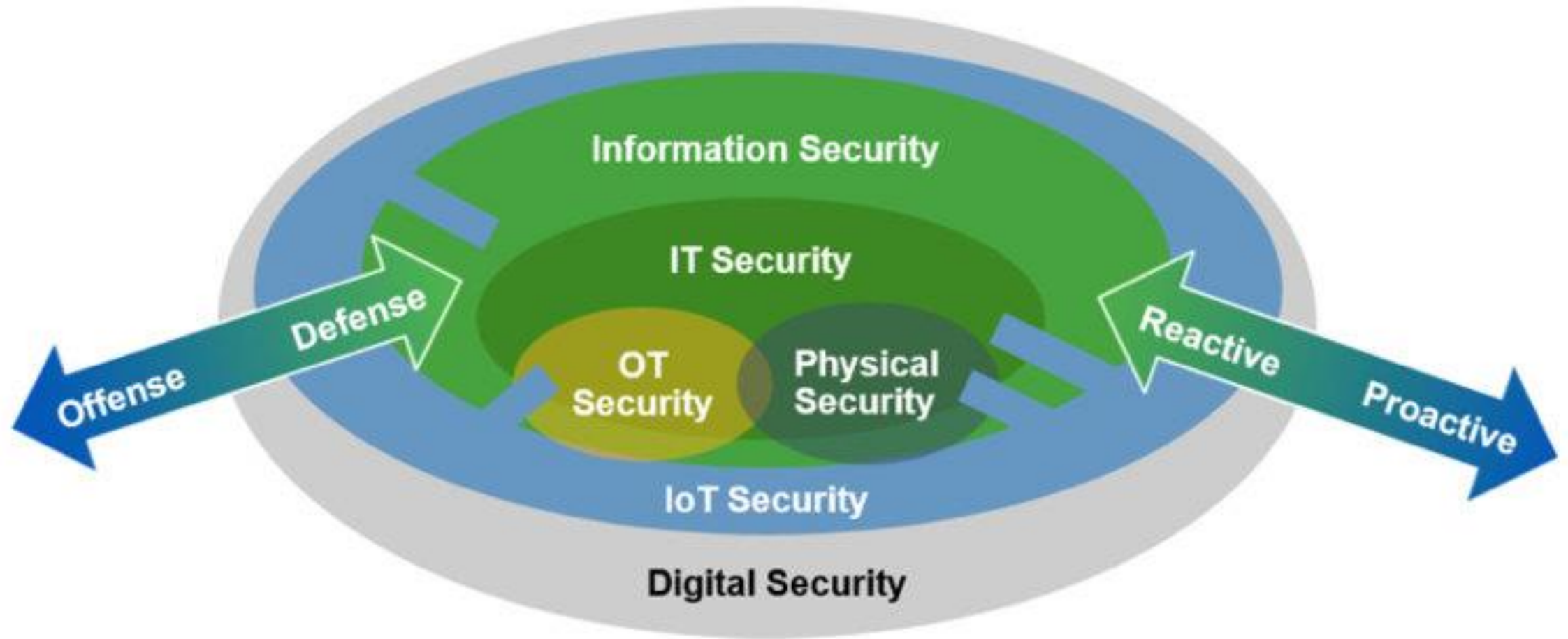
Gartner (May 2016)

