

# Cybersecurity Challenges & Trends: Is your business safe?

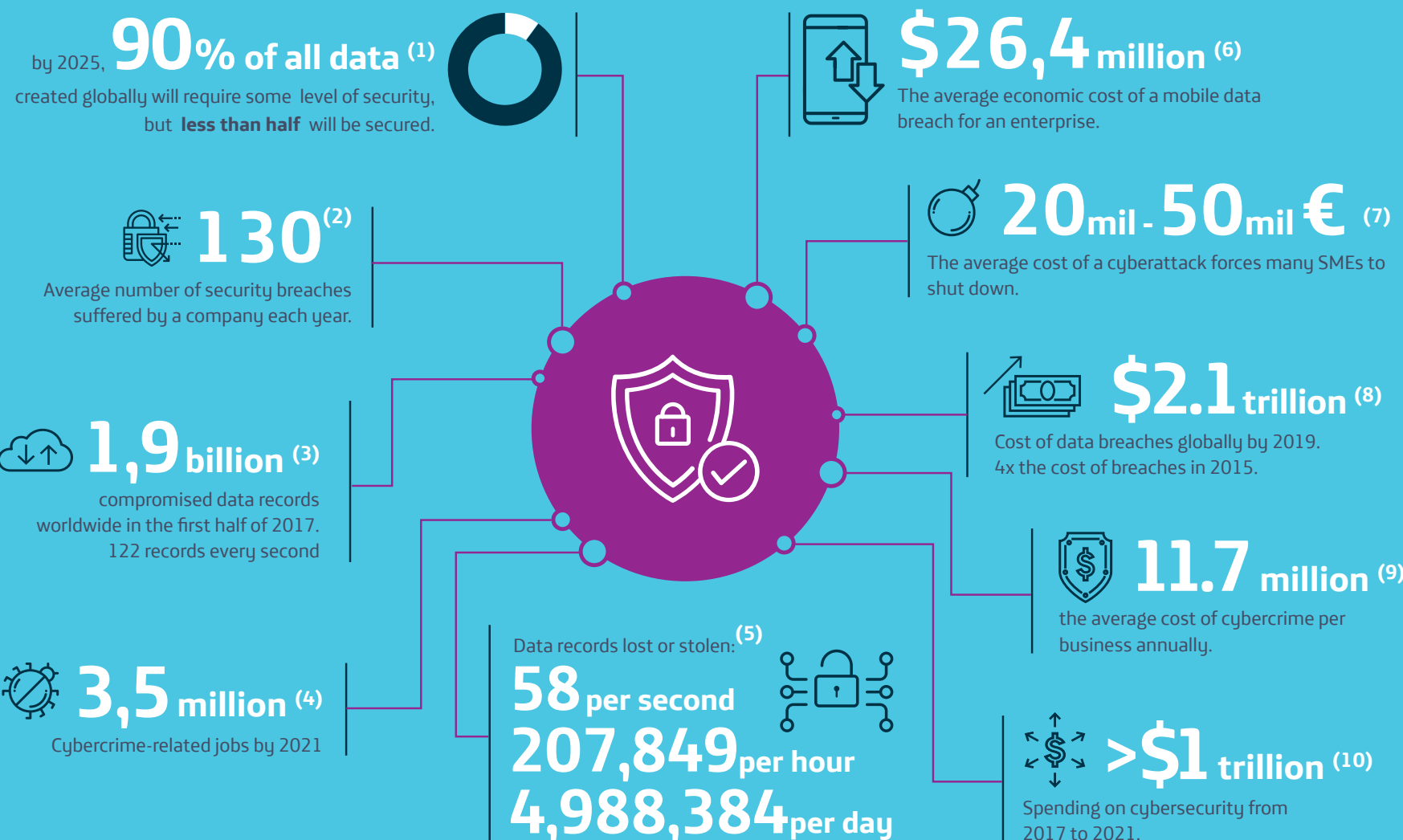
Today we are exposed to increasingly more sophisticated and frequent cyberattacks that can compromise an organization's business and reputation, as well as their privacy and trust. As companies embrace digital technologies, the importance of cybersecurity is ever more paramount.



