

# Navigating the Cyber Value Chain

## Protecting Today, Building Tomorrow

John Ellis



# TL;DR – Understand, Protect, Enrich

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**Understand** seek to understand the value of the business. Know how it creates value and who cares about it.



**Protect** Know how this value can be threatened and what protections are needed



**Enrich** explore ways to improve and enhance this value

*“Your organisation's value is multidimensional and must be understood, protected, and enhanced from a cyber perspective” – J Ellis*

# Mapping Your Value Chain

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**Question:** Do you know which parts of your value chain are most vulnerable to cyber threats?



Use enterprise architecture frameworks like TOGAF to map your value chain to underlying systems, data, and technology. Integrate this with threat modeling techniques to identify vulnerabilities and design layered controls that protect each segment of your value stream.

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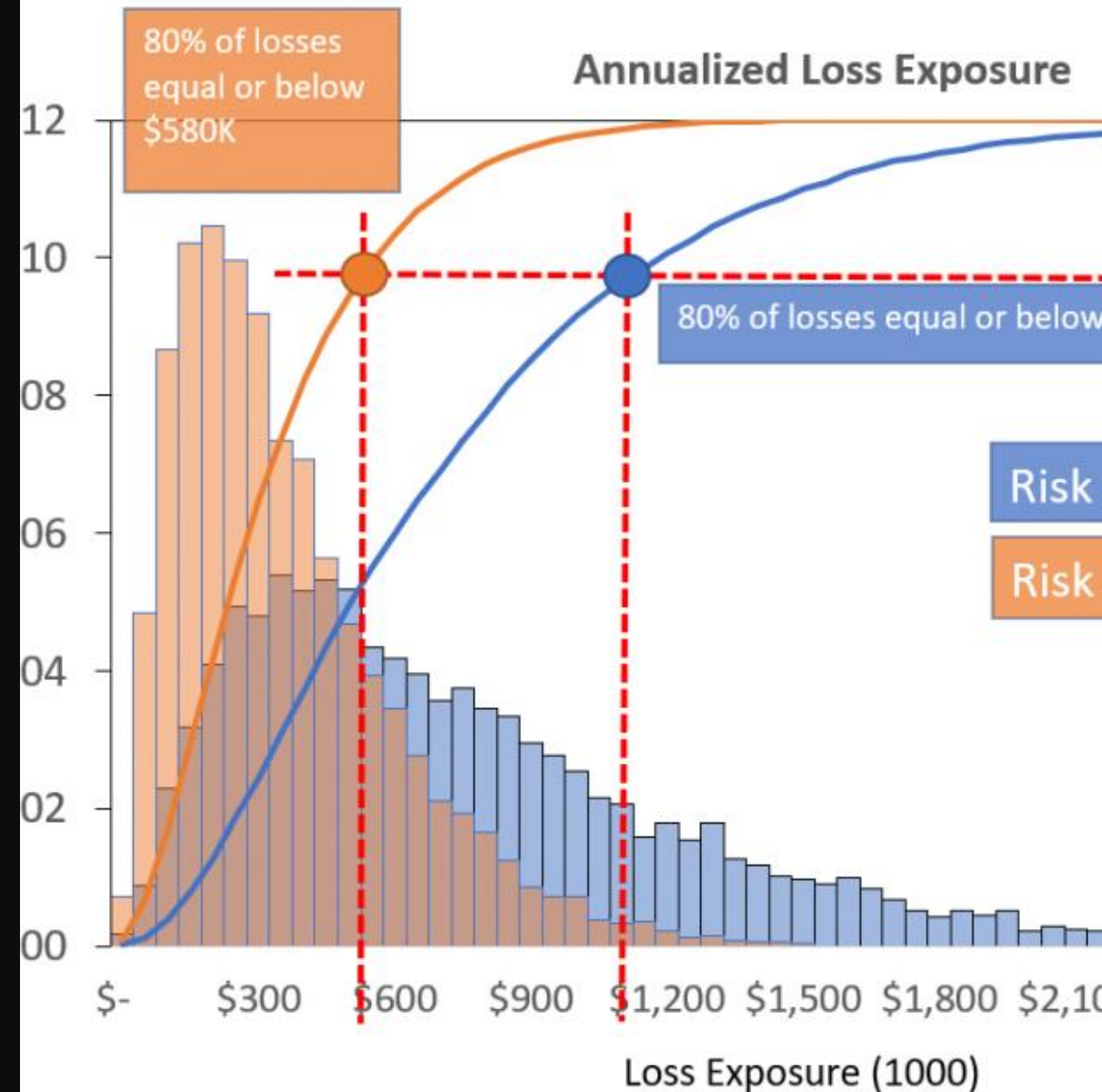


