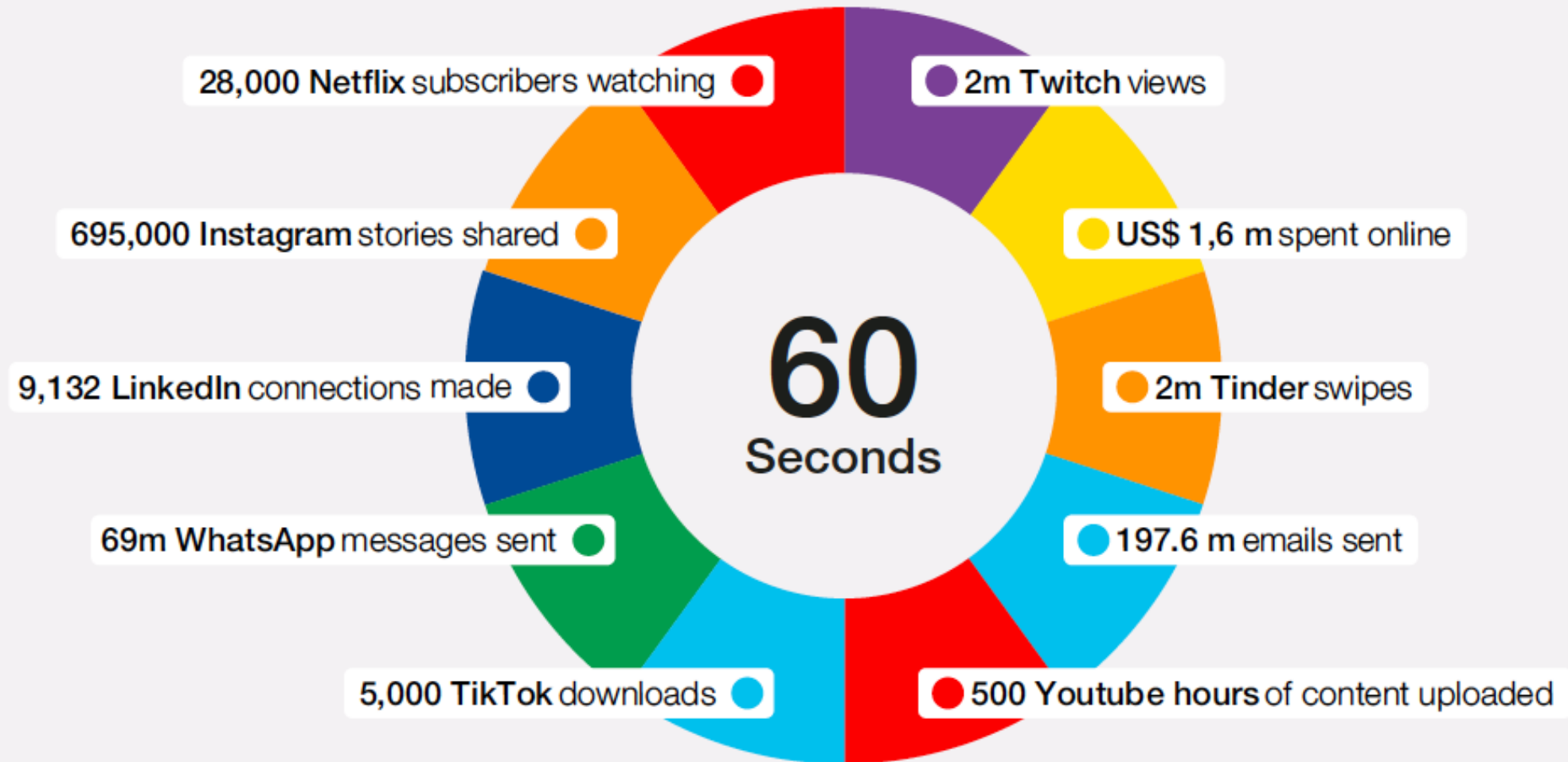


# Güvenlik Stratejisi

HBR Perspektifi

# Bir Dakikada





# Cybersecurity has become an increasingly pressing issue of greater scale



## Rising costs

~\$2T

Estimated cost of **cyber crime** by end of 2021, up from ~\$400B in 2015

## Increasing impact

\$265B

Estimated global cost of **ransomware damage** in 2031, up from \$20B in 2021 as attacks increase in **frequency** and **severity**, which can affect operations

