

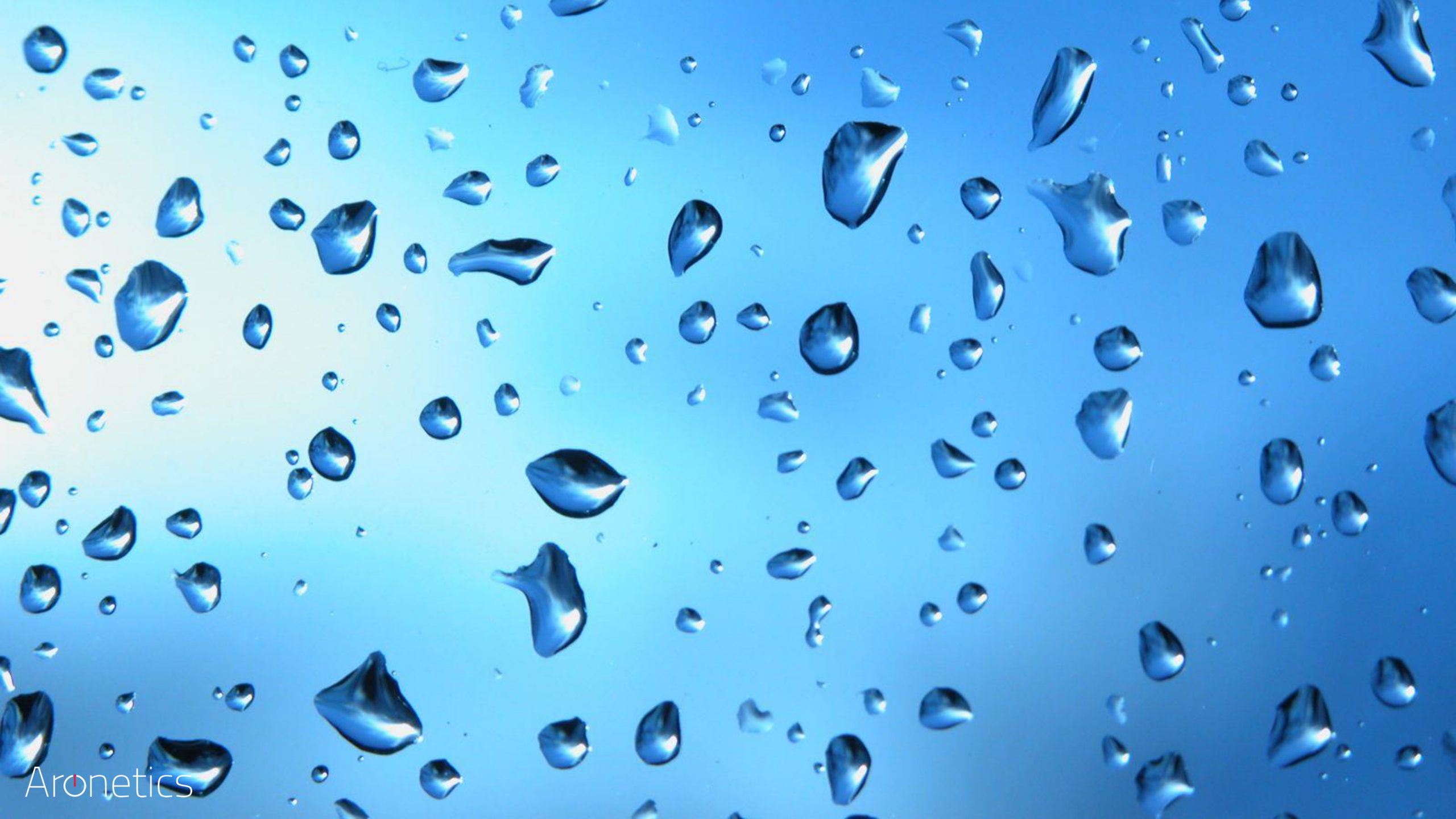
# Navigating Cybersecurity Outcomes

Aronetics®

John Aron  
An Uncommon  
Information Security SME

