



Ransomware: Protect your Cities with these Best Practices

Workshop
Friday Aug 16 – 2:45pm-4:00pm
Canary Ballroom 1

VC3 Overview

- Work closely with **230+ municipalities**, counties, and COGs
- Exposure to local government organizations across 11 states.
- **Over 25 years experience**
- 100+ employees
- Broad Perspective
 - Alabama, Florida, Georgia, North Carolina, South Carolina
 - Tennessee, Virginia, New Hampshire, Vermont, Nevada
- Broad Solution Set
 - Cloud Services, Disaster Recovery, Voice
 - Application Development, Business Intelligence, Web Design
 - CyberSecurity



The Security Challenge

- Local Government has a more challenging job to ensure security than nearly all other verticals.
- Open Records results in much more sophisticated attacks
- Limited budgets hamper your ability to create stronger defenses



Security Management Framework



KnowBe4
Human error. Conquered.

Security Awareness Training

Secrets To A Successful Security Awareness Program

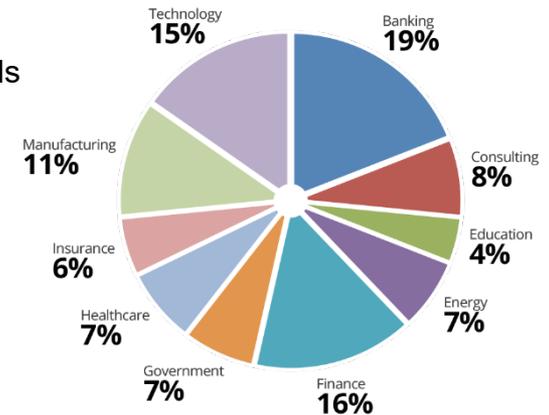


Roger A. Grimes
KnowBe4
Data-Driven Defense Evangelist
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KnowBe4, Inc.

- The world's most popular integrated Security Awareness Training and Simulated Phishing platform
- Based in Tampa Bay, Florida, founded in 2010
- CEO & employees are ex-antivirus, IT Security pros
- 200% growth year over year
- We help tens of thousands of organizations manage the problem of social engineering



About Roger



Roger A. Grimes

Data-Driven Defense Evangelist

KnowBe4, Inc.

