


**Cybersecurity  
Basics for the  
Non-Technical  
Executive**  
 DAN WACHTLER  


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**Introduction**

- 01 Disclaimers
- 02 Key terms
- 03 Cybersecurity in the enterprise - a visualization
- 04 The solutions
- 05 What can I do and why should I care?
- 06 Q&A

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**Some Key Terms**

<ul style="list-style-type: none"> <li>- Endpoint</li> <li>- Anti Virus (AV)                             <ul style="list-style-type: none"> <li>• Malware (AM)</li> <li>• Fingerprint</li> <li>• Hash - password/other</li> </ul> </li> <li>- Firewall                             <ul style="list-style-type: none"> <li>• Traffic gateway</li> <li>• Packet inspection</li> </ul> </li> <li>- IDS/IPS - Intrusion Detection &amp; Prevention Systems</li> <li>- DLP - Data Loss Prevention</li> <li>- AI - Artificial Intelligence; BA - Behavior Analytics; ML - Machine Learning; DL - Deep Learning</li> </ul>	<ul style="list-style-type: none"> <li>- MCA - Mission Critical Assets</li> <li>- Threat Intelligence</li> <li>- Penetration Testing - PenTest</li> <li>- Active Defense                             <ul style="list-style-type: none"> <li>• Active vs passive activity on your network</li> <li>• Honeypots</li> <li>• NOT hackback</li> </ul> </li> <li>- Attack Surface Baseline</li> <li>- Cyber Hygiene</li> <li>- Phishing</li> <li>- Social Engineering</li> </ul>
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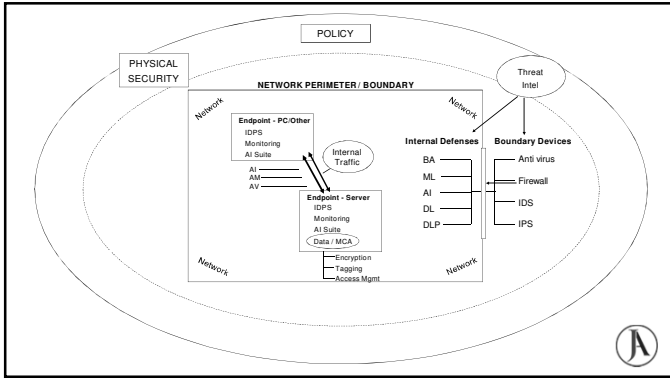
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## The Solutions

<p><b>1 Data/Mission Critical Assets</b></p> <p>Encryption, Access Management, Tags, DLP - Policy</p>	<p><b>2 Application</b></p> <p>Access Management, Monitoring, Multi Factor Authentication, VPNs</p>	<p><b>3 Endpoints</b></p> <p>Local Firewall, IDS/IPS, Patch Management, ML, DL, BA, DLP, Asset Tracking, AV</p>
<p><b>4 Network</b></p> <p>AI Suite (ML, DL, BA), IDS, Segmentation, Active Defense</p>	<p><b>5 Perimeter</b></p> <p>AV, Firewall, IDS/IPS, Honeypts, DLP, Tags, Attack Surface</p>	<p><b>6 Outside Threat</b></p> <p>Risk Profile, Who, What, Why, How? Data Feeds, Darkweb</p>

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## What Can I Do? Why Should I Care?

<ul style="list-style-type: none"> <li>Understand and question policies - then follow them.</li> <li>Hyper vigilant - on the home front as well.</li> <li>Educate friends, family and colleagues.</li> <li>Social media - just know.</li> <li>Over 90% of breaches come from phishing and/or social engineering.</li> </ul>	<ul style="list-style-type: none"> <li>Company asset protection</li> <li>National security asset protection</li> <li>National security defense</li> <li>Personal and family defense</li> </ul>
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# Q & A

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