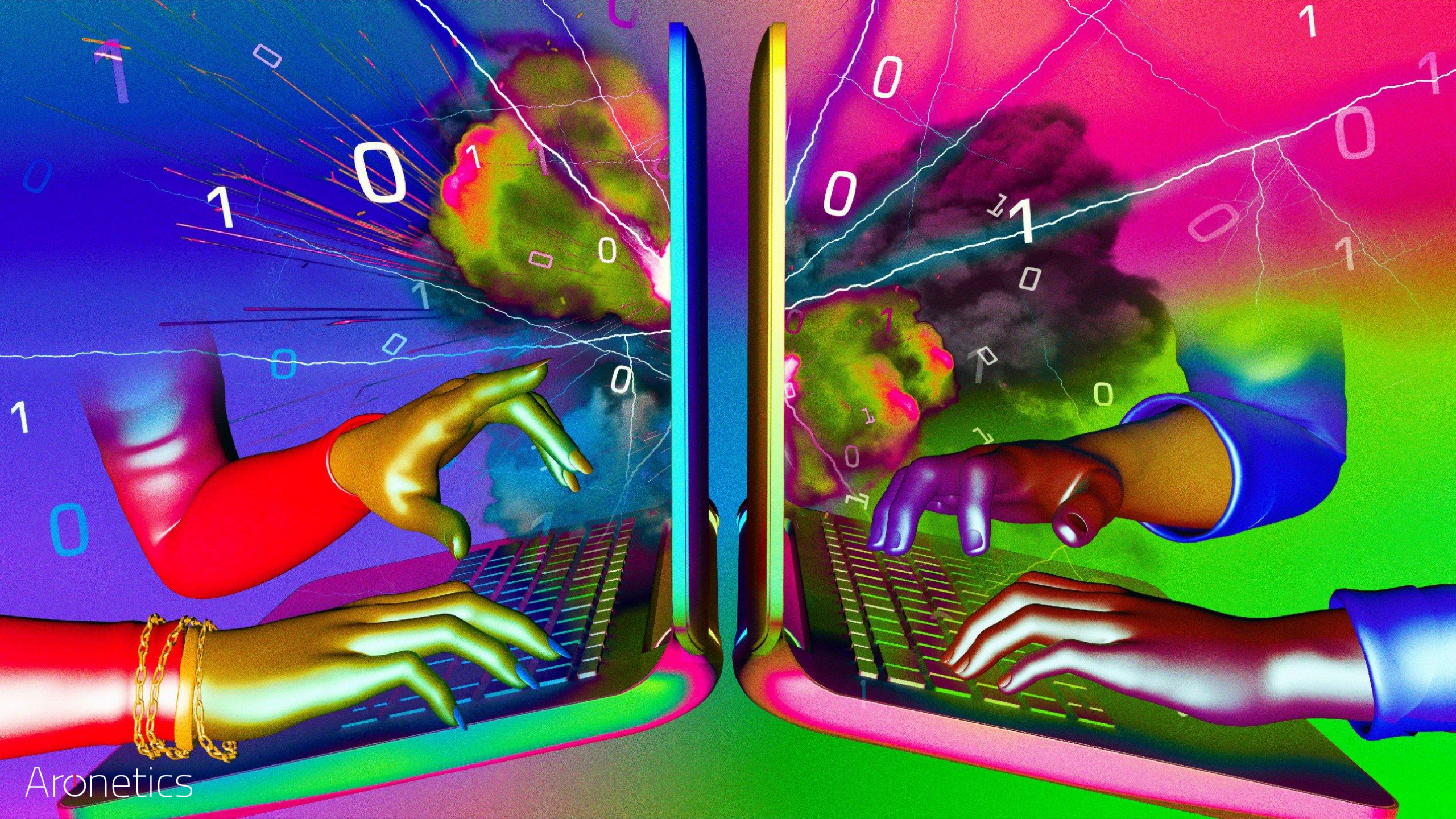
440-668-9301  
john@aronetics.com





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**“the credit bureaus are number one”**