3

NEW PARADIGM
RESILIENCE

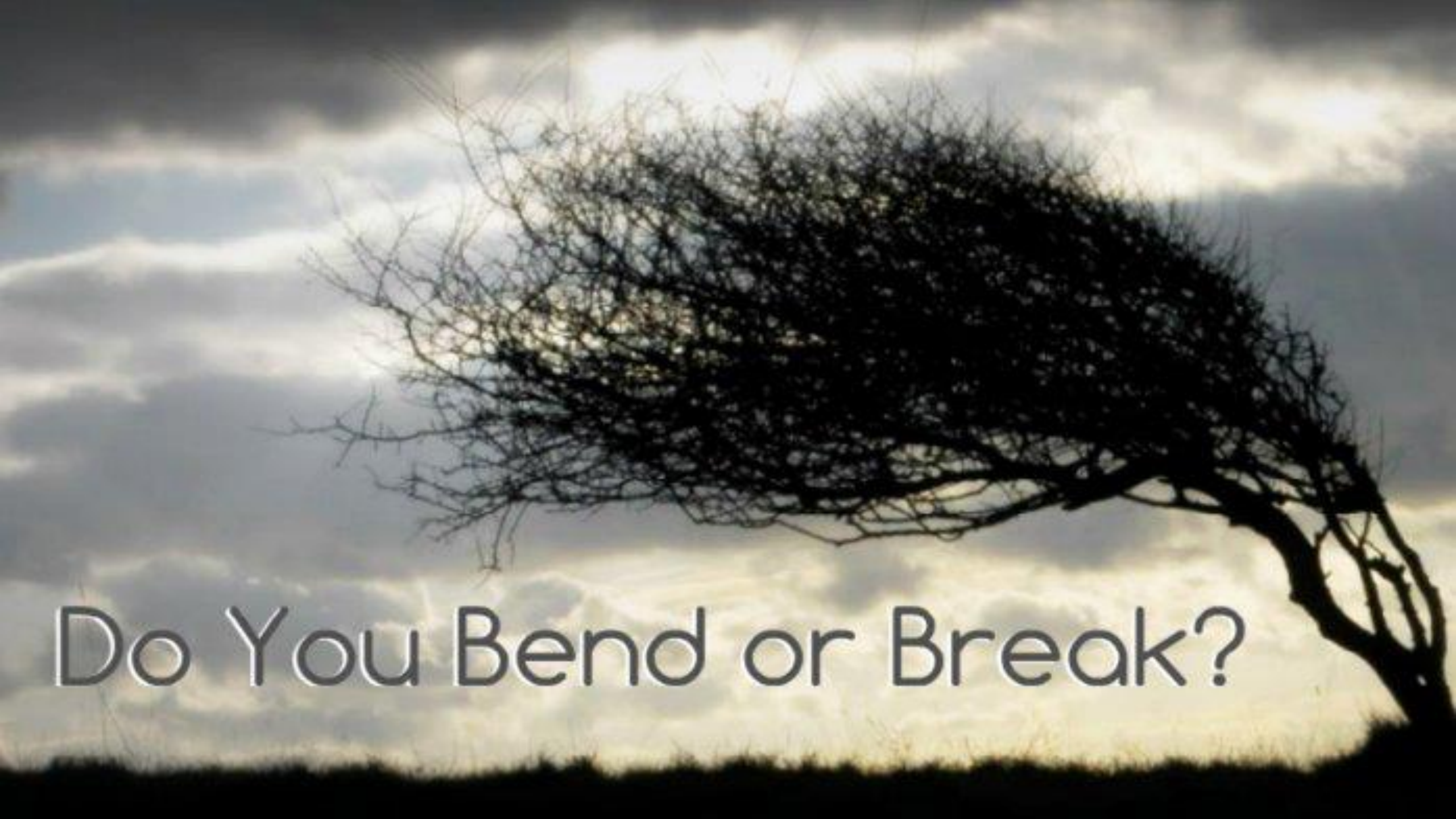


The Scope of Cybersecurity Is