



**CHOICE**  
CYBERSECURITY

# **The 5 Golden Rules for Non Stop Security & Compliance Revenue**

# STEVE RUTKOVITZ



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**PRESIDENT & CEO**

## ABOUT STEVE RUTKOVITZ

For over 20 years, Steve owned and operated a very successful MSP business. With a clear understanding of the market needs, he developed an innovative Security and Compliance business process.

Security and Compliance

Risk Assessments

Education

Management

# TOP FIVE REASONS

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- 1 | Breach
- 2 | Supply Chain
- 3 | Compliance
- 4 | Best Practices
- 5 | Funding

# SECURITY BREACH

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**Direct  
Breach**



**Indirect  
Breach**

**Unknown  
Breaches**

# SUPPLY CHAIN



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**Client Security  
Risk**



**Customer  
Security**



**Vendor Security  
Responsibility**

# COMPLIANCE

- Structured Framework
- Policies and Procedures
- Regulatory Controls





# Security & Compliance

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## Security

- The state of being free from danger or threat

## Compliance

- The act of obeying an order, rule or request

# COMPLIANCES & BEST PRACTICES



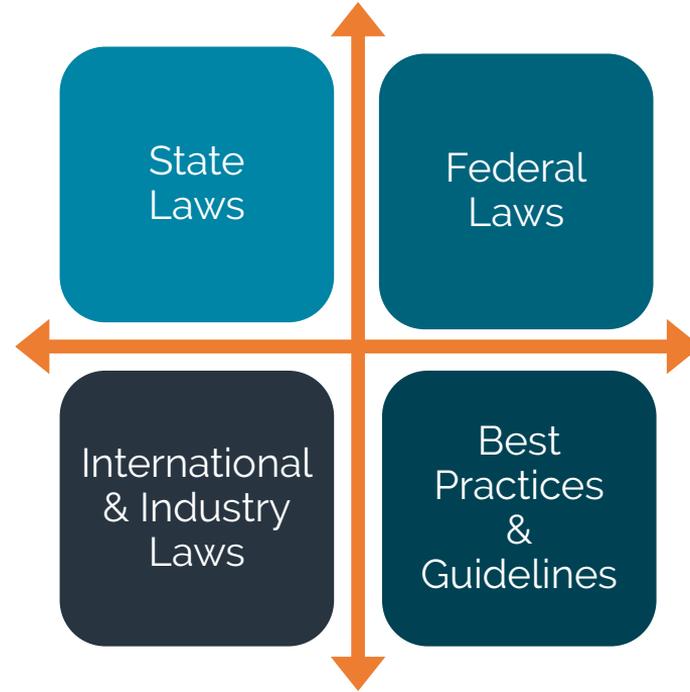
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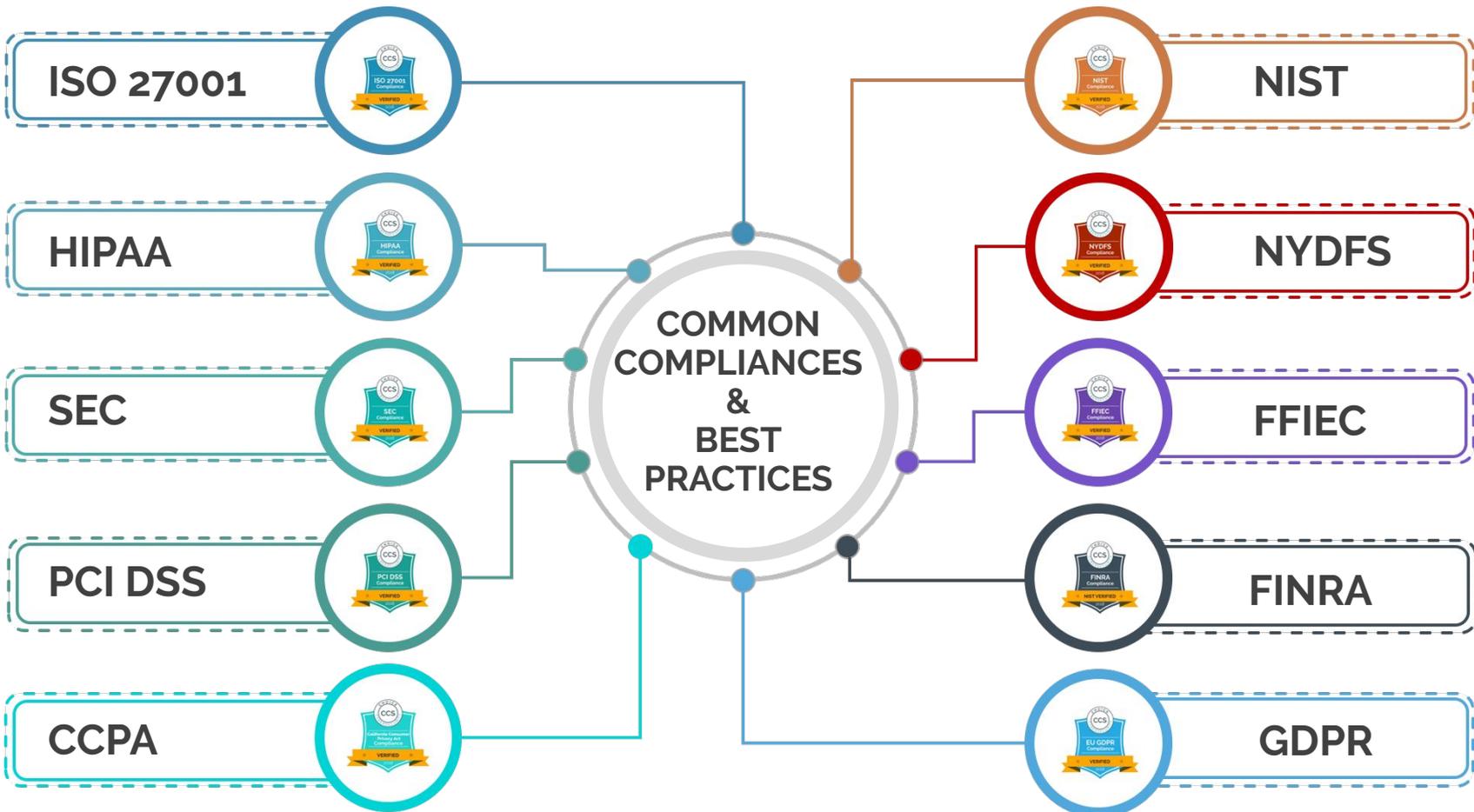


