



## Computer Security: Why should we care?

The following make it cry for the attention of the highest office holders of your organization.

- Computer security is a fundamental enabling technology of the Internet
  - Privacy, authentication, integrity, fairness
  - Security turns the Internet into a serious tool for both business and personal uses
  - The limits of security are the limits of the Internet
- Attacks make it harder to do business on the Internet
  - Attacks cost money
  - Attacks result in bad publicity
  - Attacks have the potential to cause unbounded losses
  - Attacks INCREASE THE RISK of being on the Internet

### ***Assets at Risk***

<b>Direct Losses</b>	<b>Indirect Losses</b>
<ul style="list-style-type: none"><li>• Theft<ul style="list-style-type: none"><li>– Money</li><li>– Trade secrets and company Information</li><li>– Digital assets</li><li>– Consumer information</li><li>– Computer resources</li></ul></li><li>• Productivity Loss<ul style="list-style-type: none"><li>– Corruption of data</li><li>– Diversion of funds</li><li>– Recovery and continuity expenses</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Secondary Loss<ul style="list-style-type: none"><li>– Loss of potential sales</li><li>– Loss of competitive advantage</li><li>– Negative brand impact</li><li>– Loss of goodwill</li></ul></li><li>• Legal Exposure<ul style="list-style-type: none"><li>– Failure to meet contracts</li><li>– Failure to meet privacy regulations</li><li>– Illegal user activity</li><li>– Officer liability</li></ul></li></ul>

### ***The Biggest Risk***

- Complacency
- The opportunity cost of not participating:
  - Competitive advantages
  - Revenue and cost improvements
  - Expansion of business
  - Customer loyalty
  - New business models
- The benefits of being online more than make up for the risks

With Sincere regards

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