# EQUIIFAX®

140 MILLION PEOPLE

NAMES DRIVERS LICENSES

SOCIAL SECURITY NUMBERS

BIRTHDATES ADDRESSES



# The Cybersecurity Industry is Crazy



New survey reveals \$2 trillion  
market opportunity for cybersecurity  
technology and service providers



- 60-80% of cyber incidents can be traced to some form of human error
- 20-30% of cyber incidents involve deliberate attacks from external malicious actors
- 1-5% of attacks exploit zero-day vulnerabilities
- 5-10% of cyberattacks exploit vulnerabilities within the supply chain



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# The Crazy Lessons



# 1. Central Control



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# 2. Hierarchical People







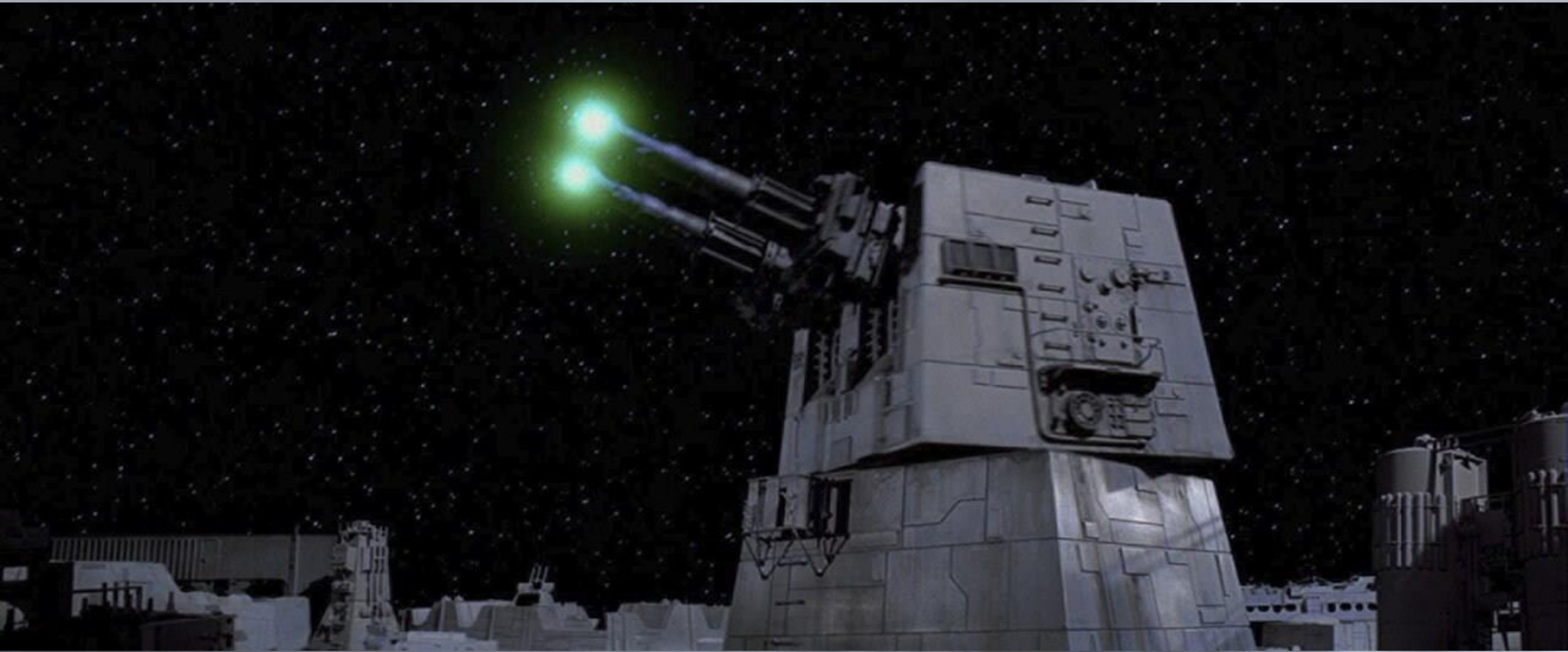
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# 3. Layered Security