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# BEST PRACTICES

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- ❑ Do the Right Thing
- ❑ Avoid Attacks
- ❑ Be Preventative



# FUNDING SOURCES

Show me the money?



# HOT VERTICALS



**Healthcare**



**Financial Services**



**Non-Profit Organizations**



**Government Contractors**



**Software Developers**

# Our Assessment Process



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# WHY THE RISK ASSESSMENT?



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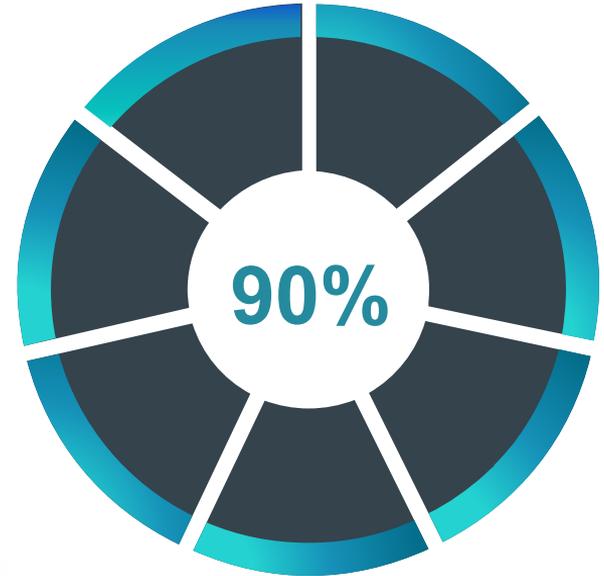


