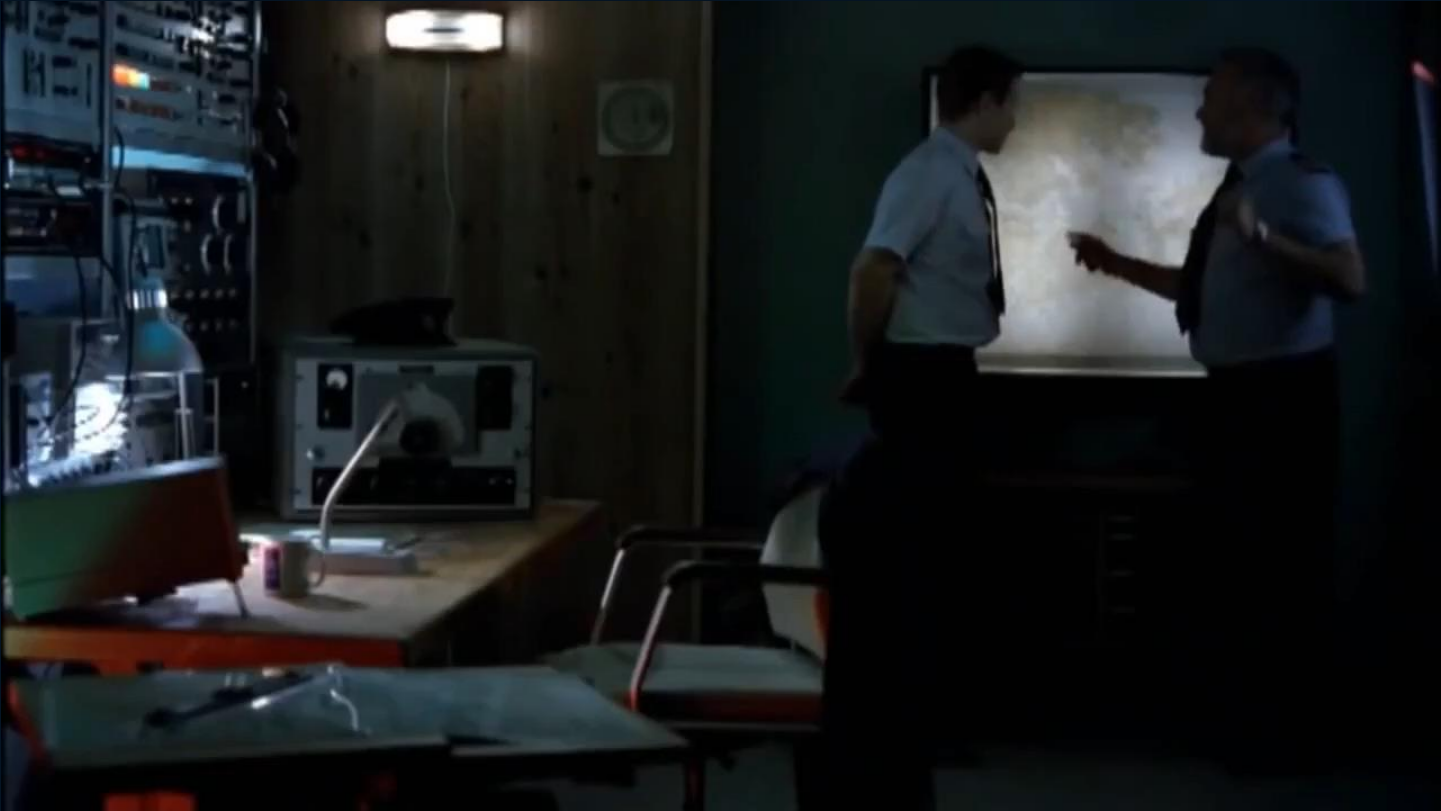




IT security
conference
"Cyberchess 2016"

Secure and Enable Digital Transformation RISK AND VALUE CONSIDERATIONS IN THE 3RD PLATFORM

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Bruno Horta Soares



“The good thing about science is that it's true whether or not you believe in it”

Neil deGrasse Tyson

UNICORNS vs Mr. Steve Sasson



ENGENHEIRO
1975



<http://fortune.com/unicorns/>

DIGITAL TRANSFORMATION

(A Working Definition...)

“Application of 3RD PLATFORM–RELATED TECHNOLOGIES to fundamentally change the way a process is executed, generally with a design-led approach to BUSINESS PROCESS REDESIGN.”