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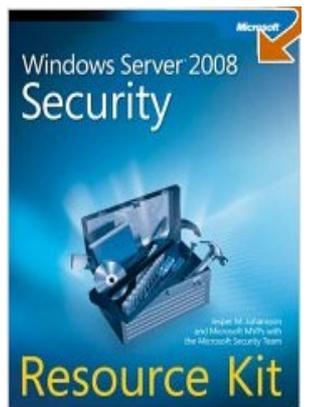
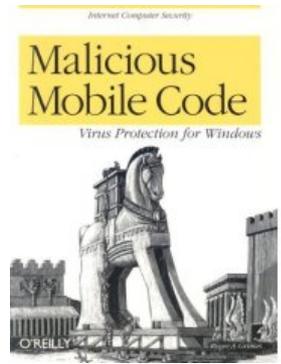
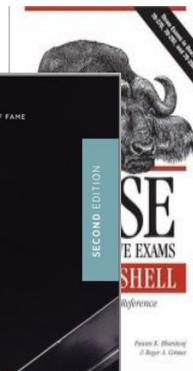
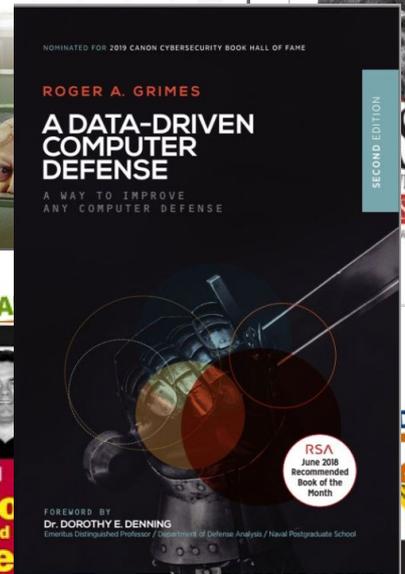
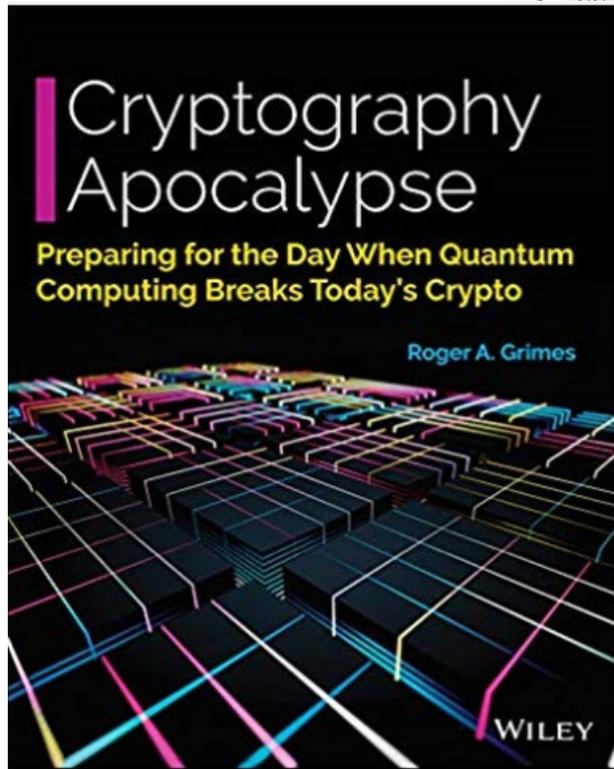
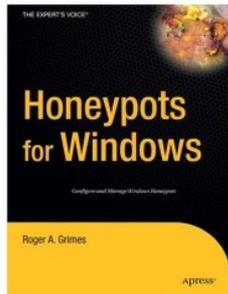
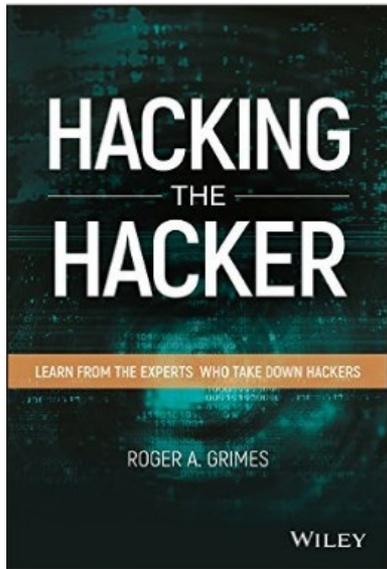
LinkedIn: www.linkedin.com/in/roger-grimes-b87980111

- 30 years plus in computer security
- Expertise in host and network security, IdM, crypto, PKI, APT, honeypot, cloud security
- Consultant to world's largest companies and militaries for decades
- Previous worked for Foundstone, McAfee, Microsoft
- Written 11 books and over 1,000 magazine articles
- *InfoWorld* and *CSO* weekly security columnist since 2005
- Frequently interviewed by magazines (e.g. Newsweek) and radio shows (e.g. NPR's All Things Considered)

Certification exams passed include:

- CPA
- CISSP
- CISM, CISA
- MCSE: Security, MCP, MVP
- CEH, TISCA, Security+, CHFI
- yada, yada

Roger's Books



<https://www.amazon.com/Cryptography-Apocalypse-Preparing-Quantum-Computing/dp/1119618193>

What is a Data-Driven Defense Evangelist?