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- Uncover the Gaps
- Quantify Risk
- Baseline
- Structured Gameplan
- Overwhelming Evidence



# RISK ASSESSMENT COMPONENTS



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## Three Components



COMPLIANCE  
FRAMEWORK

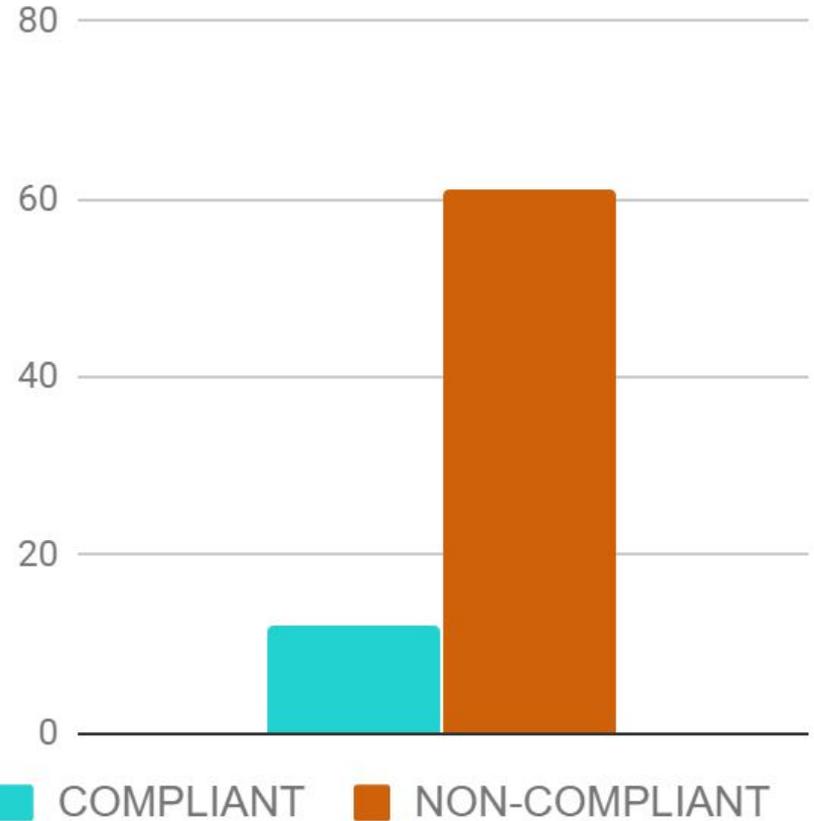


VULNERABILITY  
SCANS



DATA  
WORKFLOW

# REPORT ON COMPLIANCE



CONTROLS STATUS PER STANDARDS & REGULATIONS

# PII SCAN RESULTS



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## TOTAL LIABILITY: \$10,043,391