## Human error

77%

Of cyber attacks are due to **human** and **not technological failures**

## Protection gaps

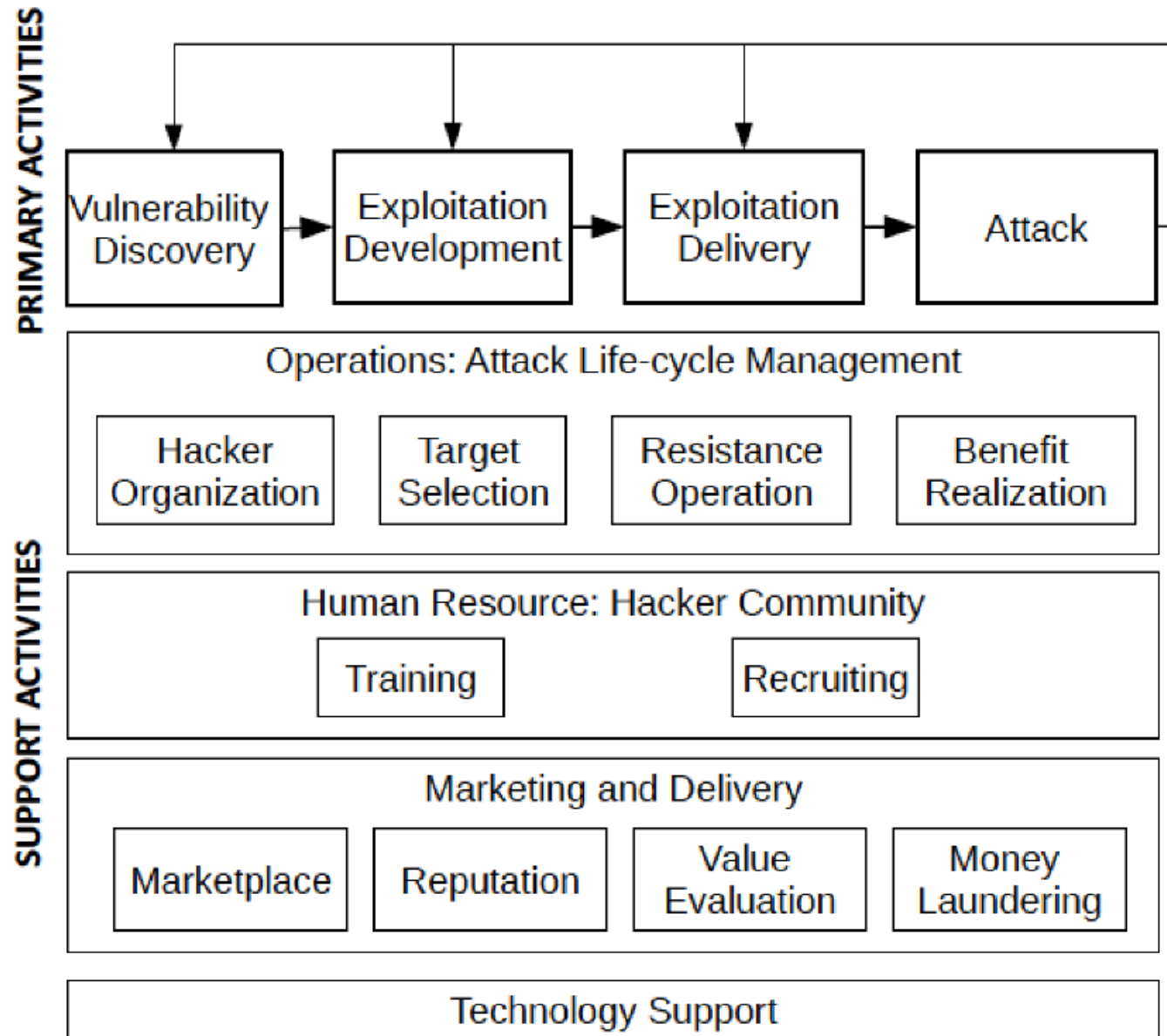
84%

Of companies do not effectively mitigate **third-party cyber risks**

