

# Cybersecurity as a Business Enabler

Strategies for Success

Presented by Rameez A. Bhat, Principal Security Consultant (vCISO)– Spark NZ

Today the cyber economy is the economy. Corrupt those networks and you disrupt this nation.

Condoleezza Rice, former US National Security Advisor

# 90%

of cyber-mature organisations see  
security as a revenue enabler

IBM Research Insight – Prosper in the cyber economy

Current  
Model &  
Mindset

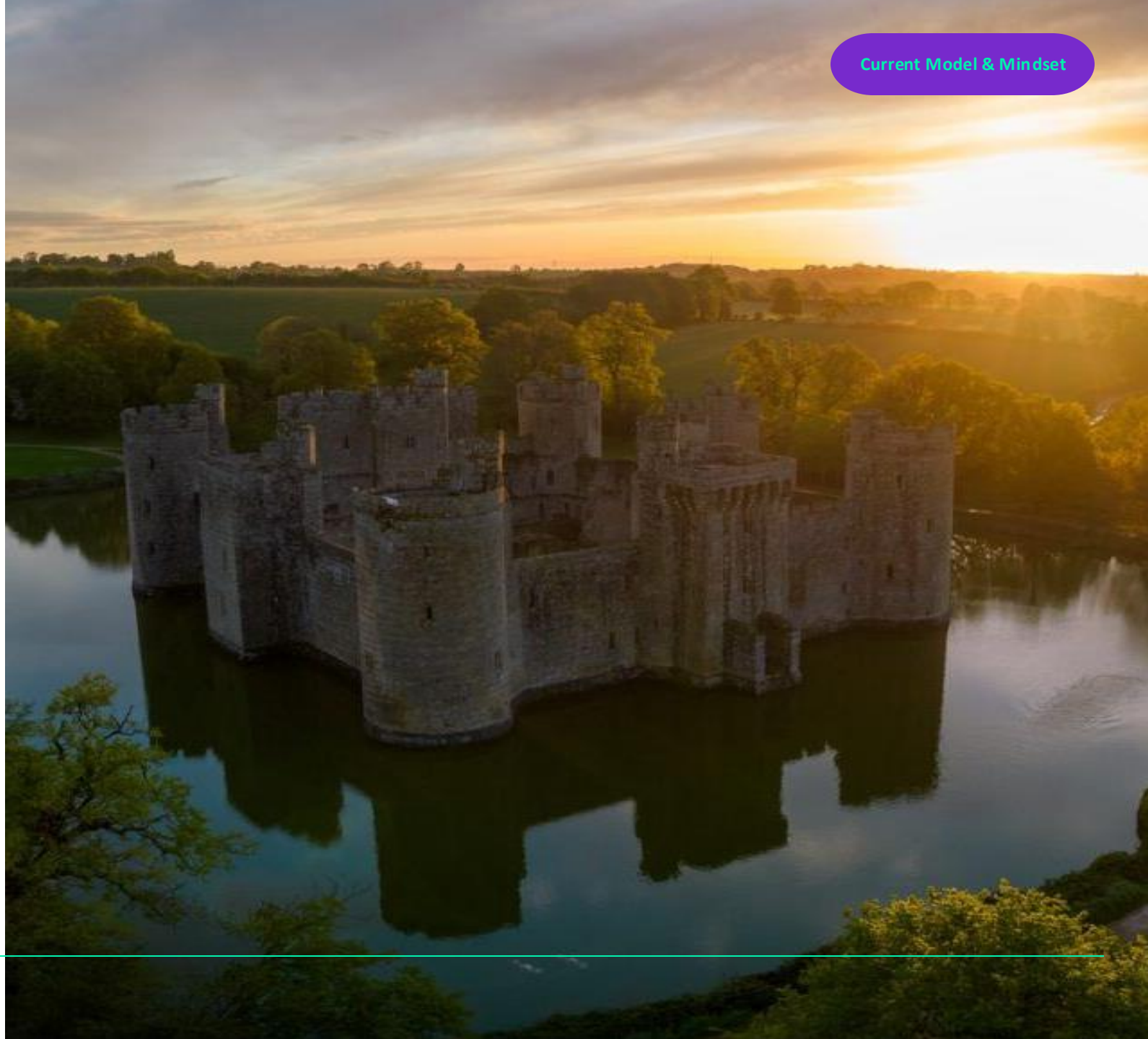
Challenges

The Shift

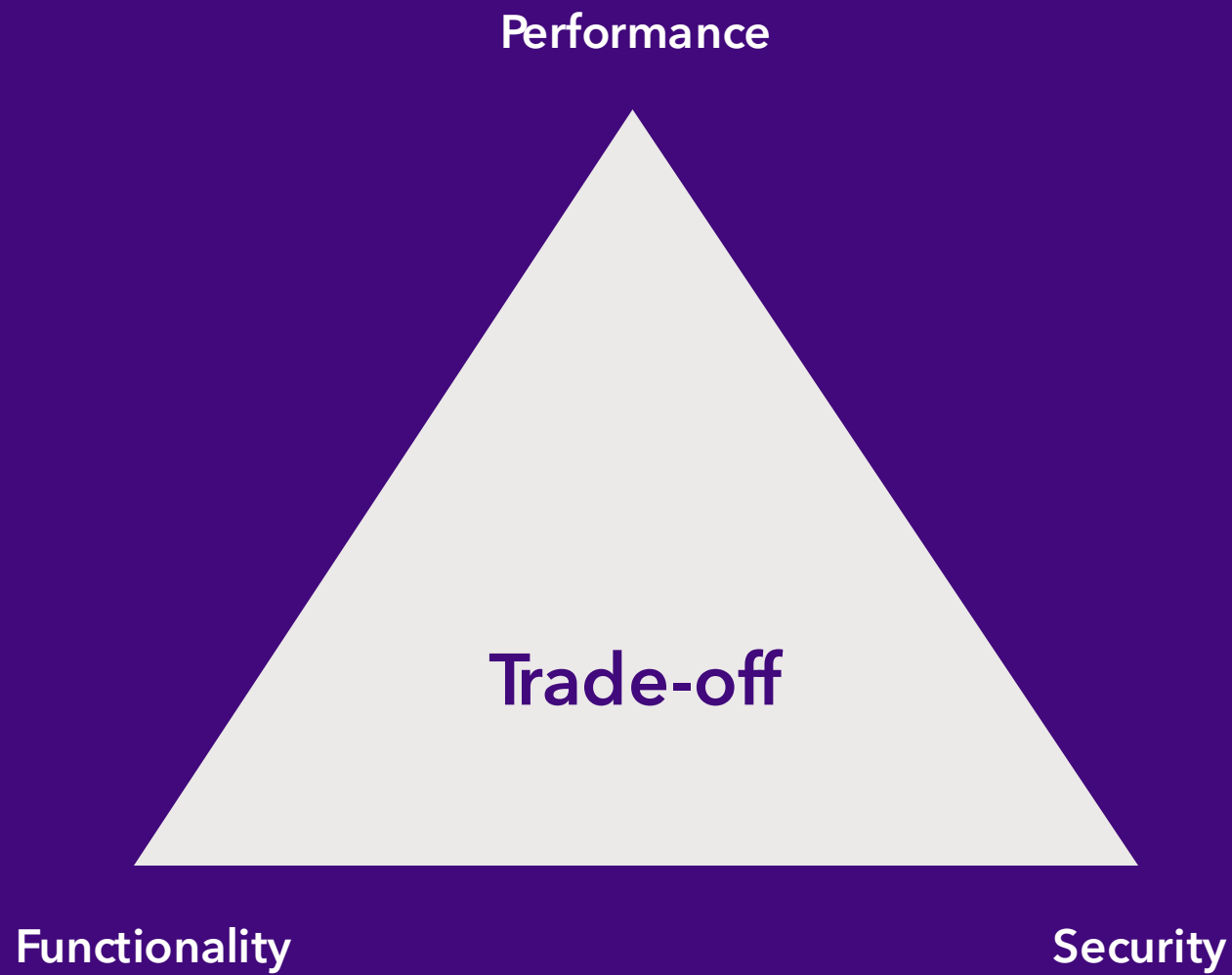
# Current Model and Mindset

# Traditional Approach

Current Model & Mindset



# Paradigm

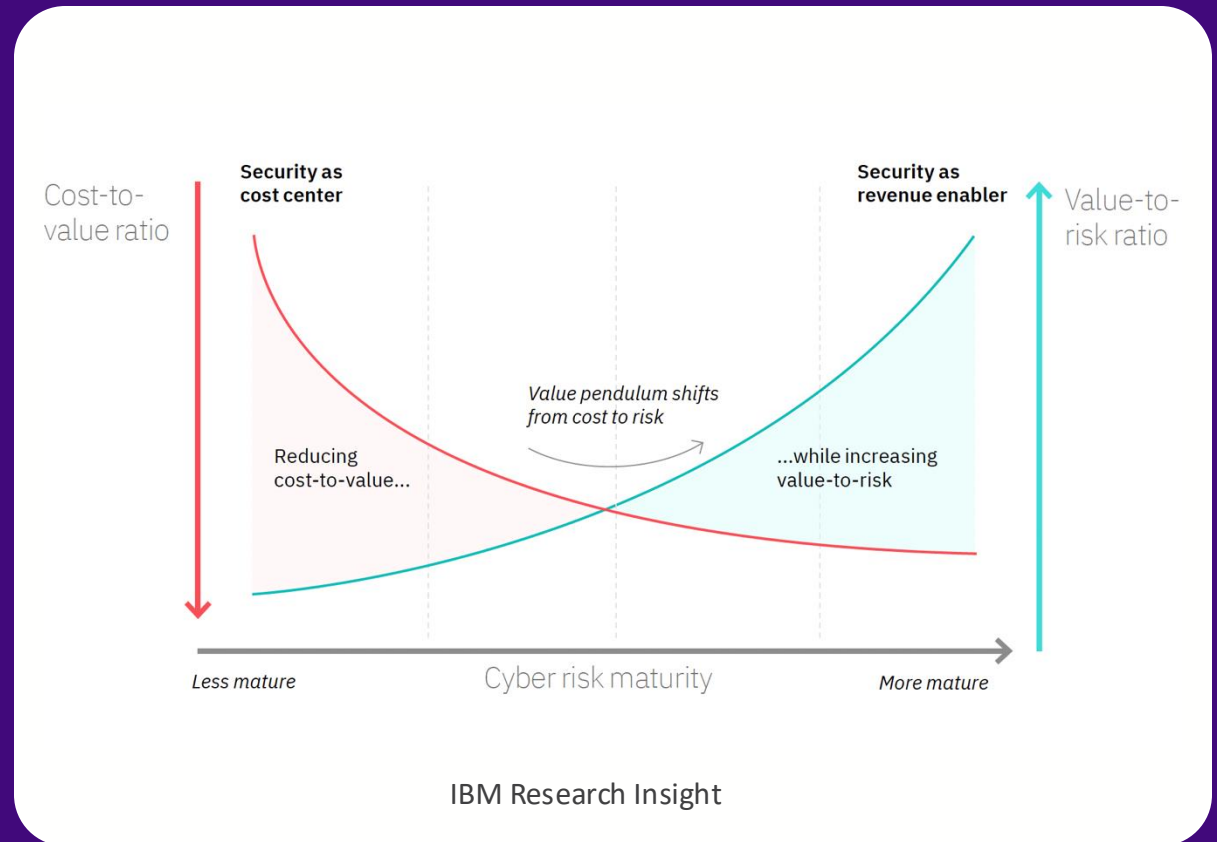