Using data-driven, risk analytics, I want to help companies put:

- The right defenses,
- In the right places,
- In the right amounts,
- Against the right threats

We Have a Lot to Defend Against

Number of New Threats Each Year

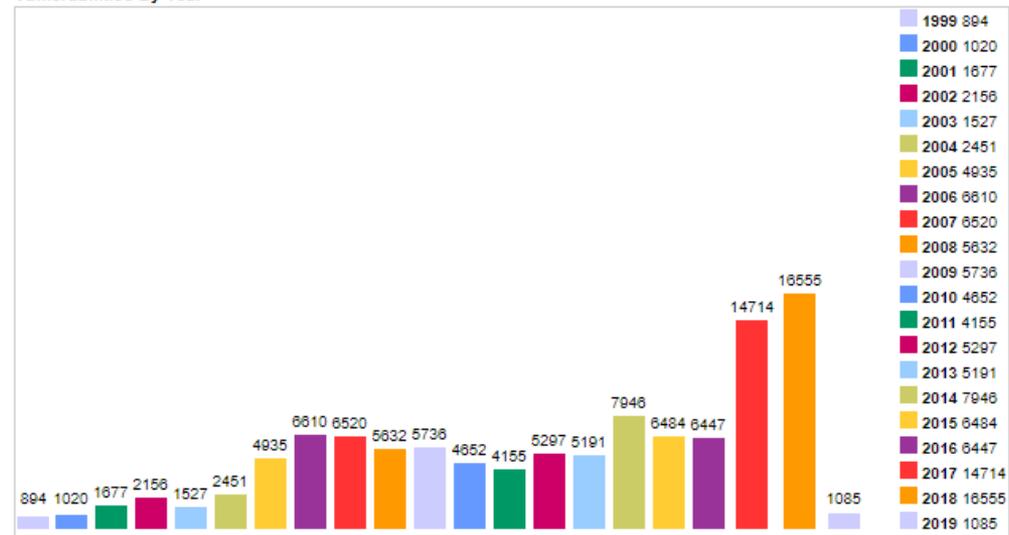
- Avg: 5K-6K new threats/year
- 15/day, day after day

*And this is just
(known public)
vulnerabilities*

*Add tens of millions
of new malware
programs each year*

Plus every hacker

Vulnerabilities By Year

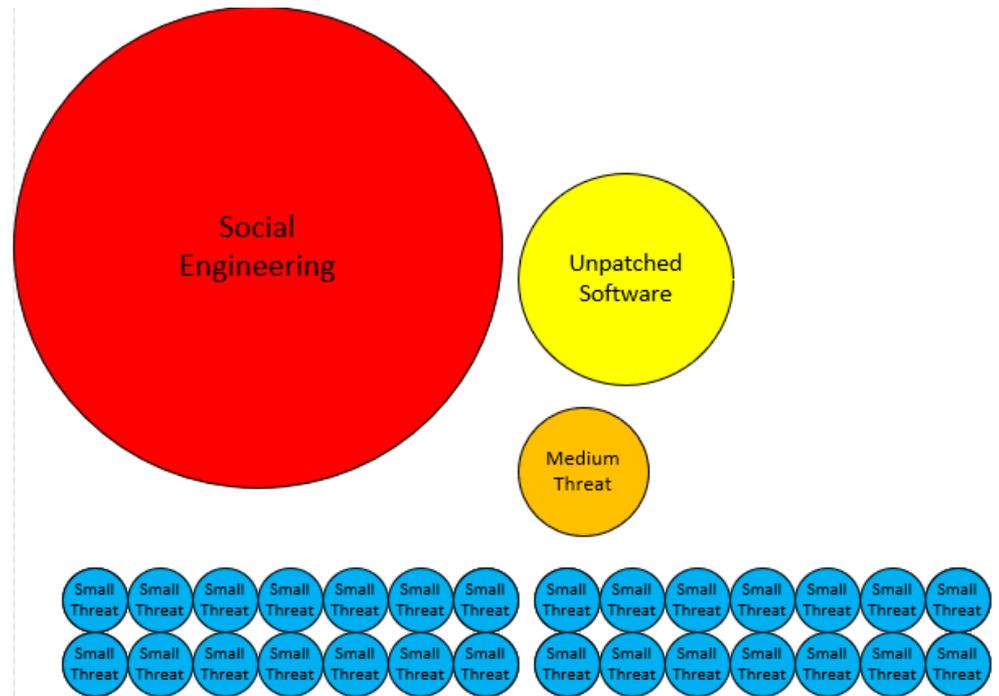


Biggest Initial Breach Root Causes for Most Companies

- Social Engineering
- Unpatched Software

Preventative Controls

- Technical
- Training



What Is The Goal?