## Quantum future

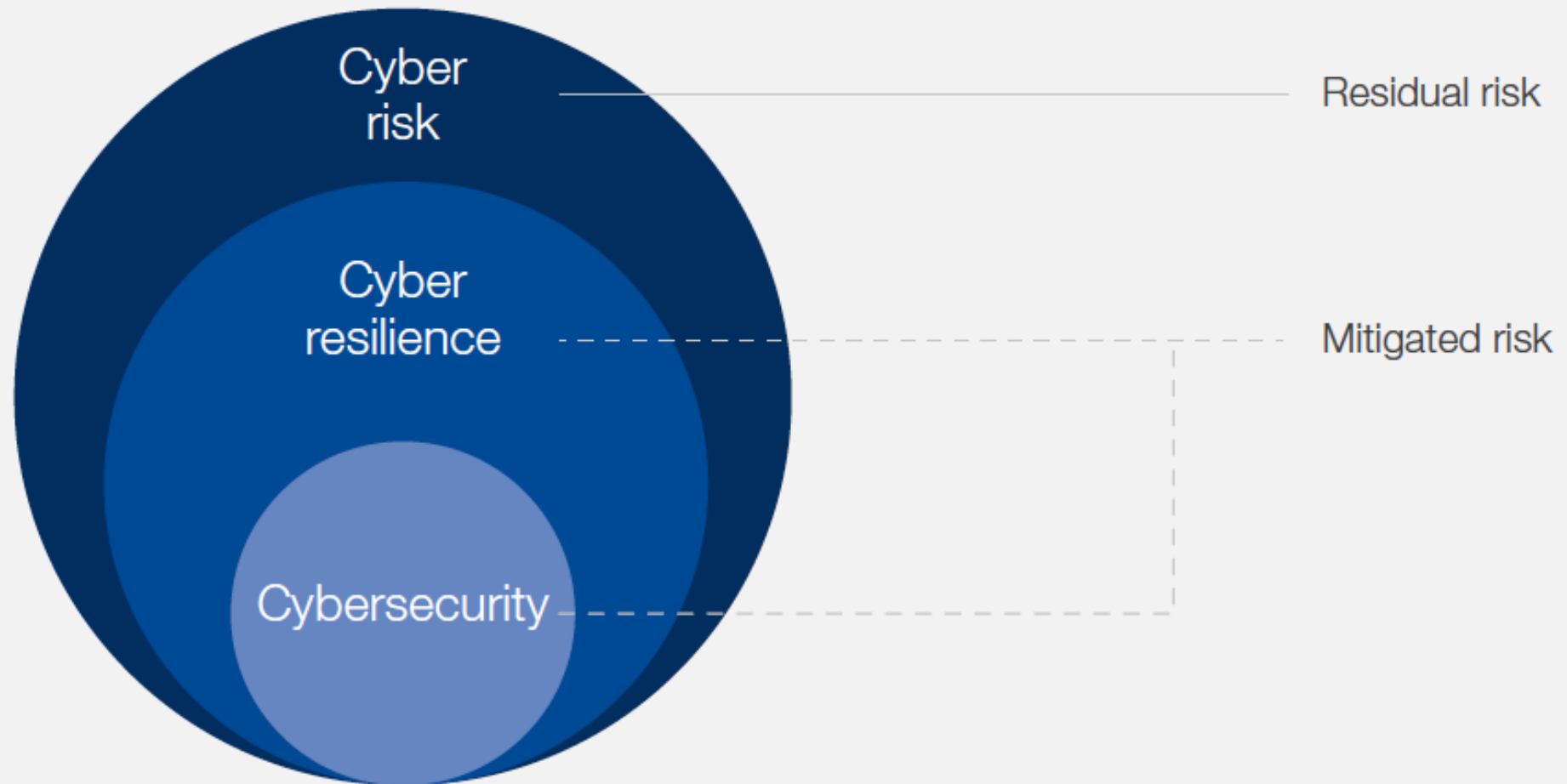
5-10

Years before **quantum computing** potentially becomes **commercially available**, overturning today's encryption standards