# The Value Protection Imperative

**Question:** What is the value at risk of your business from a material cyber event?

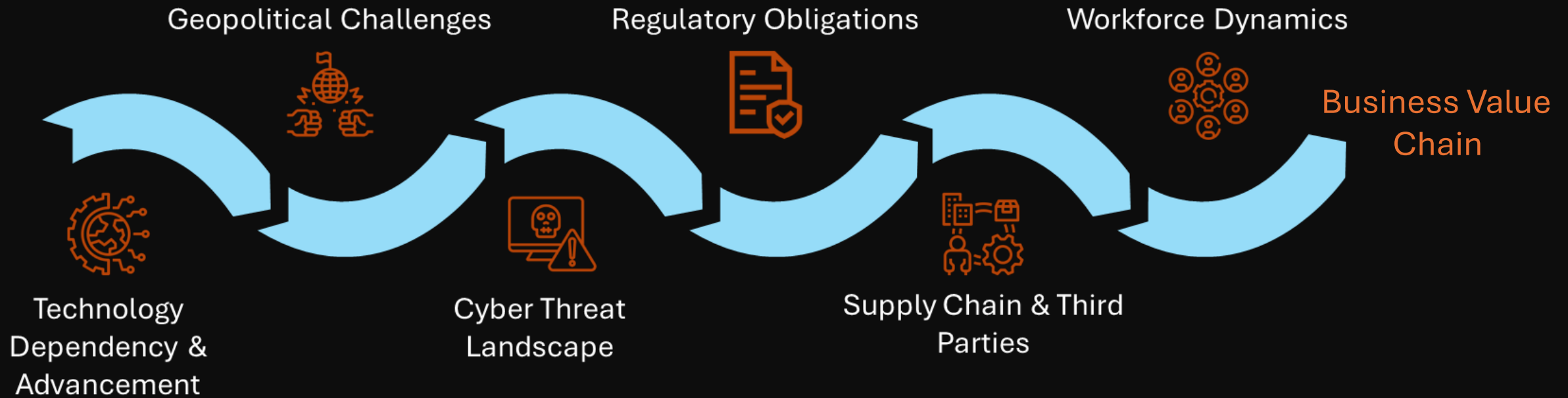


**The Scope of Assessment** is crucial, if too broad, critical details may be missed; if too narrow, significant threats may be overlooked.



# Strategic Inflection: Six Cyber Factors Steering Business Risk

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# The Board's Role in Value Protection

? Is your board asking the right questions about cybersecurity?



Australian Government

Australian Signals Directorate

Do we understand our threat environment?

Do we know what data we hold and where it is stored?

Australian Institute of  
**Company Directors**

What does cybersecurity mean to your organisation?

What's your organisation's risk tolerance and exposure?

And what's your long-term strategy for dealing with cybersecurity?



# Cyber Security as a Value Differentiator

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**Question:** Can strong cyber security be your unique selling proposition?



**NETFLIX**



# Measuring Security's Business Impact

**Question:** How can you demonstrate the value of your security investments to your business outcomes?



## From experience

1. Align with business objectives
2. Cultural fit and insightful metrics
3. Risk reduction and value protection





# Fortifying the Future: A Voyage of Preparedness

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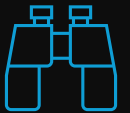
## Continuous Engagement

Regular, meaningful conversations with stakeholders



## Strategic Scenario Planning

Model future scenarios to ensure robust strategies



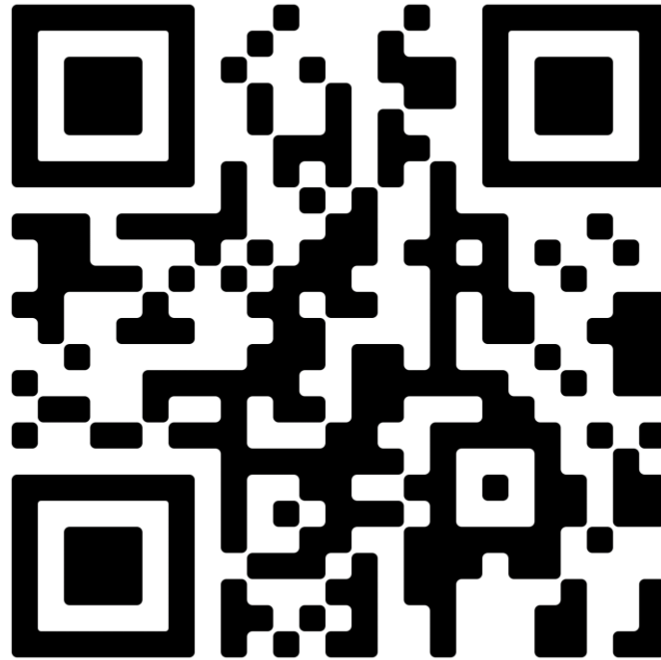
## Developing and Monitoring Watch Points

Track indicators to determine emerging scenarios

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# Thank You



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