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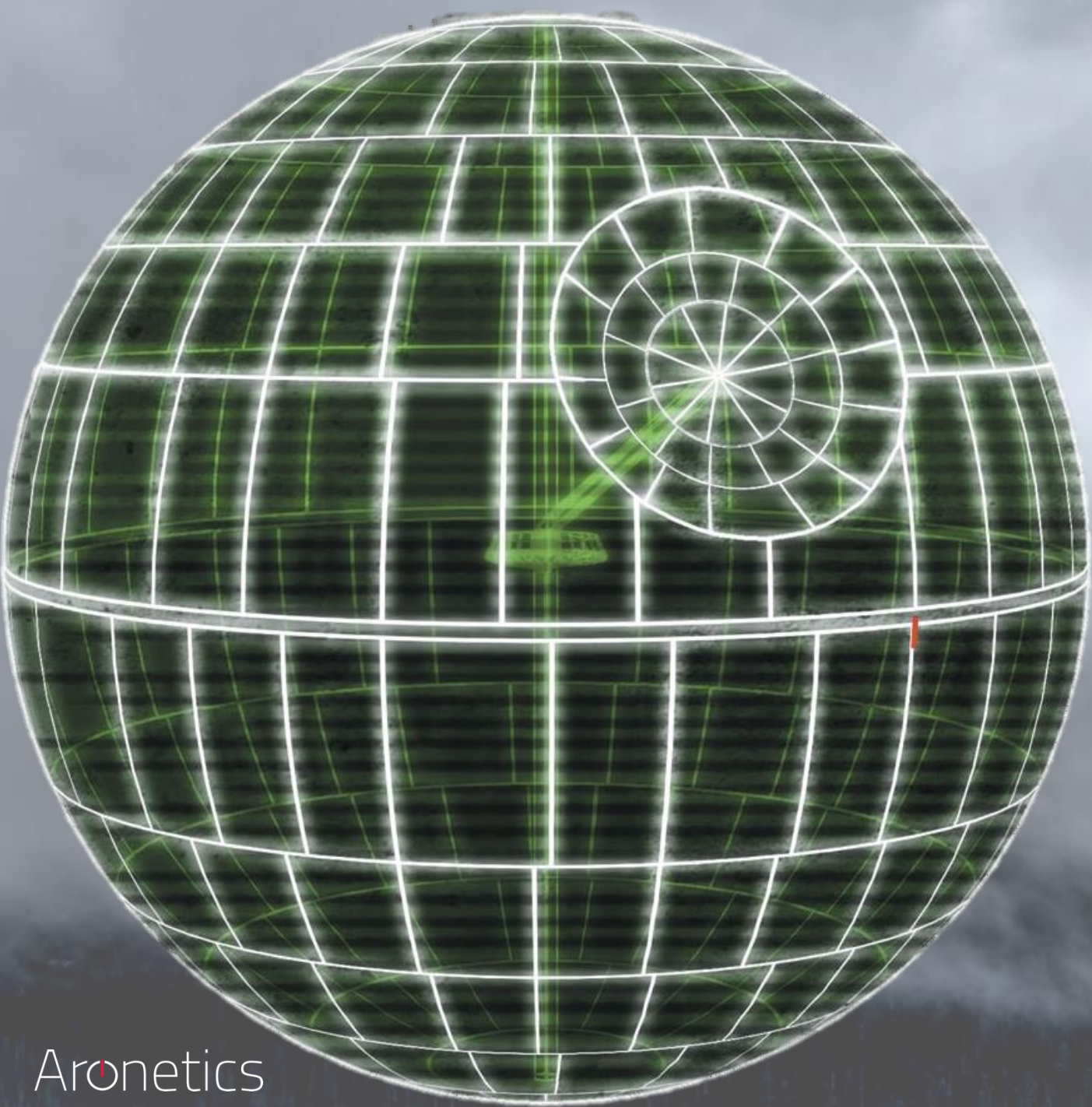