Expanding to Become Digital Security



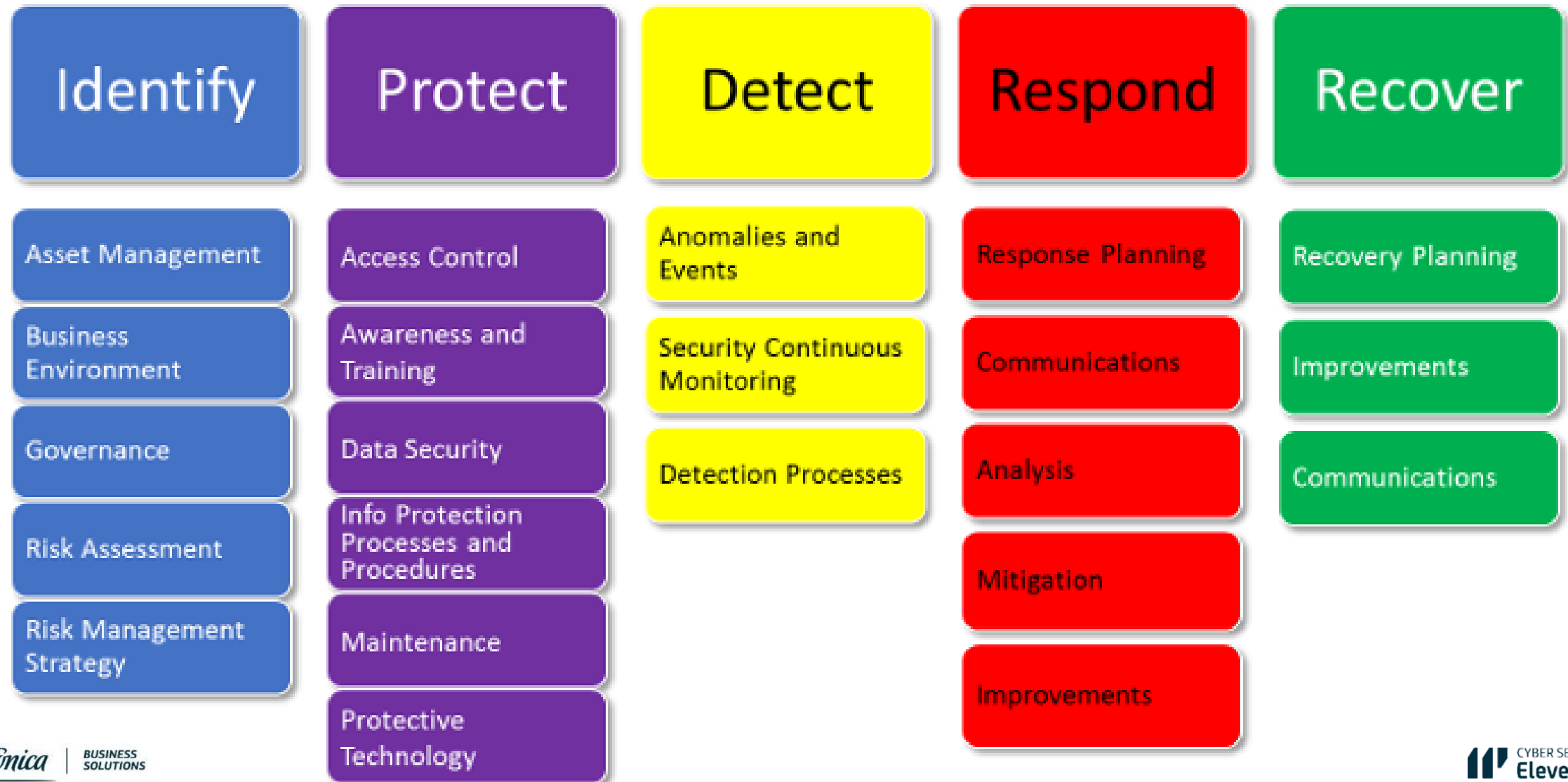
Source: Gartner (May 2016)