**350**

Bank Account  
Numbers

**9,936**

Credit Cards

**14,451**

Social Security  
Numbers

**2,746**

Dates of Birth

# DATA FLOW ANALYSIS



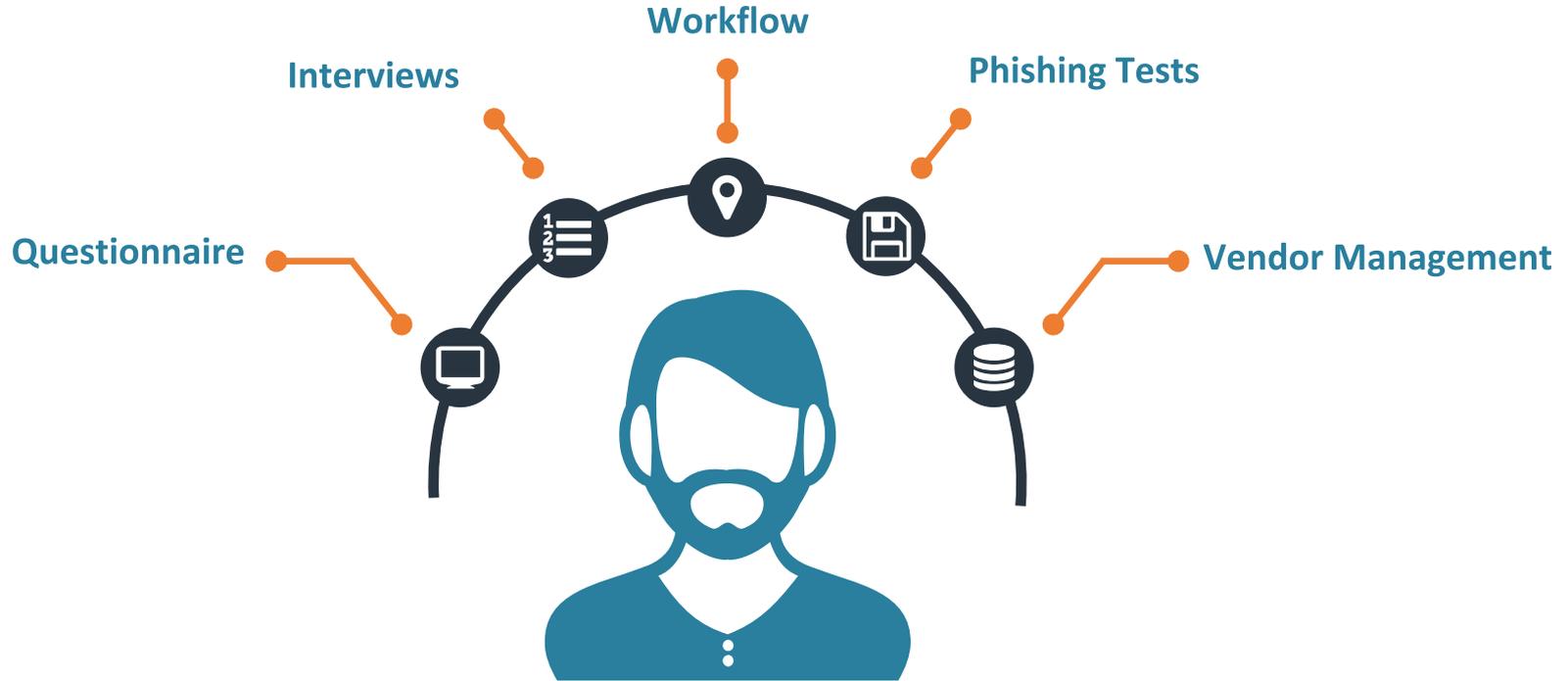
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# HOW TO SELL SECURITY