IDC

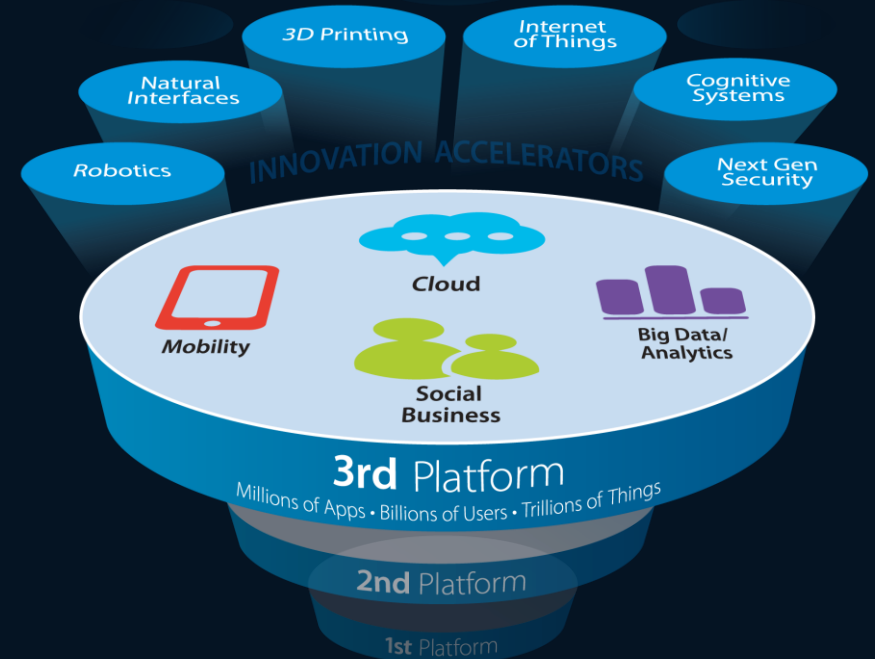


Continuous Industry Transformation

Future of Work
Immediacy

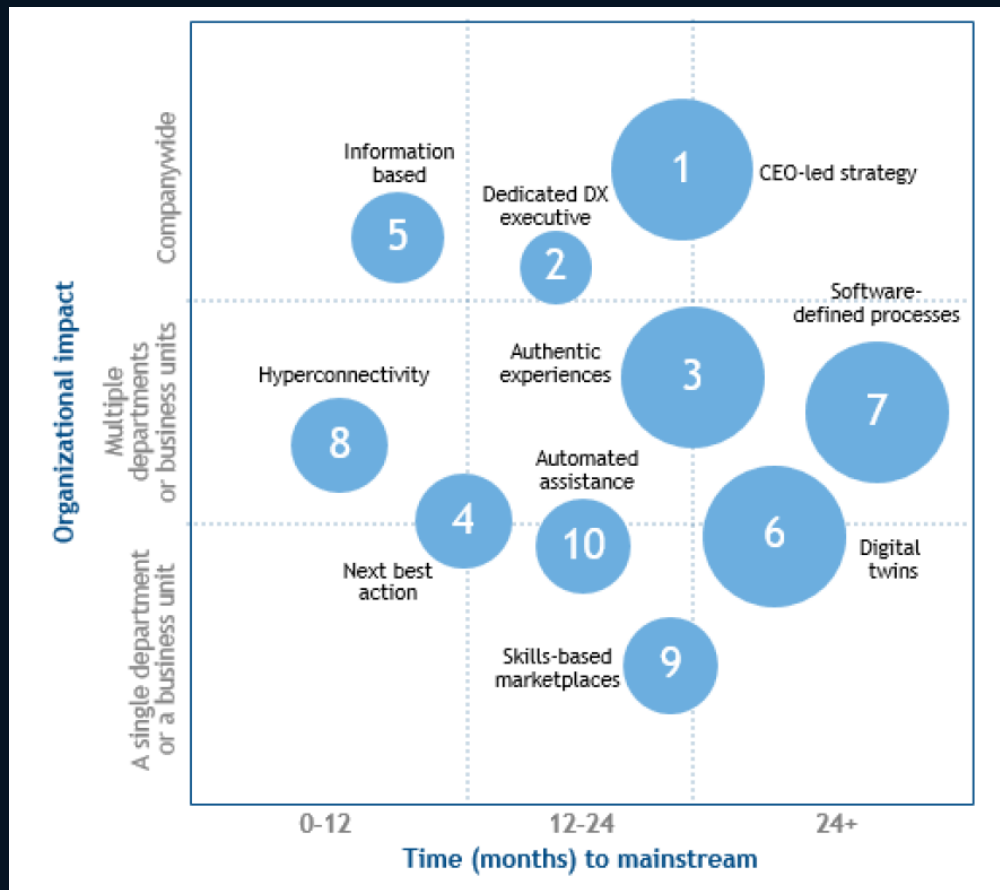
Abundance
New Buying Centers

Efficiency
Personalization



WORLDWIDE DIGITAL TRANSFORMATION 2016 TOP 10 PREDICTIONS

*“Digital transformation is **NOT JUST A TECHNOLOGY TREND**, it is at the center of business strategies across all industry segments and markets. Enabled by the 3rd Platform technologies of social, mobile, analytics, and cloud, digital transformation represents an **OPPORTUNITY FOR COMPANIES** to redefine their customers' experience and achieve new levels of enterprise productivity.”* IDC





RISK CONSIDERATIONS



A satellite-style view of the Earth with a dense network of glowing yellow and green lines overlaid, representing global connectivity and data flow. The lines connect various points across the continents, creating a complex web. The background is a deep blue sky.