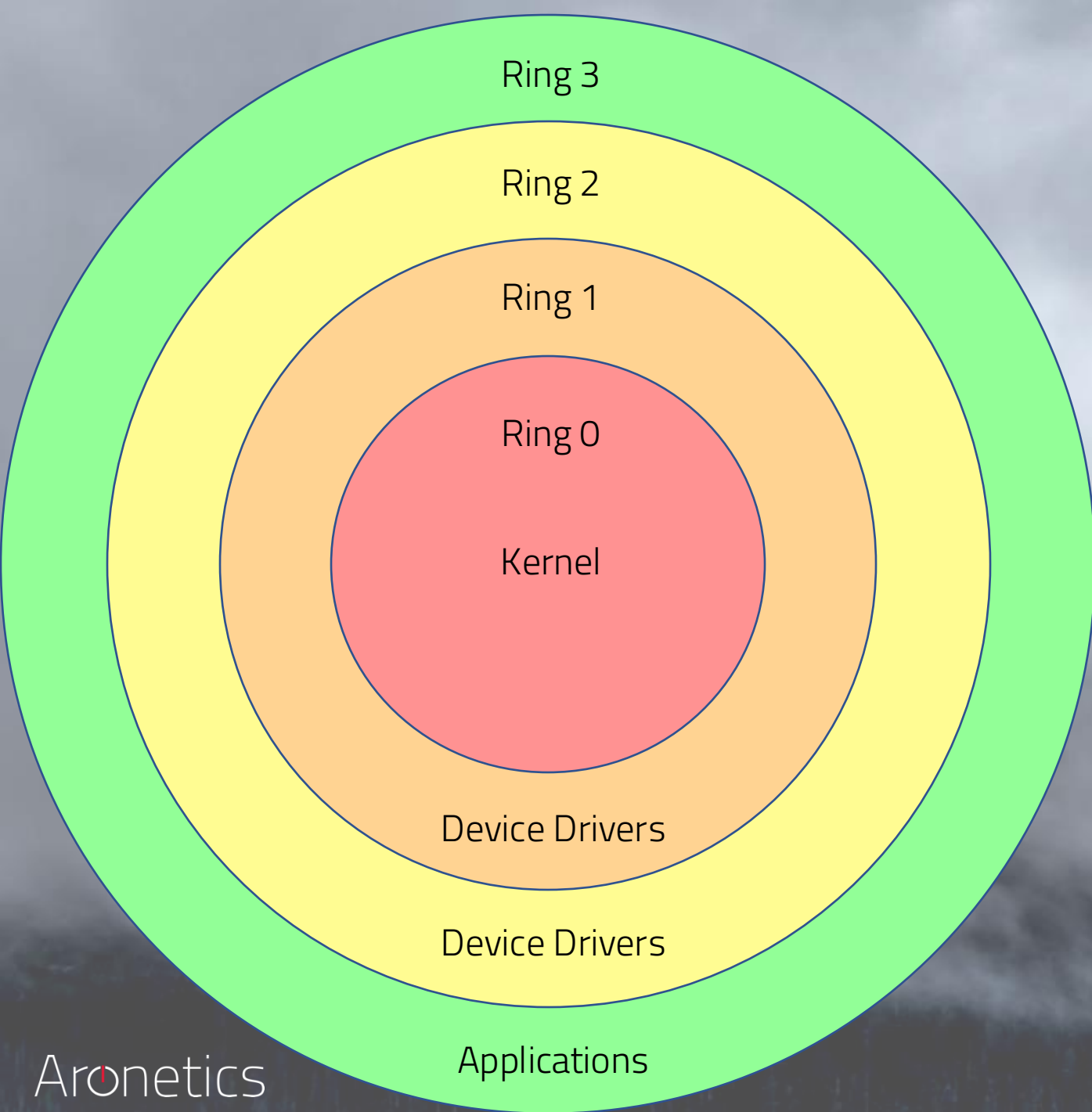
# 4. Defense in Depth



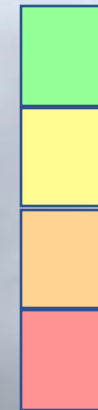
# 5. Critical Vulnerabilities