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# ASSESSMENT LEVELS



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Privacy Impact Assessment

Security Risk Assessment

Total Risk Assessment



# ACCEPTABLE LEVEL OF RISK



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# BUILD SECURITY IN LAYERS



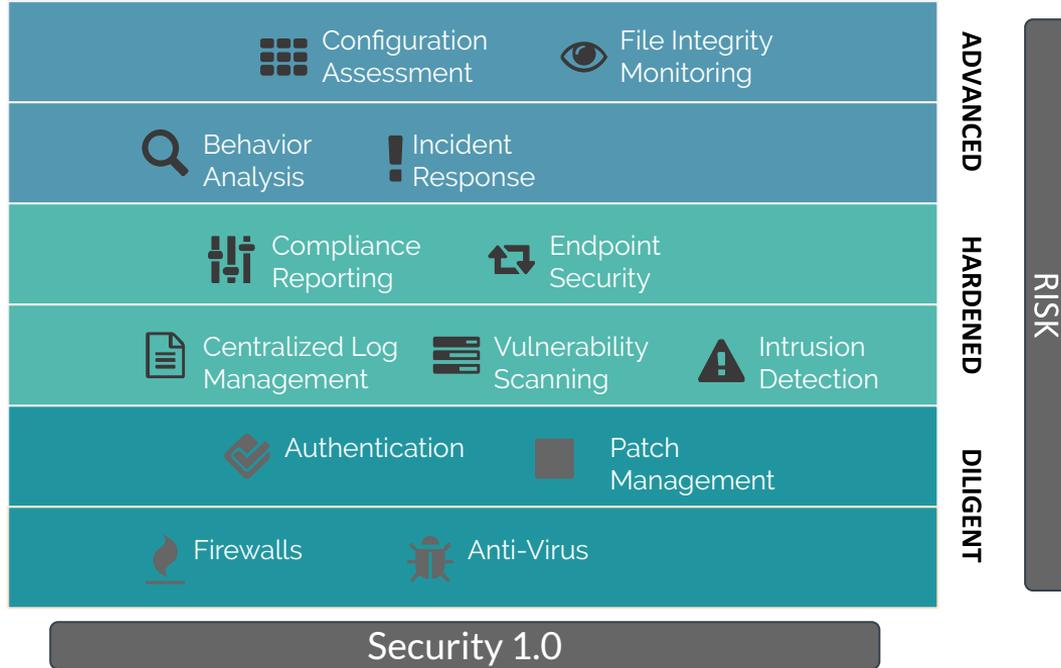
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# IT'S ALL ABOUT THE DATA



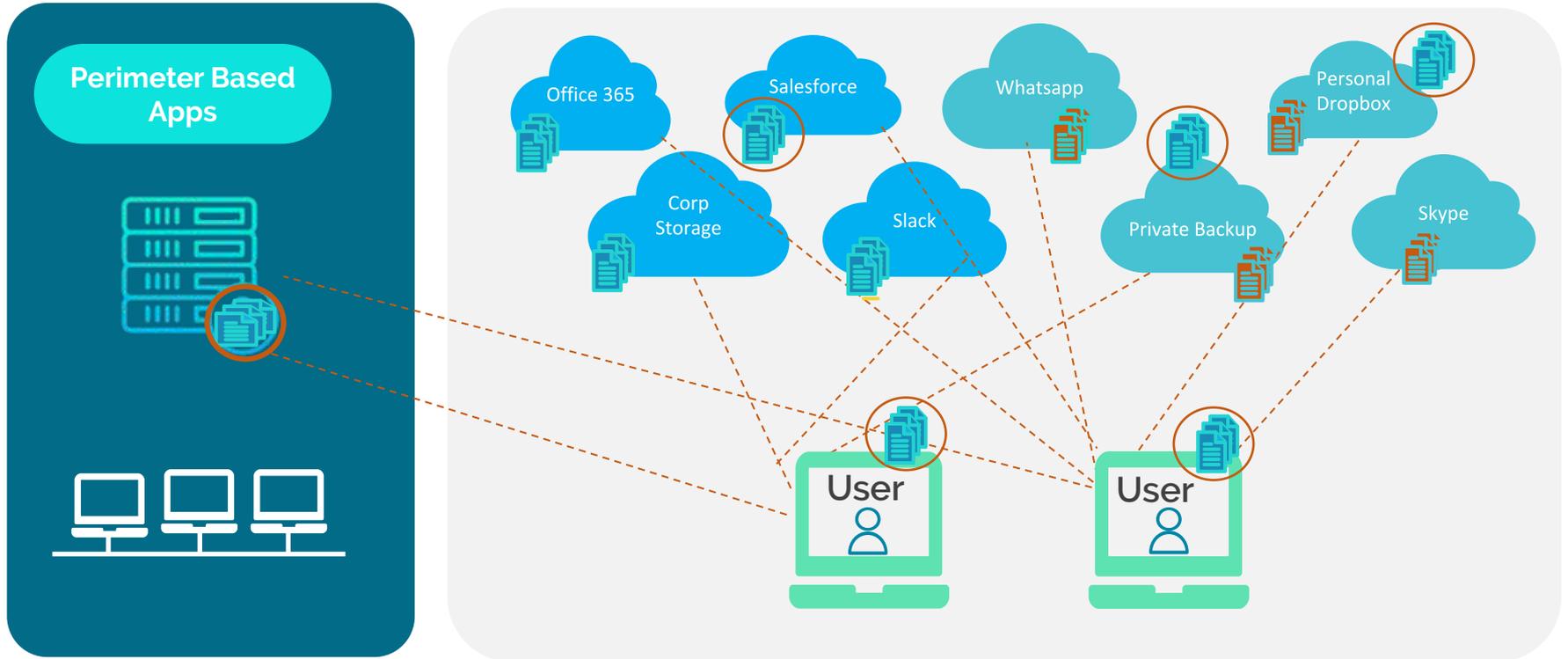
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**AWARENESS  
TRAINING**



