



Protecting from NextGen Hacking Targets

From information-driven security to
the assurance of everyday life

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4 November 2013

Today's environment

An information-driven business environment



Protecting from NextGen Hacking Targets

The world is changing...

New threats target at different places



NextGen security threats



QR Codes



Washing machines



GPS in Smartphones



NextGen security threats

Protecting from NextGen Hacking Targets



Power Sockets



Smart TVs



Smart Homes



NextGen security threats

Protecting from NextGen Hacking Targets



Garage Door



Cars



Ship Tracking Systems



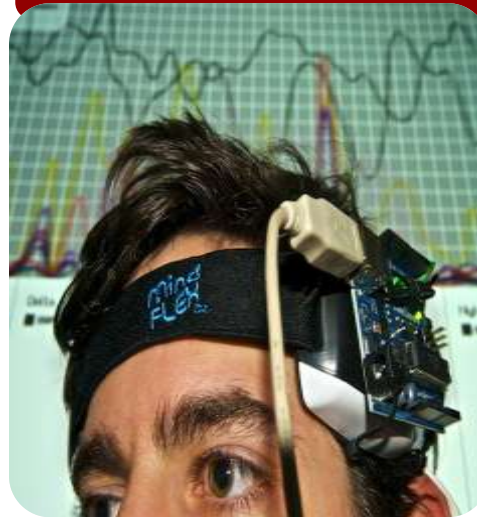
NextGen security threats



Heart implants



Brain



Baby monitor



NextGen security threats

So, hackers can potentially aim for all people,
targeting *commercial/consumer appliances and services*



Industries that could benefit from “traditional” information security-aware industries

- 🎯 Manufacturers of Consumer Electronics
- 🎯 Manufacturers of Automobile
- 🎯 Manufacturers of Toys and Games
- 🎯 Manufacturers of Health Equipment
- 🎯 Maritime Companies
- 🎯 Tourism & Travel Companies



Lessons from InfoSec-aware industries

Build a realistic risk reduction action plan



Lesson 0: Don't rely on your customers actions for assuring products and services



Lesson 1: Assign Risk Management responsibilities



Lesson 2: Use IT Security experience and expertise



Lesson 3: Get into Security-related alliances for your own industry



Lesson 4: Identify threats



Lesson 5: Approximate impact



Lesson 6: Estimate probability



Lesson 7: Select and build countermeasures



Lesson 8: Review and repeat



Summary

- Threats are evolving by ***targeting more*** industries and aspects of everyday life
- Customers should ***ask for assurance*** even for “traditional” services and products
- Industries should ***not rely on their customers***
- Less security-sensitive industries should become ***aware of modern threats***
- Those industries should ***build a security assurance framework*** for their services and products
- Those industries should work towards on ***realistic risk reduction action plan***





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