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Cybersecurity Panel

Geneva
17 November 2014

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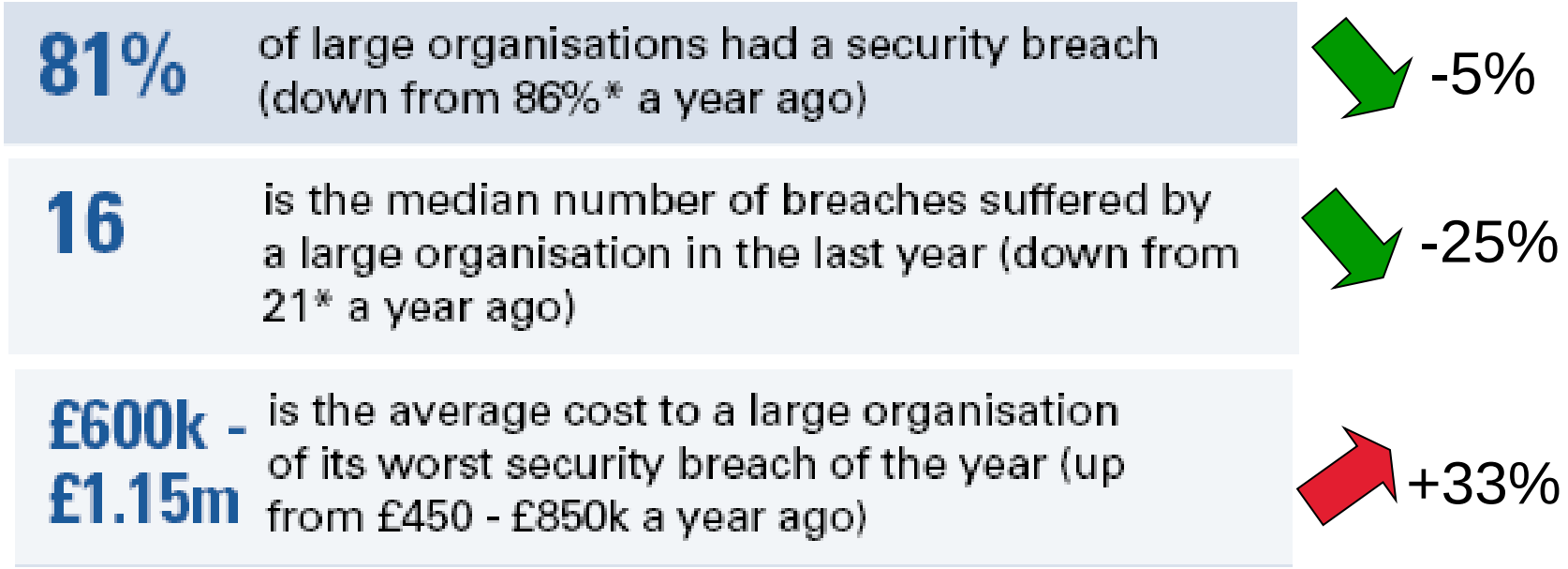
British Governement statistics

source: https://www.gov.uk/government/news/cost-of-business-cyber-security-breaches-almost-double

"Business Innovation & Skills" Department has published 2014's figures 29 April 2014.



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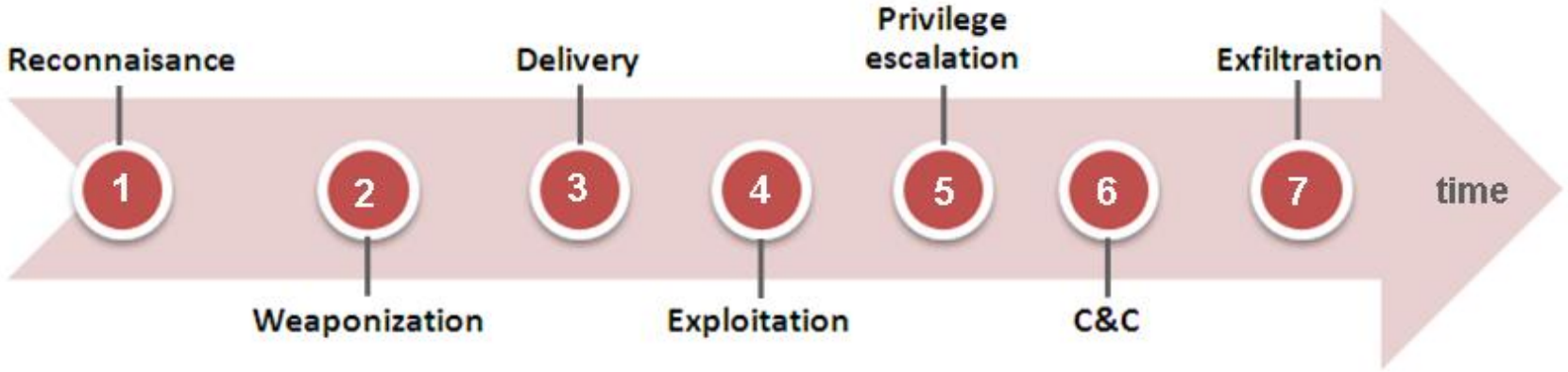
Seven steps to cyber espionage – The same old scheme



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Target Corp.: From data breach to CEO dismissal

Target Corp. is the 2nd largest retailing company in the US

19 Dec. 2013

Target publicly reports the theft of 40 million credit card numbers

24 Dec. 2013

- Unplanned discounts of 10%
- US$61million in technical assistance
- +US$44m from insurance

Feb. 2014

- **Q4 2013 down 46%**
- Drop in Sales & shop traffic after the breach is disclosed

5 March 2014

- CIO resigns

13 May 2014

- CEO is dismissed by the Board

Target Corp Share price
Dec. 2013 – Feb. 2014

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How can we change this paradigm?

- Develop a secure ecosystem

- Be proactive and integrate new technologies' security challenge

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