**ADVANCED THREAT  
DETECTION**



**2-FA & PASSWORD  
MANAGEMENT**



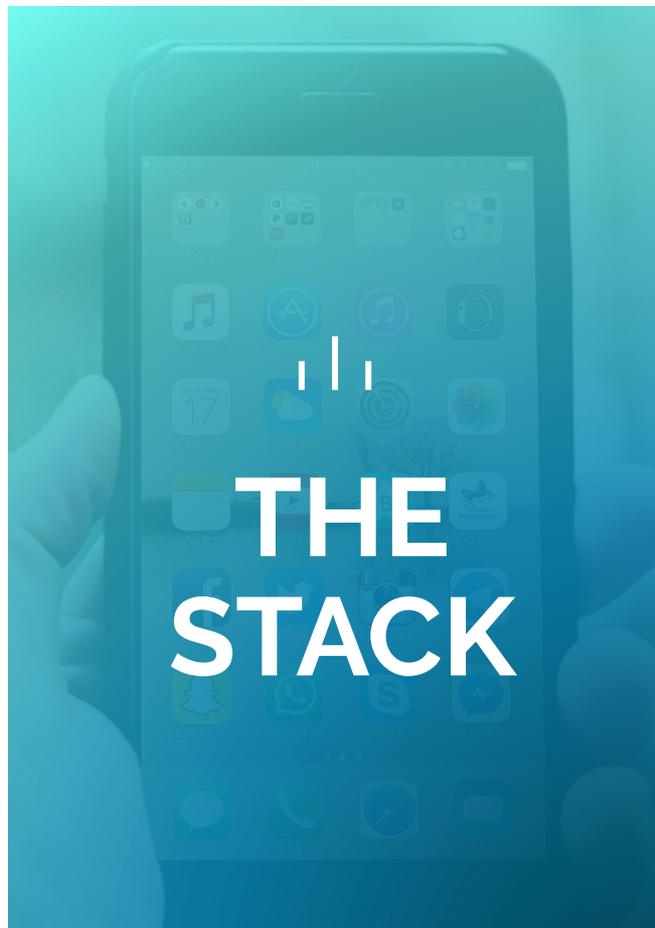
**MOBILE DEVICE  
MANAGEMENT**



**ENCRYPTION**



**SIEM**



# THE STACK

**CLOUD ACCESS  
SECURITY (CASB)**



**POLICY  
DEVELOPMENT**



**DATA LEAK  
PREVENTION**



**ADVANCED  
SPAM  
FILTERING**



**NEXT GENERATION  
A/V & FIREWALL**



**GRC &  
GOVERNANCE**



# NEW OPPORTUNITIES



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12

Common  
Compliances

27

Security  
Layers

10

Compliance  
& Security

# THE RIGHT SUITE OF PRODUCTS



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## MAINTAIN

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- MONTHLY RECURRING REVENUE
- MAINTAIN AN ACCEPTABLE LEVEL OF RISK



Security as a Service



Continuous Compliance Services



Risk Assessments

# GETTING STARTED

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3 CLIENTS



NEW OR EXISTING



RISK ASSESSMENT

## Top Vertical Markets

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- Financial
- Legal
- Healthcare
- Insurance
- Accounting
- Govt Contractors
- Non Profit
- Software Developers

