

# Siber Yılmazlık

En Değerli Varlığı Korumak

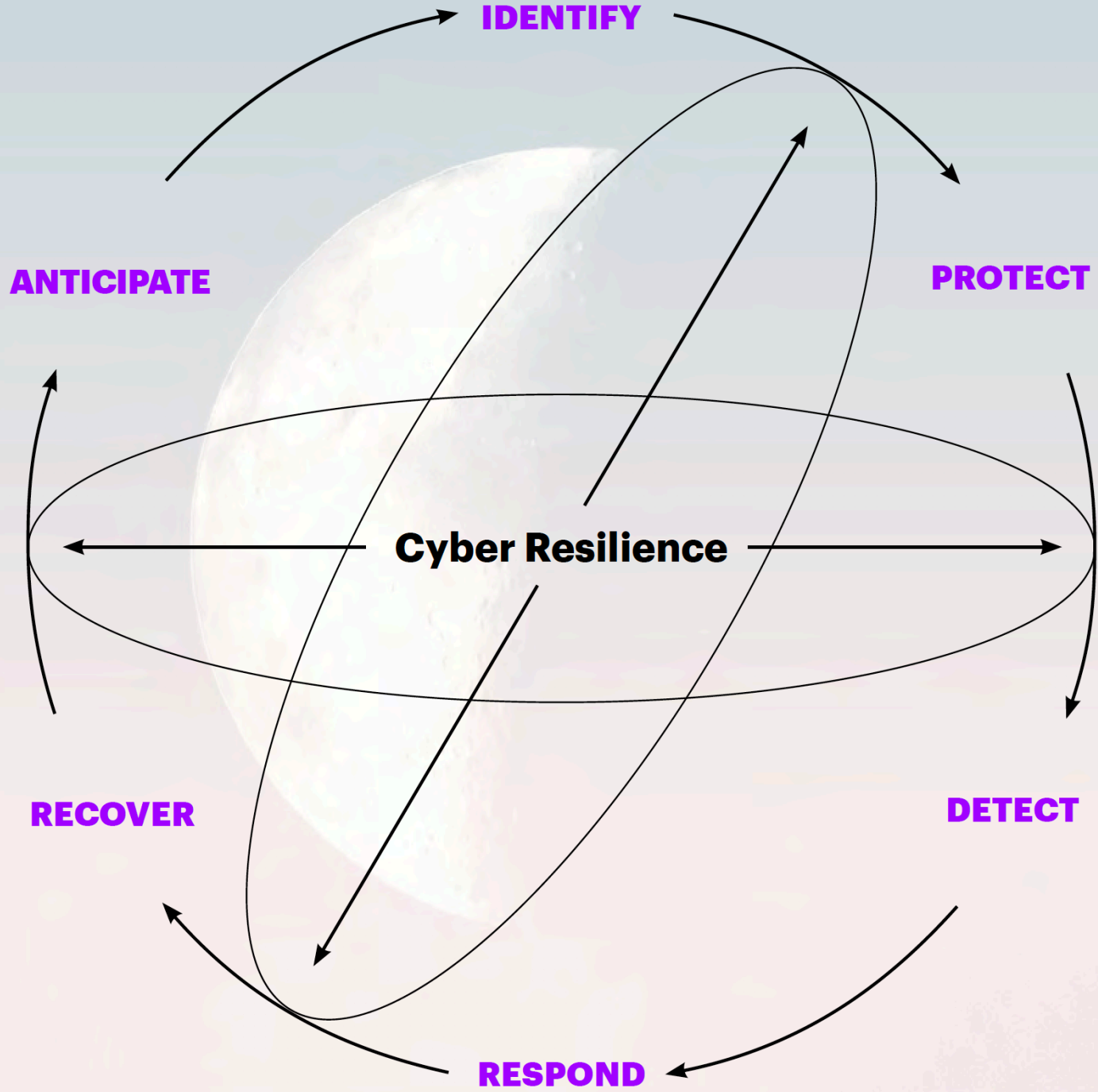
# Tehdidin Boyutu Ciddi



# Cyber Resilience / Siber Yılmazlık

the ability to prepare for, respond to and recover from cyber attacks.

Siber saldırılara hazırlanmak, onlara yanıt vermek ve sonrasında ayağa kalkıp geri dönebilmek.