HYPERCONNECTED WORLD

#DEPERI
METERI
ZATION

The collapse of SPACE & TIME and the emergence of a new NEIGHBORHOOD:

#IDENTITY



Râmnicu
Vâlcea


Population:
100.000

Sr. Marcel Lehel
Sr. Robert Butyka
Sr. Victor Faur
Sr. Razvan Cernaianu



Guccifer | Iceman | SirVic | Tinkode

“HACKERVILLE”

The background of the slide is a stylized American flag with a distressed, textured appearance. The stars are arranged in a grid on a dark blue field, and the stripes are alternating red and gold. The text is overlaid on the right side of the flag.

Leaders of the Free World





#115
Peaceful
country
in the
world

Fonte: Global Peace Index 2015

De momento

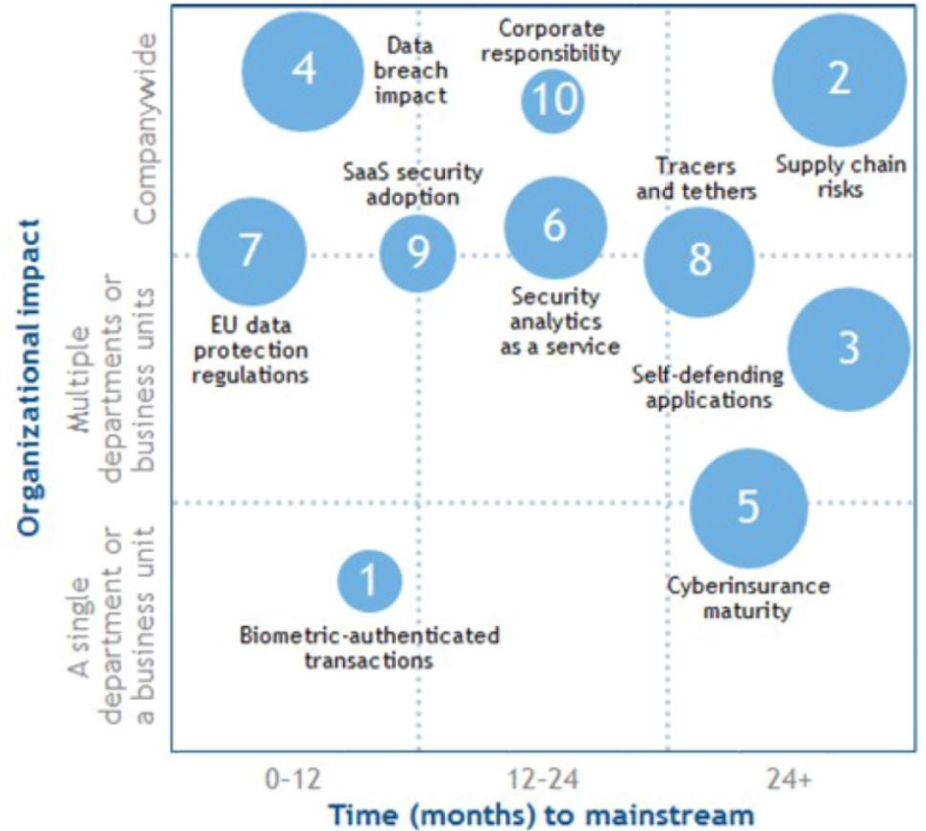
Não podemos vender cerveja
devido a um erro informático