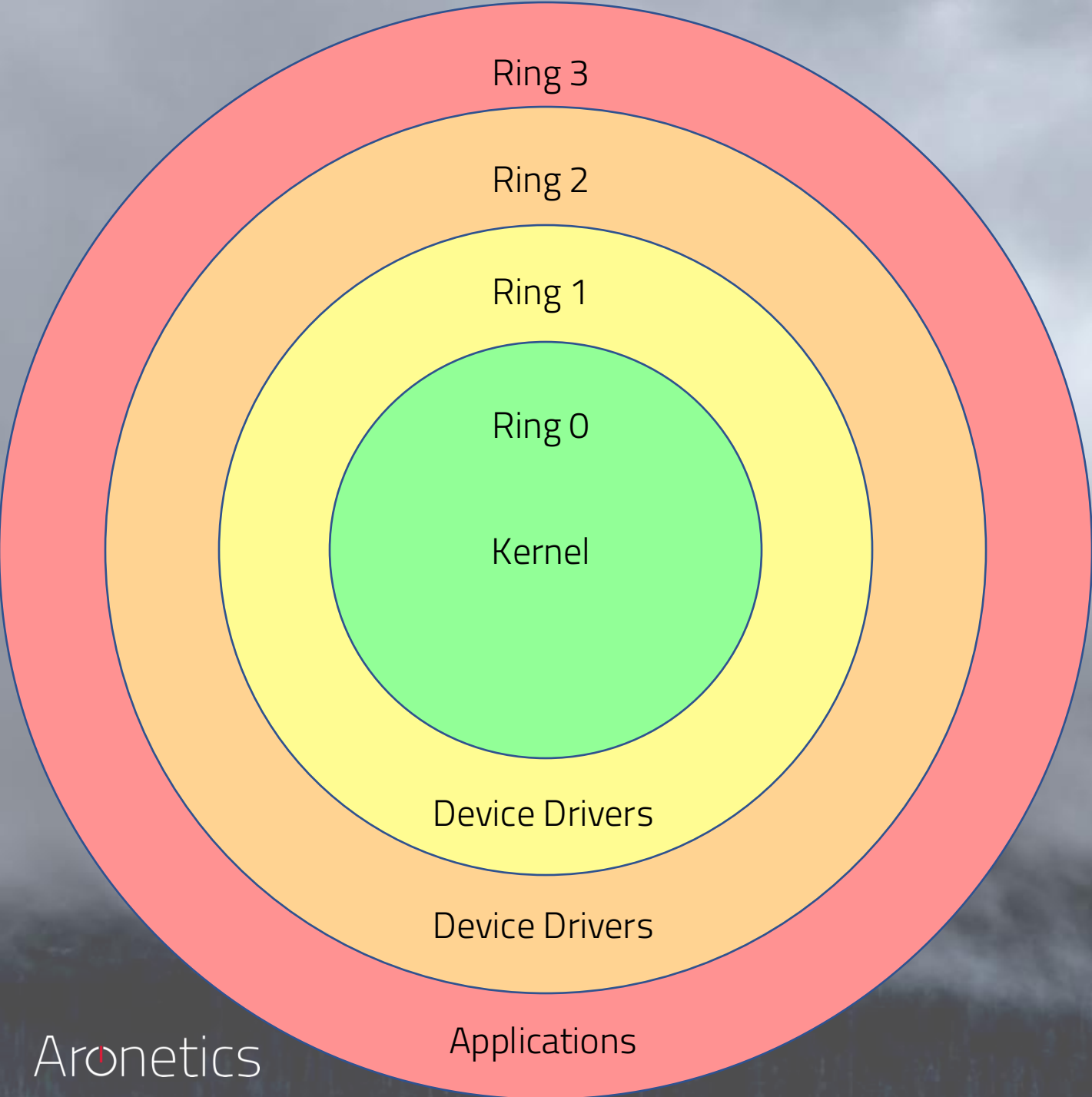




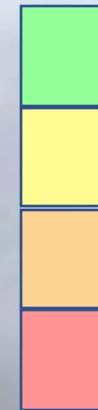
Least Privilege



Most Privilege



Least Exploitation