# Cost Centre





# Risk Awareness



# Challenges

Business  
Disconnect

Cost  
Justification

Road Blocker

Tick-Box  
Compliance

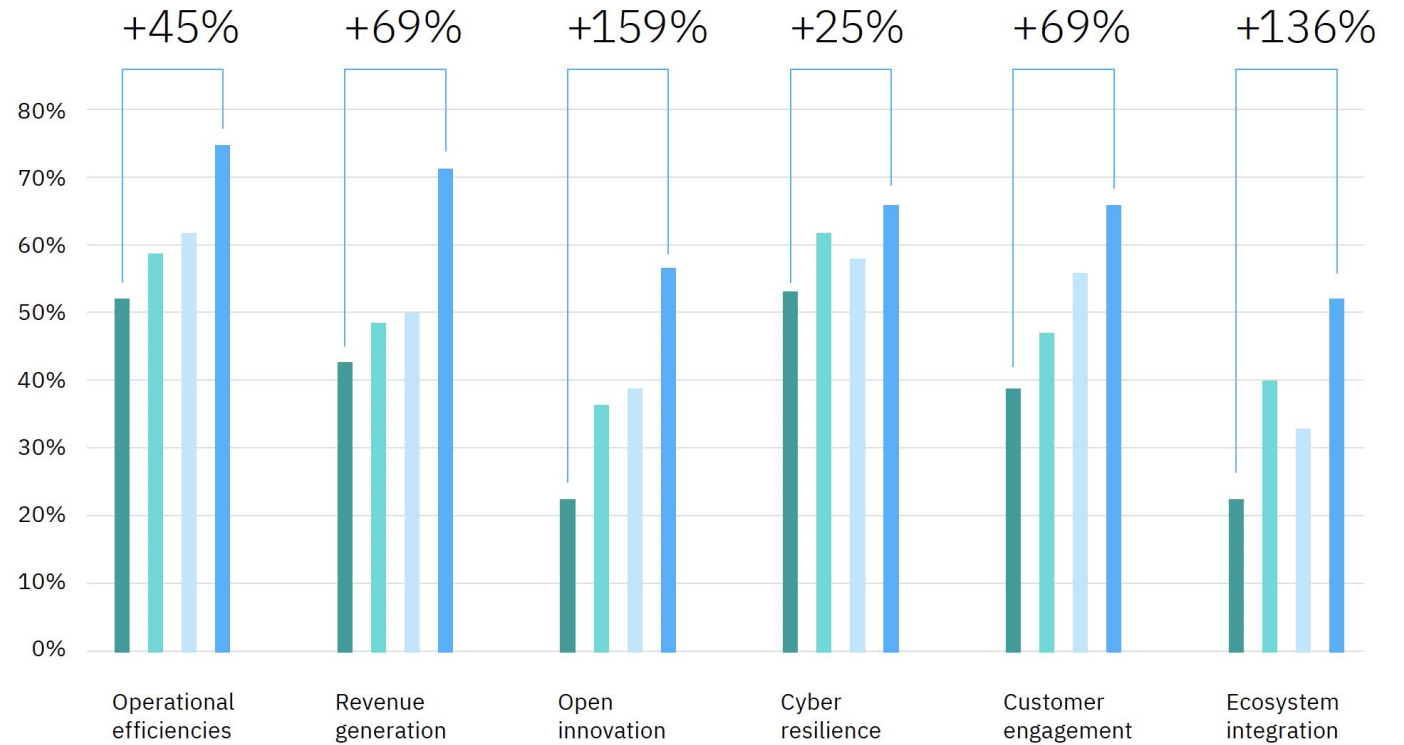
Obsolete  
Approach

Technical  
Problem

# The Shift

# 10 trillion reasons to act

# Cybersecurity shapes business success



IBM Research Insight

# A framework



# Refine your strategy



# Business alignment

# Understand risks and rewards

# Technology advancement

# Collaboration with partners

Refine your  
Strategy

Business  
Alignment

Understand  
Risks and  
Reward

Technology  
Advancement

Collaboration  
with Partners



Who will you connect with this week  
to drive that change?

# Ngā mihi



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