External Digital Assets

THE NEW BATTLE FOR CYBERCRIM

Digital Business Initiatives



Security of Assets

"The Digital Initiative builds community and expertise around the digital transformation of the economy"

- Harvard **Business School**

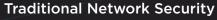


Exernal Digital Footprint



Protect Internal Assets





- Firewall
- · SOC/SIEM
- VPNs Forensics • IDS/IPS
 - ууууу





Easy to Attack vs. More Difficult to Attack Directly

mobile apps hosted in unoffical, unsanctioned app stores/portals²

mobile apps fully under control of company that owns them²

Digital Channels



Website Microsite



New Section on 3rd Party Site



Test Servers



Mobile **Apps**



Forgotten, **Abandoned Properties**



Social Media **Properties**





web properties per company

a 2017 study of the 30 largest UK businesses, showing each had an average of 3,315 web properties US business likely have even more³

Cybercriminals examine your external digital footprint to look for vulnerabilities...

GOALS:

- 🔔 Steal login and access credentials for data breach
- Redirect traffic for monetization
- Redirect traffic for malicious purposes
- Steal visitors CPU cycles on computing devices
- Botnet recruitment or DDoS

TACTICS:

- Modify 3rd party code, such as shopping cart
- A Malvertising on an asset
- SQL injection
- ♦ 7/10 of largest data breaches in recent years all involved priviliges and identity theft4



Know your firms true digital fooprint:

- Full internet intelligence across all channels
- Include in asset inventory database