Most Exploitation







# OPSEC Exercise







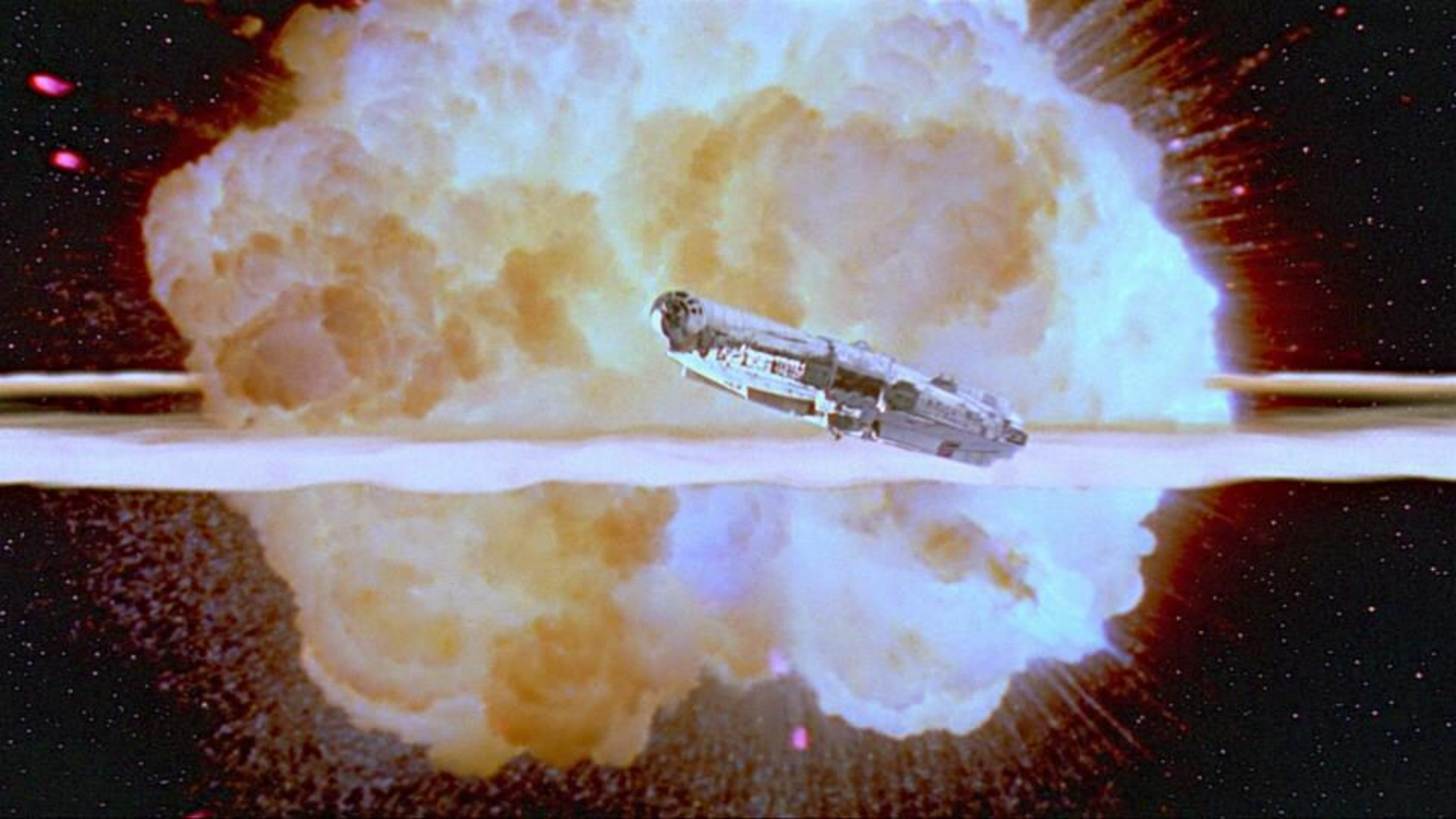
IT IS HARD  
WALKIN'  
ON THIS  
STUFF.