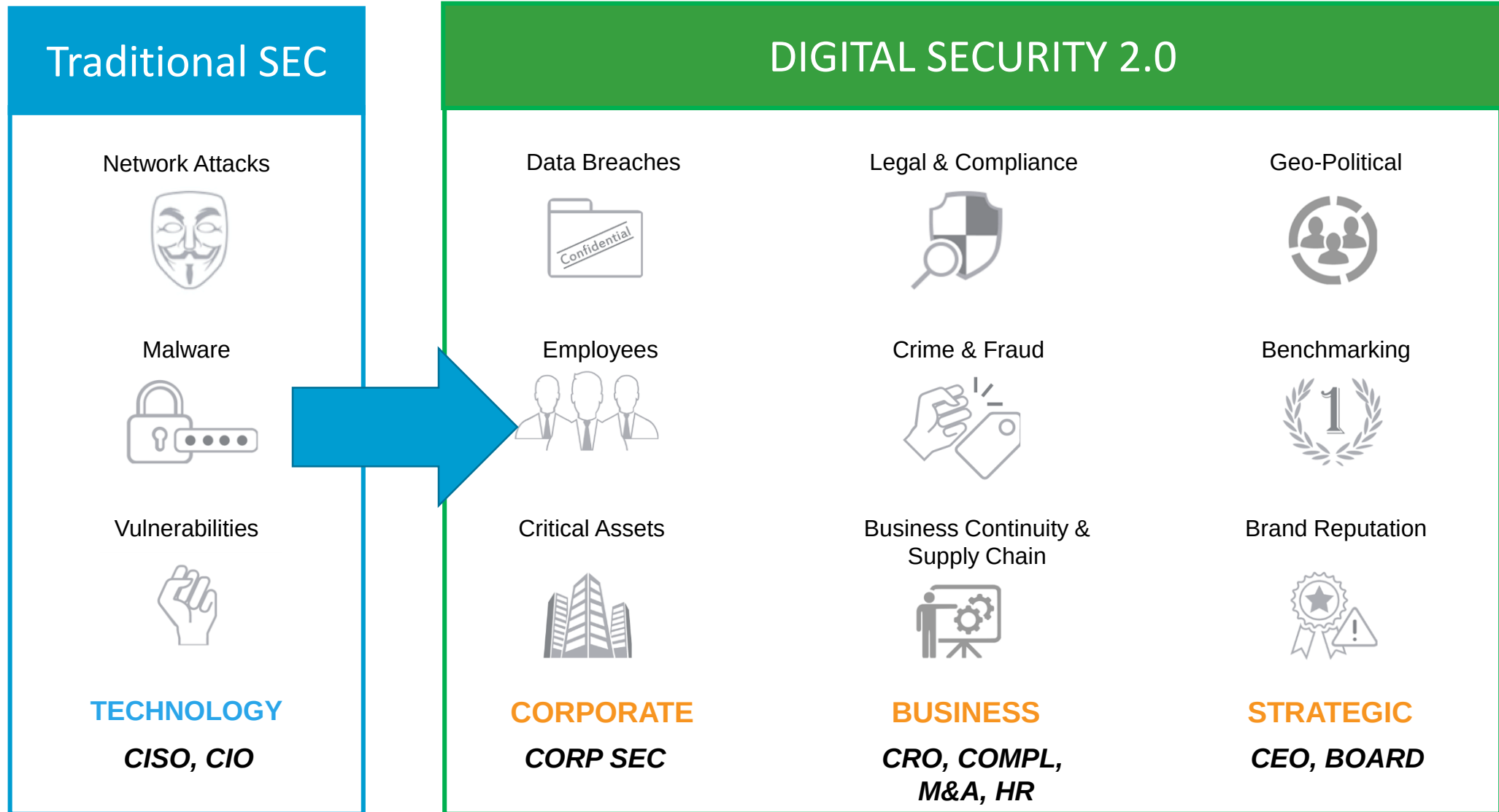
A dramatic landscape photograph featuring a dark, leafless tree on the right side, its branches heavily laden and bent over by a strong wind. The tree's silhouette is stark against a sky filled with thick, layered clouds. The lighting is low, suggesting dawn or dusk, with a golden glow visible at the horizon where the tree meets the ground. The overall mood is one of resilience and struggle.

Do You Bend or Break?

NIST Cyber Security Framework



SHIFT



...applying a completely evolved Digital Security approach...