Pedimos desculpa pelo incomodo



WORLDWIDE IT SECURITY PRODUCTS AND SERVICES 2016 PREDICTIONS

*“This IDC FutureScape provides information technology (IT) leaders and their line-of-business counterparts material on what **NEAR-FUTURE DEVELOPMENTS IN SECURITY CAPABILITIES** will likely be adopted based upon the prevailing threats and technology activities.”* IDC



Note: The size of the bubble indicates complexity/cost to address.

Source: IDC, 2015



VALUE

Considerations



Challenge

1



The pressure of the ECOSYSTEM

“**NOT TO BE ON FACEBOOK,** is to be on Facebook.”

Evaluate, Direct and Monitor the complexity through enhanced **CULTURE, VALUES AND PRINCIPLES**

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Challenge # 3



The competitive advantage of **INFORMATION**

**“IF YOU DO NOT
PAY FOR THE
PRODUCT,** so you
are the product”

Data, Information
and Knowledge as
a strategic asset to
CREATE VALUE



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Challenge # 4



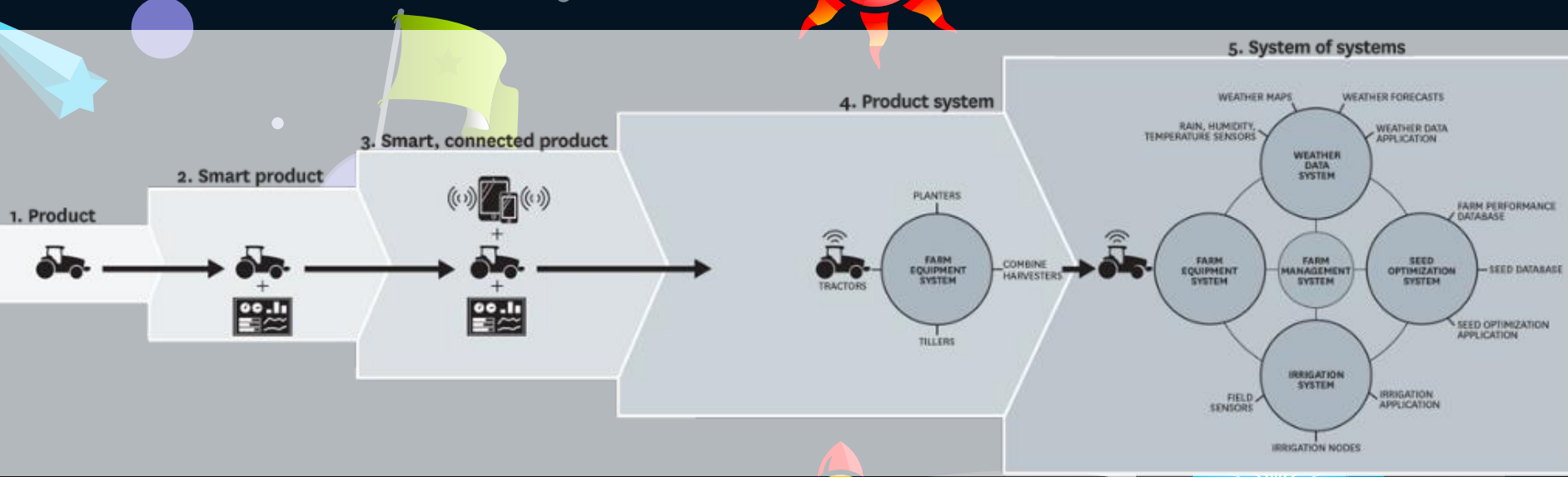
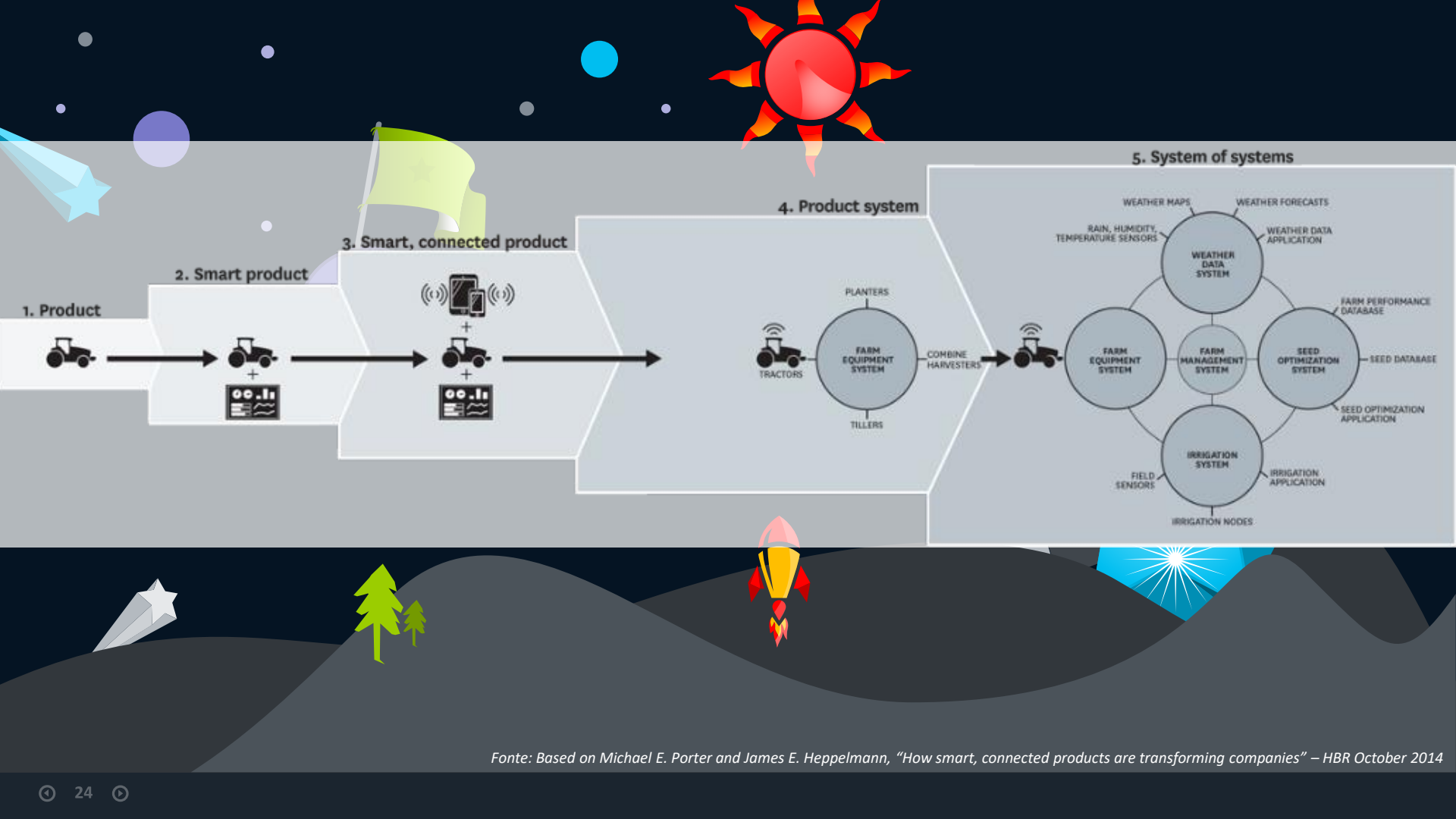
Operating models of **SYSTEMS** of **SYSTEMS**

“Dear Bruno, your order has just been delivered by DHL in the luggage compartment of your Audi - Amazon”

Integrate and extend the Organization in a **“ECONOMY OF APPs APIs”**

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Fonte: Based on Michael E. Porter and James E. Heppelmann, "How smart, connected products are transforming companies" – HBR October 2014

Challenge
5



The UNKNOWN UNKNOWNS!

“MATILDE, 🤔🕒 ← 👤👤?”

Collaboration, People,
Agility, Digital, Global,
Change, Creativity,
Innovation, **COMPLEXITY,**
FUTURE



Generation

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Enable **DIGITAL TRANSFORMATION**

Leadership
Transformation



Omni-Experience
Transformation



Information
Transformation



Operating Model
Transformation



WorkSource
Transformation





BOTTOM LINE



Focus on VALUE CREATION

“Realising benefits at an optimal resource cost while optimising risk.”

NE
XT



01
BENEFITS

02
RISKS

03
RESOURCES

Takk skal du ha!

“Its not
NECESSARY TO
CHANGE Survival is not
MANDATORY”

W. Edwards Deming

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