The overall goal is to help users make smarter security decisions every day

- To reach this goal you must make security awareness an integral part of your organizational culture that simply becomes reflexive

Training users to know

- How to spot bad things
- How to respond

Phishing Cannot Be Beat by Intelligence

- Anyone can fall victim to social engineering
- “Smart people” are just as likely to fall victim to phishing as anyone else
- Scammers use “stressors” to make people bypass their normal skepticism survival skills
- Whether or not someone clicks on a “phish” or falls victim to a fake phone call, has more to do with awareness of digital crime than anything else
- Once people are aware of social engineering, phishing, and all its forms, the less likely they are to fall victim to it

The KnowBe4 Security Awareness Program WORKS



Baseline Testing

Use simulated phishing to baseline assess the Phish-prone™ percentage of your users.



Train Your Users

The world's largest library of security awareness training content; including interactive modules, videos, games, posters and newsletters. Automated training campaigns with scheduled reminder emails.



Phish Your Users

Best-in-class, fully automated simulated phishing attacks, hundreds of templates with unlimited usage, and community phishing templates.



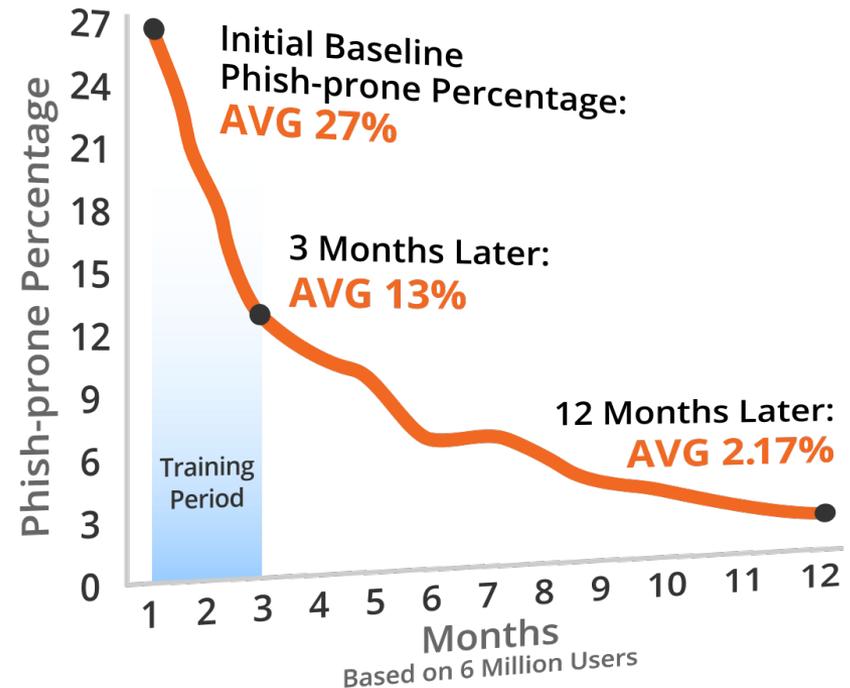
See the Results

Enterprise-strength reporting, showing stats and graphs for both training and phishing, ready for management. Show the great ROI!



Security Awareness Training Program That Works

- Drawn from a data set of **over six million users**
- Across **nearly 11K organizations**
- Segmented **by industry type** and **organization size**
- **241,762** Phishing Security Tests (PSTs)





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