CYBERSECURITY understood as



is NOT enough anymore

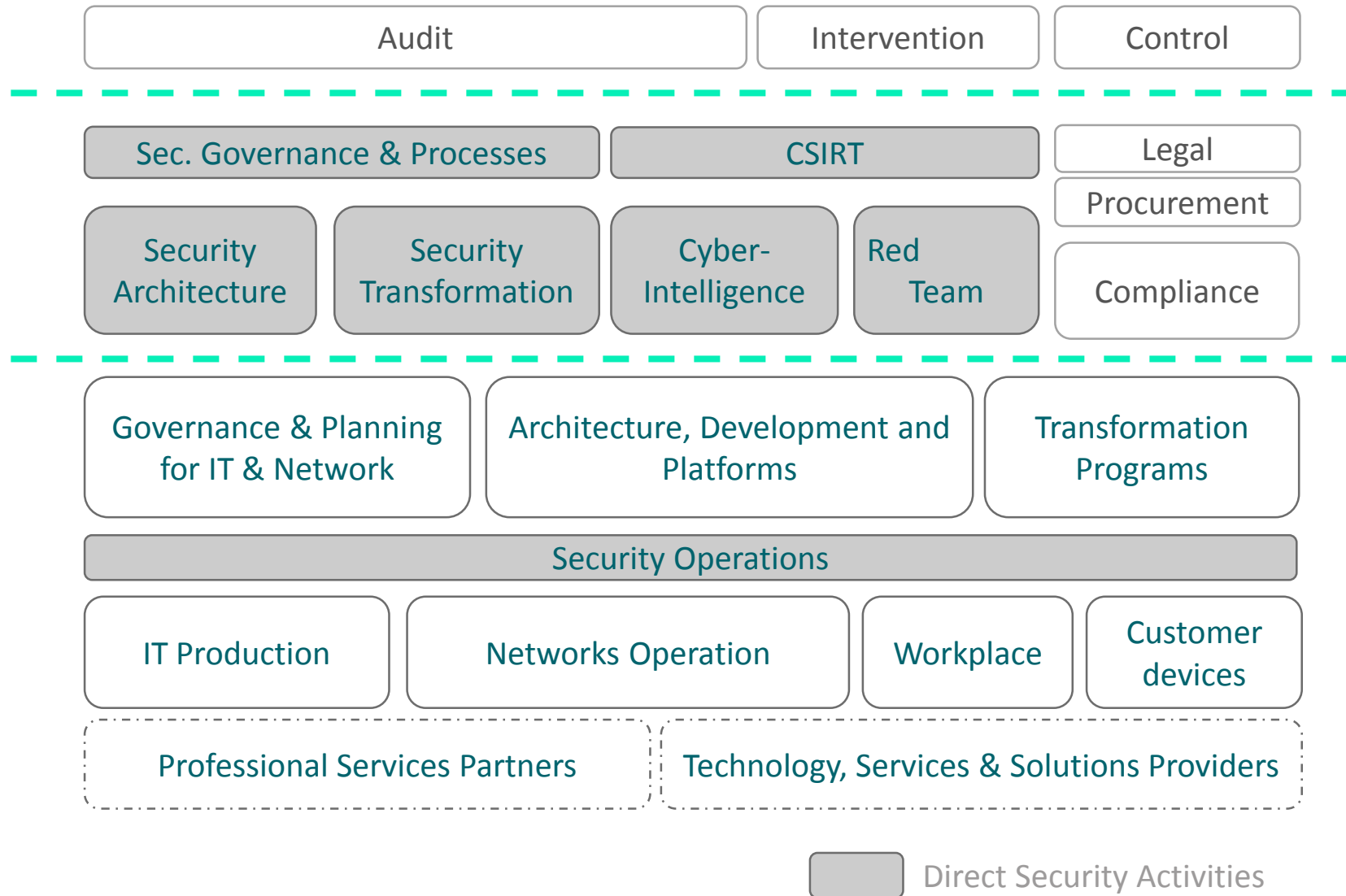
The approach should evolve to:



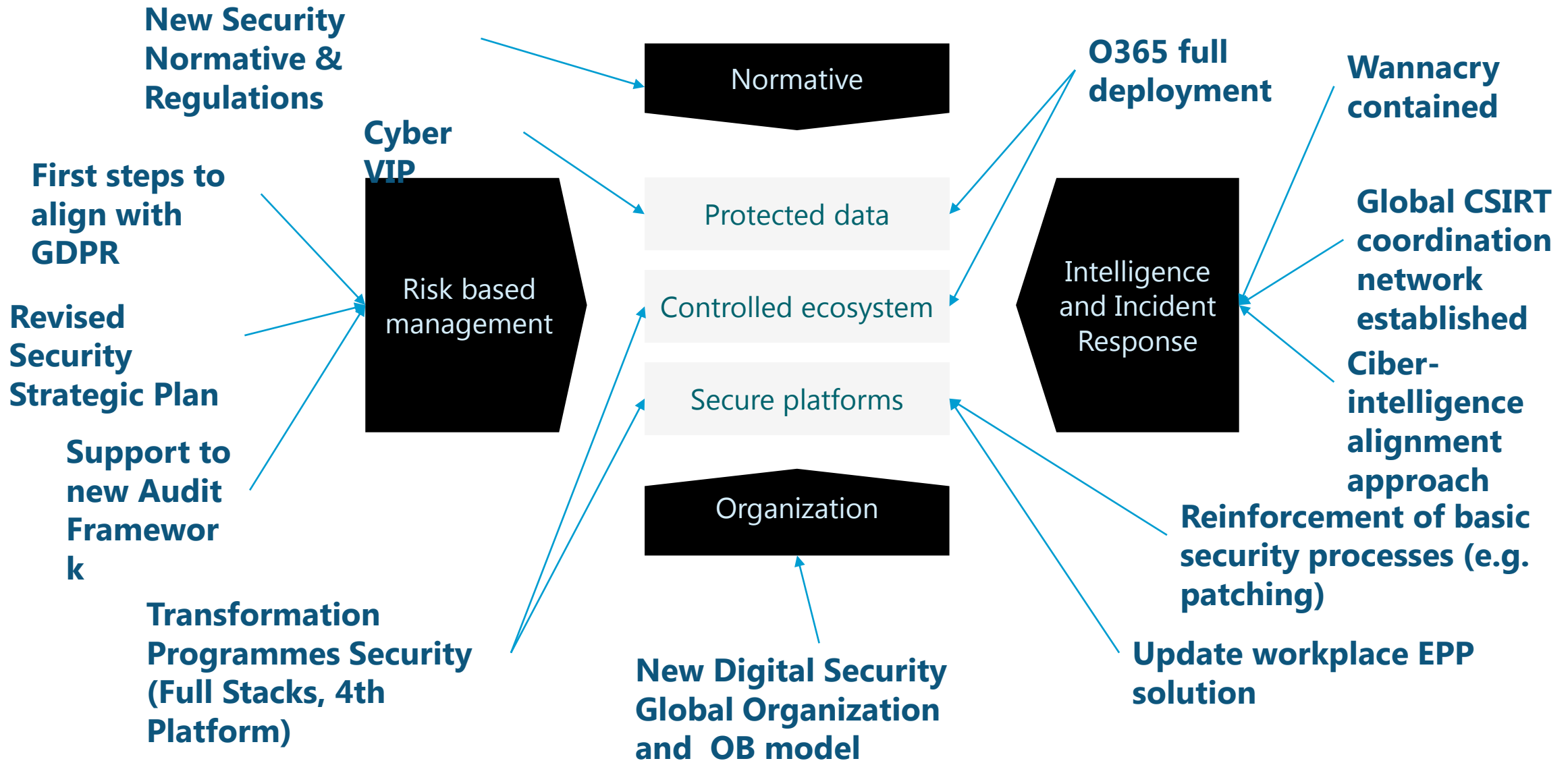
CYBERSECURITY understood as



... and redefining who does what for consistence and delivery



2017 Security acceleration



4

TELEFONICA
< **SUCCESS CASES**

2013

2014

2015

2016

+211 M€

+288 M€

+361 M€

+407 M€
<sup>+30%
YoY</sup>

Informática 64
Blueliv.

SMARTACCESS

ALISE
SERVICES

Universidad
Carlos III de Madrid

GES CONSULTOR
SERVICIO T.E. - ASIST. - COMPLETOS

Counter
Craft

shadow



GLOBAL & LOCAL

SOCs LATAM & USA

USA SOC
MÉXICO SOC
COLOMBIA SOC
PERÚ SOC
CHILE SOC
ARGENTINA SOC
BRASIL SOC

SOCs EUROPE

SCC
SOC UK
GLOBAL TAGS

AFFILIATES



Intelligent MSSP Journey

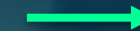


Leading the market in Managed Services depends on the intelligence of our SOC's



OBs SOC's Revamping plan is key to succeed

Our focus



Intelligent MSSP

Until 2015

Up to the 2005

- Device Monitoring
- Log Collection and Retention
- Basic managed and monitored services
- Vulnerability Scanning

Traditional MSSP

- Unified threat management
- Vulnerability Management
- Incident Response/ forensics
- Governance, Risk & Compliance
- Identity and Access Management

Advanced MSSP

- Traditional MSSP

- Advanced threat intelligence
- Big data security analytics
- Cloud MSSP services
- Managed Detection and Response
- Advanced forensics
- Analytical Intelligence

- Advanced MSSP

- Traditional MSSP

Intelligent MSSP

We already have acknowledgments from industry analysts

		"Telefónica is one of the exceptions ... by launching a dedicated suite of IoT security products " (2016)			"Telefónica is the leading MSSP of the Spanish market ". <i>SOURCE: Universo Penteco, 2017</i>
		"Telefónica is a leading global Managed Security Services Provider (MSSP), positioned as the sixth telco worldwide " (2016)			"Telefónica is as STRONG company in providing MSS in Europe and the US and VERY STRONG in Latin America. Outside of these geographies, Telefónica is increasing its presence through strategic alliances with partners". <i>SOURCE: 2016, 2017 Telefonica MSSP Profile</i>
		Telco of the year Award in Latin America (2015, 2016)			Telefonica is positioned as a Major Player in the IDC MarketScape for Managed Security Services in Western Europe. <i>SOURCE: Wertern Europe Market Scope, 2017</i>
		"Telefónica has an in-house security product R&D focus" (2016) "Telefonica offers a deep portfolio of managed and monitored services in South America, North America, and EMEA". <i>SOURCE: Vendor Landscape: Global MMS, 2017</i>			

5

Q&A





Telefónica

The image features a vibrant, abstract background with flowing, wavy bands of color in shades of green, yellow, blue, and red. Overlaid on this background is a large, light blue circle. A white arc is positioned to the left of the circle, and a small black chevron points downwards from the bottom center of the circle.