# REFERRAL AND RESELLER PARTNER



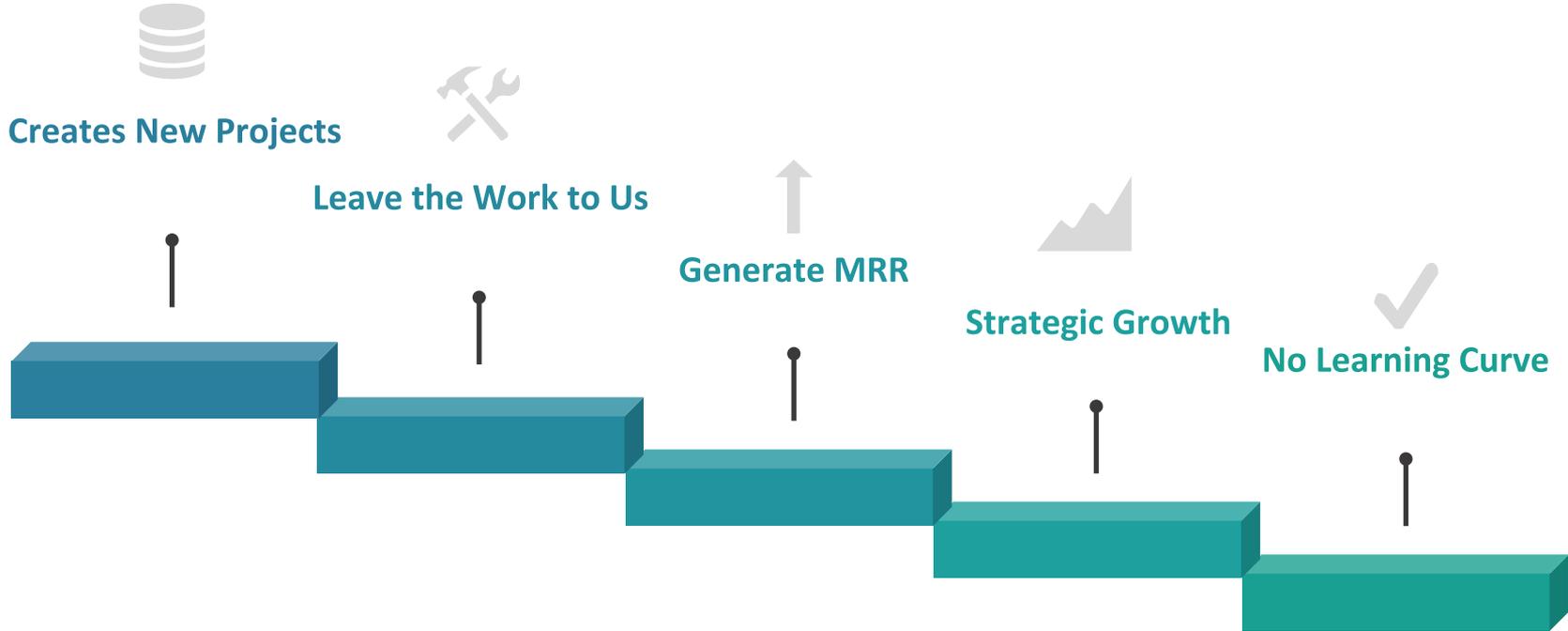
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# 5 GOLDEN RULES

- 1 Reason Why
- 2 Repeatable Process
- 3 Risk Assessment
- 4 The Stack
- 5 Fill the Gaps





# Q AND A

*Thank You  
for Attending!*



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