YEP, SON,  
WE HAVE MET  
THE ENEMY  
AND HE IS US.

©  
1971  
WALT  
KELLY

re





The Rebel Alliance –  
fighters or terrorists;  
successfully exploited all  
three rings of protection  
to achieve victory and full  
destruction at the core of  
the Death Star

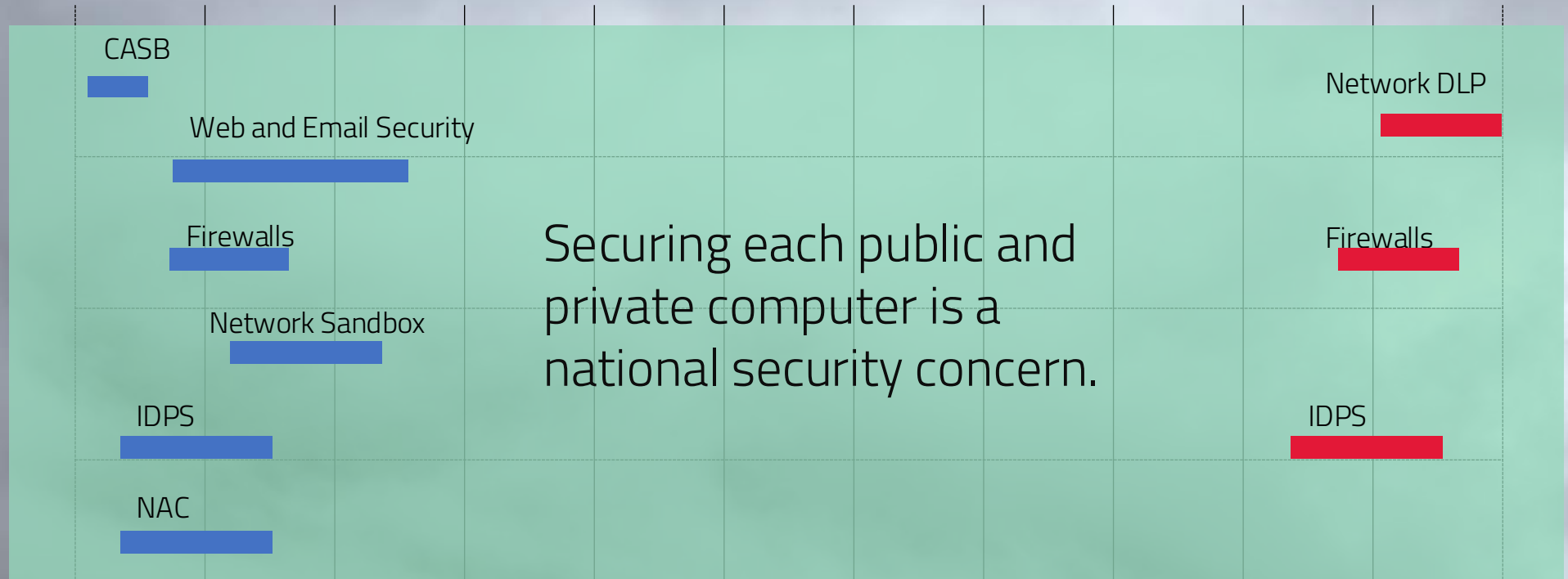






FACT  
FAKE

# We Speak IT®



Securing each public and private computer is a national security concern.

Picoseconds

Seconds

Minutes

Hours

Weeks

Months

Generations

No Access – tamper-proof defensive and offensive actions

Initial Access

Execution

Persistence

Privilege Escalation

Defense Evasion

Credential Access

Discovery

Lateral Movement

Collection

Command and Control

Exfiltration

Impact



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#whois

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*Qui sommes-nous?*