EXPOSICIÓN DIGITAL

GESTIONAR LA EXPOSICIÓN DIGITAL REQUIERE DE SERVICIOS Y PRODUCTOS DE CIBERSEGURIDAD QUE RESPONDEN A LOS RETOS QUE PRESENTA EL MUNDO DIGITAL.

**PREVENIMOS, DETECTAMOS
Y RESPONDEMOS ANTES LAS
AMENAZAS TECNOLÓGICAS
Y DE NEGOCIO**



AMENAZAS TECNOLÓGICAS

- Activos: Errores de configuración, parcheado, Shadow IT
- Omnicanalidad: Red Interna, Internet, Móvil, ...

RIESGOS DEL NEGOCIO

- Protección de marca, continuidad del negocio, fraude online, brechas de información VIPs, canal móvil

BENCHMARKING & SUPPLY CHAIN

- Riesgos provenientes de tus proveedores

EXPOSICIÓN DIGITAL: SOLUCIONES

PREOCUPACIONES

Conocer su nivel de seguridad y ser capaz de gestionar las vulnerabilidades

Impacto en la reputación, minando la imagen de marca.

Impacto en operaciones de negocio debido a los ataques

¿Cuál es mi nivel de seguridad respecto a mis equivalentes?

Riesgos de la cadena de suministro

SOLUCIONES

Visión unificada de activos y vulnerabilidades y remediación eficiente

Visión global de la huella digital de la organización

Reducción de las pérdidas y mejora continua del negocio

Benchmarking basado en ratings de seguridad objetivos

Visión objetiva y diaria de la seguridad de los proveedores

AMENAZAS TECNOLÓGICAS

Las administraciones/empresas deben tener un conocimiento lo más profundo y actualizado posible de sus activos, analizarlos, gestionarlos y vincularlos con las necesidades de su operativa.

OBJETIVOS



CONTROLAR LOS ACTIVOS DE LA ENTIDAD



PREVENCIÓN Y PROACTIVIDAD

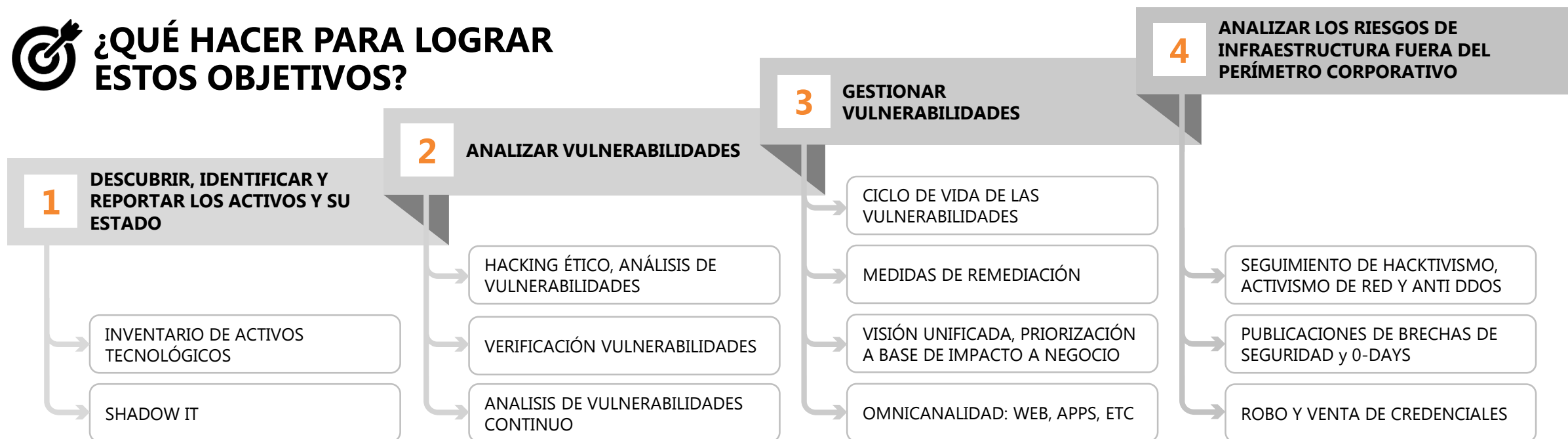


REDUCIR EL TIEMPO DE EXPOSICIÓN Y RESPUESTA



TENER UNA VISIÓN GLOBAL Y CONTINUA

¿QUÉ HACER PARA LOGRAR ESTOS OBJETIVOS?