**The Cybercriminal Value Chain Model**

# Siber Yaklaşım

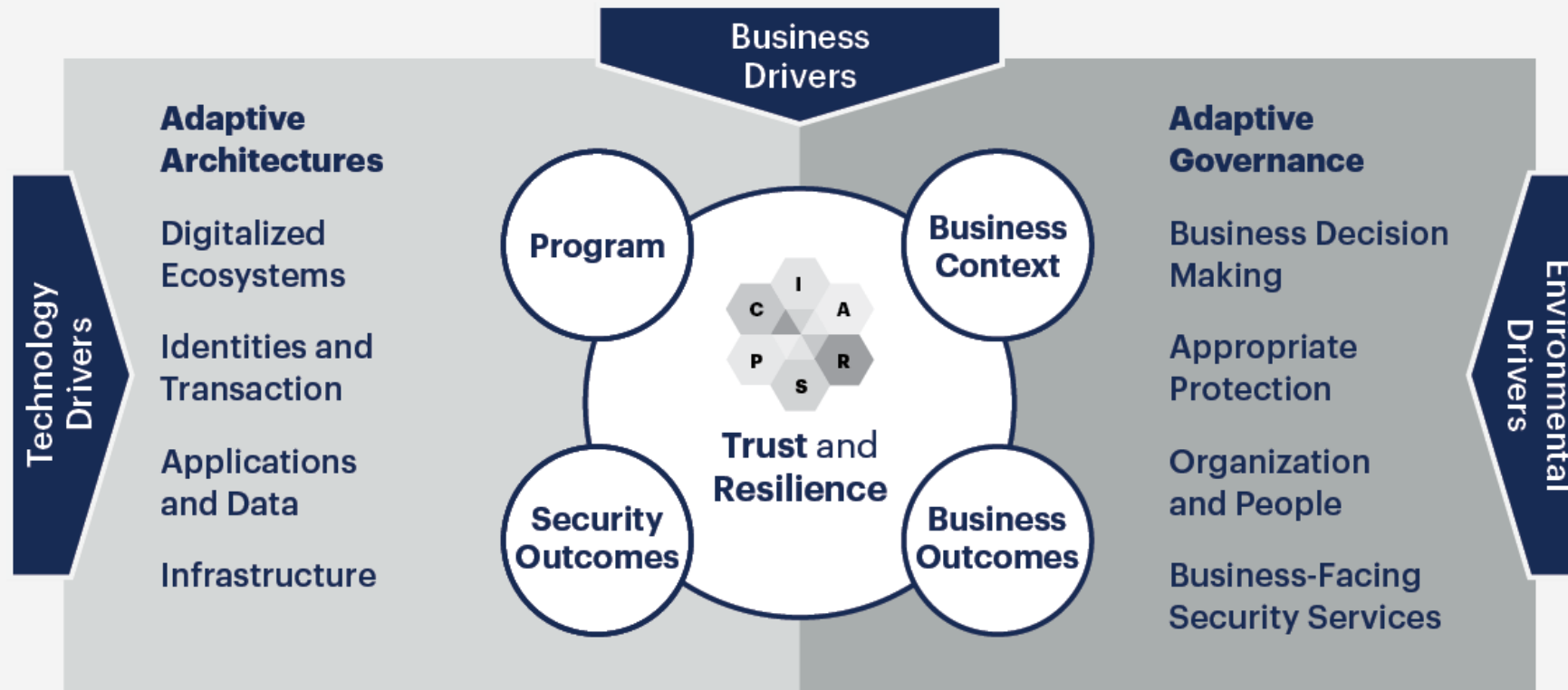


# ÜÇ Adımlı Stratejik Çerçeve

- En değerli varlıklarınızı belirlemek – Neyi korumayı istiyorsunuz?
- En değerli varlıklarınızı korumaya dair süreçleri kontrol edecekleri belirlemek
- Kontrol edecekleri kontrol edenleri belirlemek