# DATA IS NOW AN ASSET FOR MOST COMPANIES



92%

see the **potential value** that data holds



36%

see data as **extremely valuable** (i.e. data = capital) and are **currently monetizing** it

# AND PROTECTING DATA IS NOW MORE IMPORTANT THAN EVER

## The cost of downtime

41%

have experienced **unplanned system downtime** in the last twelve months

With an average cost of

**\$527,000**



## The cost of data loss

28%

have experienced **data loss** in the last twelve months

With an average cost of

**\$996,000**



Data loss costs nearly 2x more than unplanned systems downtime

# IT Operating Model

**GOVERNANCE, RISK,  
AND COMPLIANCE**

Fraud Prevention  
Compliance Management  
Identity and Access Management

**END-USER  
DEVICES**

Digital Workplace  
Platform

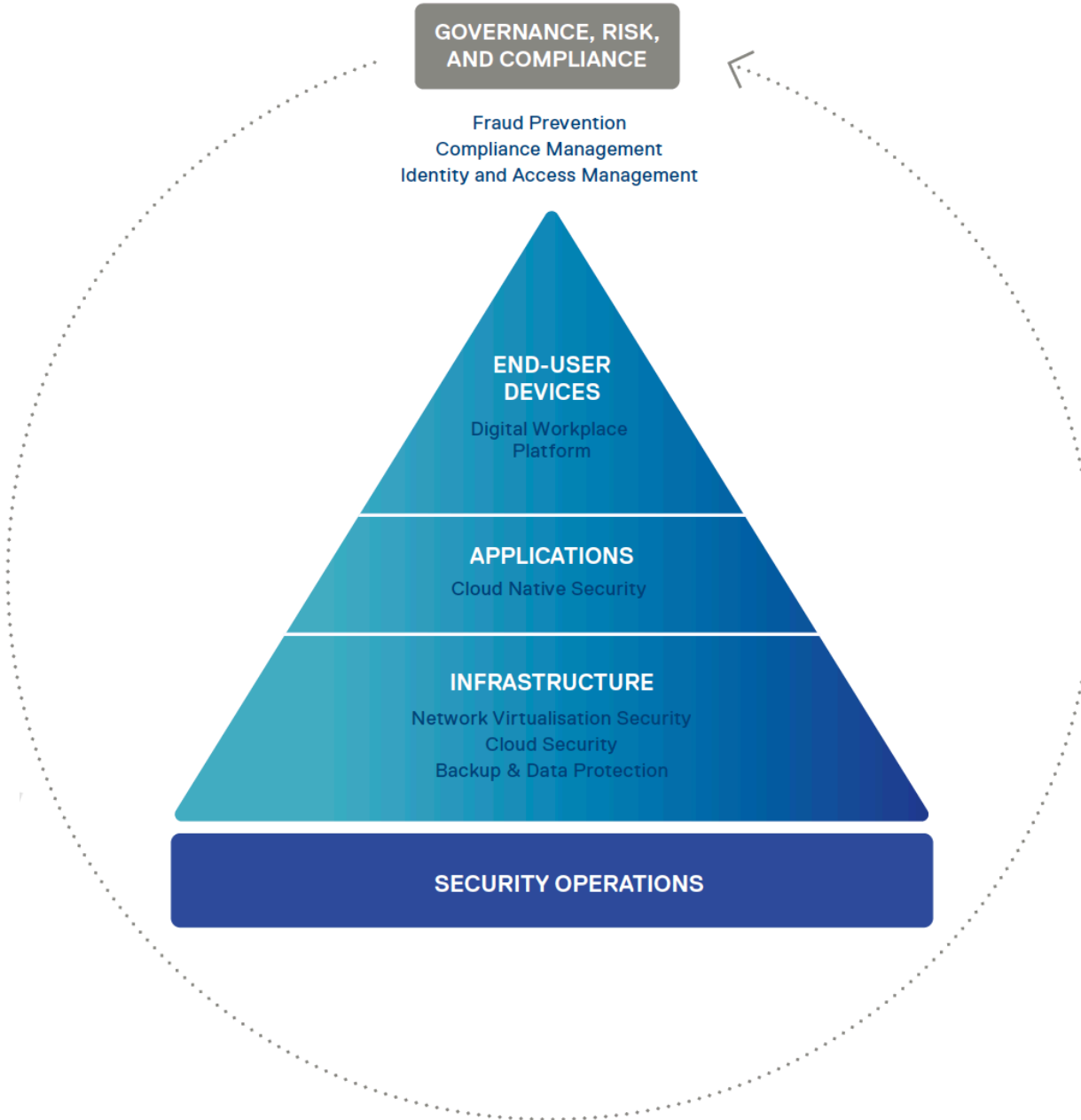
**APPLICATIONS**

Cloud Native Security

**INFRASTRUCTURE**

Network Virtualisation Security  
Cloud Security  
Backup & Data Protection

**SECURITY OPERATIONS**



# Cybersecurity Methodology



**Define  
Cyber Strategy**



**Implement  
Cyber Strategy**



**Respond and  
Recover from  
an attack**

So how can you be better prepared?



Simplify your data  
landscape.



Automate data  
services.



Secure data  
assets.

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