RIESGOS DEL NEGOCIO

Es necesario entender las nuevas motivaciones y vectores de ataques para poder detectar y responder en tiempo y forma, minimizando el impacto económico y reputacional.

OBJETIVOS



PROTEGER ACTIVOS, PROCESOS Y REPUTACION



MONITORIZACIÓN, DETECCIÓN Y RESPUESTA 24x7



INFORMACIÓN ACCIONABLE. TOMA DE DECISIÓN RÁPIDA Y EFICIENTE



RESILIENCIA

¿QUÉ HACER PARA LOGRAR ESTOS OBJETIVOS?

1 PROTEGER CONTRA EL ABUSO DE MARCA Y MINIMIZAR EL DAÑO REPUTACIONAL

USO INAPROPIADO DE LOGOS E IMAGEN DE MARCA

PUBLICACIÓN DE INFORMACIÓN FALSA Y DIFAMACIÓN EN REDES SOCIALES

CANALES ALTERNATIVOS DE VENTA Y FALSIFICACIÓN DE PRODUCTOS

2 DETECTAR, MITIGAR Y RESOLVER INCIDENTES DE SEGURIDAD

PHISHING Y PHARMING: DETECCIÓN Y TAKEDOWN DE LOS SITIOS

CARDING. ROBO DE TARJETAS DE CRÉDITO Y DATOS FINANCIEROS

IDENTIFICACIÓN DE MALWARE CONTRA LA COMPAÑÍA

MONITORIZACIÓN DE FUGAS DE INFORMACIÓN

3 SECURIZAR EL CANAL MÓVIL

DETECCIÓN DE APLICACIONES FALSAS O SOSPECHOSAS.

FALSIFICACIÓN Y TAMPERING

SPYWARE, ADWARE Y MALWARE

BENCHMARKING & SUPPLY CHAIN

La seguridad es una tarea de todos los 'stakeholders' de la empresa / aapp. No somos más fuertes que el eslabón más débil de nuestra cadena.

OBJETIVOS



TENER UN RATING OBJETIVO DE MIS PROVEEDORES



INFORMACIÓN ACCESIBLE EN TIEMPO REAL Y CON HISTÓRICO



ESCALABLE A NÚMERO Y TAMAÑO



¿ CÓMO ME VEN MIS "CLIENTES", SOCIOS O COMPETIDORES?



¿PUEDO CONOCER EL NIVEL DE SEGURIDAD DE PROVEEDORES O COMPETIDORES?

1

EVENTOS. ¿CUAL ES SU NIVEL DE COMPROMISO EN LA RED?

INFECCIONES POR BOTNETS
PROPAGACIÓN DE SPAM
SERVIDORES CON MALWARE
RIESGO DE EXPLOTACIÓN DE VULNERABILIDADES
COMUNICACIONES INUSUALES

2

¿TOMAN MEDIDAS DE SEGURIDAD ADECUADAS O SUFICIENTES?

DOMINIOS SPF
REGISTROS DKIM
CERTIFICADOS TLS/SSL
CONFIGURACIONES TLS/SSL
PUERTOS ABIERTOS
PARCHEADOS
SEGURIDAD EN LAS APLICACIONES

3

COMPORTAMIENTO DE USUARIOS

DETECCIÓN DE APLICACIONES FALSAS O SOSPECHOSAS.

MONITORIZACIÓN Y ANALÍTICA DE SEGURIDAD AVANZADA



- + **1000** profesionales de Seguridad.
- + **650** analistas de ciberseguridad.
- + **60** analistas de amenazas.



- Gestión integral de la seguridad durante más de **15 años**.
- Tracking de más de **100 millones** de eventos de seguridad al año.
- Más de **15,000 dispositivos** bajo monitorización en todo el mundo.



- Talento para entender la información y traducirla en negocios.
- Profesionales con más de 10 años de experiencia.



- A través de nuestros socios, ofrecemos tanto tecnología de clase mundial como desarrollos propios investigación interna a nuestros clientes.



PROTEGIDOS Y SIEMPRE CONECTADOS