In this digital world, cybersecurity needs to go beyond the boundaries of technology and become a permanent shield for business assets.



Gartner & Telefónica, 2017: Cybersecurity Beyond Technology (Whitepaper)



Fuentes:

1. IDC, 2017: Data Age 2025: The Evolution of Data to Life-Critical
2. Accenture, 2017: 2017 cost of cyber crime study
3. Gemalto, 2017: Breach Level Index 2017 H1 Report
4. Cybersecurity Ventures, 2017: The Cybersecurity Jobs Report
5. Gemalto, 2017: Breach Level Index
6. Ponemon institute, 2016: the economic risk of confidential data on mobile devices in the workplace
7. Incibe 2016
8. Juniper research, 2016: the future of cybercrime & security: enterprise threats & mitigation 2017-2022
9. Accenture, 2017: 2017 cost of cyber crime study
10. Cybersecurity ventures, 2017: cybersecurity market report

## Key Challenges

### Technology

- Cyberattack sophistication
- Threat detection complexity
- Dissolving perimeter

### Operational

- Uniform global service & local proximity
- Increased efficiency, visibility & control
- Scarcity of expert security skills

### Business

- Protect business, brand & reputation
- Regulatory compliance
- Budgetary constraints

# Telefónica, creating disruptive innovation in cybersecurity



As an Intelligent MSSP, we strive to create disruptive innovation in cybersecurity in order to create a safer digital environment and protect our customers throughout their digital journeys

- We combine the freshness and energy of a start-up with the knowledge, power and strength of a global Telco
- We connect and protect organisations end-to-end from the device through the network and onto the cloud
- We count on the expertise of our team of 1500+ security professionals
- We value our strategic alliances and collaborations with leading bodies and entities
- We have 8 Security Operation Centres (SOCs) across the world: Madrid, Miami, Sao Paulo, Mexico, Colombia, Peru, Chile and Argentina



## Cloud security



**Regain control and privacy of your business information.**  
Secure access and cloud services protection solutions to safeguard your company's data.

- Clean Email
- Web Security Gateway
- Clean Pipes
- Anti\_DDoS
- CaSB
- Mobile Connect
- Security Monitoring 40TC
- Latch

## Data protection



**Protect your company's most valuable asset: information.**  
Data protection solutions to cover the life cycle of your company's data, both in cloud and hybrid or private environments.

- Information Right Management (IRM)
- Metashield Protector
- SaaS Encryption
- SealSign
- SmartID
- Latch
- Mobile Connect
- SandaS
- Security Monitoring

## Smart Access



**Facilitate and secure access to your digital services.**  
Centralized access control solutions to provide simple, secure and seamless online access to keep your business ahead.

- Mobile Connect
- Latch
- SealSign

## Fraud management & intelligence

**Safeguard your business from digital fraud.**  
Comprehensive, intelligent and adaptive solutions to prevent, detect and protect against digital fraud.



- CyberThreats
- FMI Swarm
- Fraud Advanced Analytics
- Smart Digits
- Fraud Consulting Services

## Secure mobility



**Protect your devices and data while working on the move.**  
Secure mobility solutions to help your company manage the increased security threats associated with a mobile workforce.

- Secure mobile Device Management
- Mobile Threat Defence
- Tacyt



## Industry 4.0

**Protect your organization's critical infrastructures.**  
Cybersecurity solutions designed to identify, assess and manage the risks that threaten your industrial processes and IT systems.

- Security Monitoring
- SandaS
- SandaS GRC
- Data Management



## IoT security

**End-to-end security for unleashing the full potential of the IoT world.**  
Scalable security solutions in response to the scope, scale and risk imposed by the Internet of Things.

- SandaS GRC
- CyberThreats
- Vamps
- Security Monitoring
- Incident Response