# Stratejik Vizyon

## The elements of strategic vision for cybersecurity as a business decision

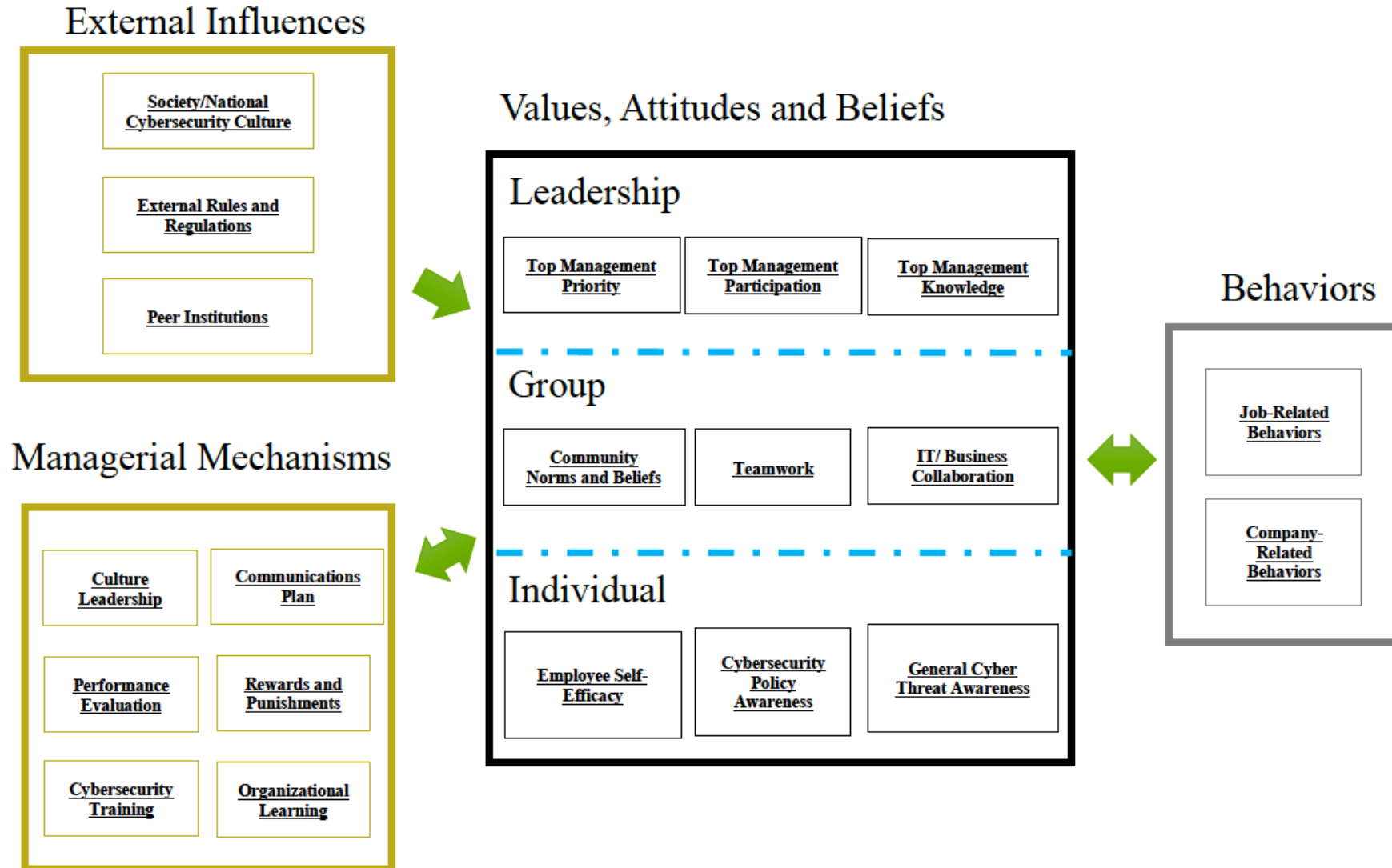




# Cybersecurity Culture: A Maturity Model



# Siber Güvenlik Kültürü Oluşturmak



# Güvenlik Üst Yöneticisi - CISO

## Four Facets of the Effective CISO



## The Evolution of the CISO Role

Controls manager	+	Risk decision owner	+	Trusted facilitator	+	Value creator
Manage SecOps		Build IT relationships		Provide assurance		Enable business decisions (e.g., M&A)
Secure the perimeter		Assess "information" risk		Facilitate risk decisions with business owners		Manage value generation activities
Manage firewalls		Presumed owner of risks		Manage business stakeholder relationships		Executive leader

n = 129 CISOs  
Source: Gartner

# Güvenlik Stratejisi

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