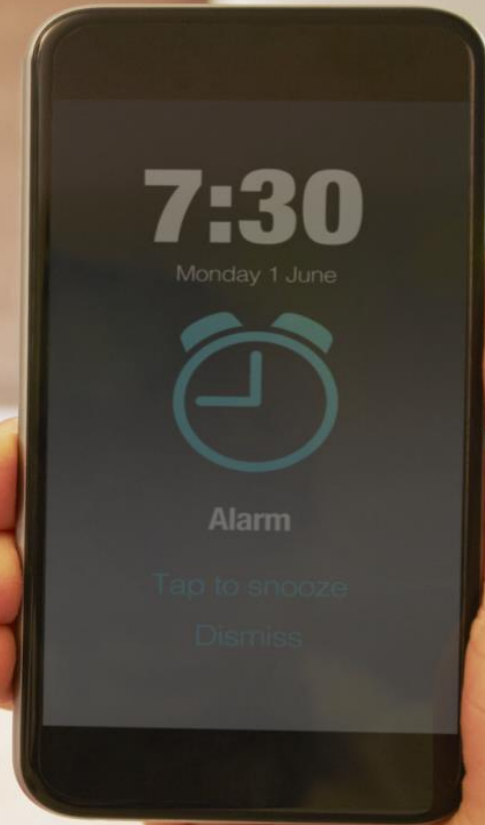


Riesgos Cibernéticos: Implicaciones para las aseguradoras y sus asegurados

Martín Hoz

Vice Presidente de Ingeniería, América Latina y Caribe





PERSONALIZACIÓN





CONECTIVIDAD

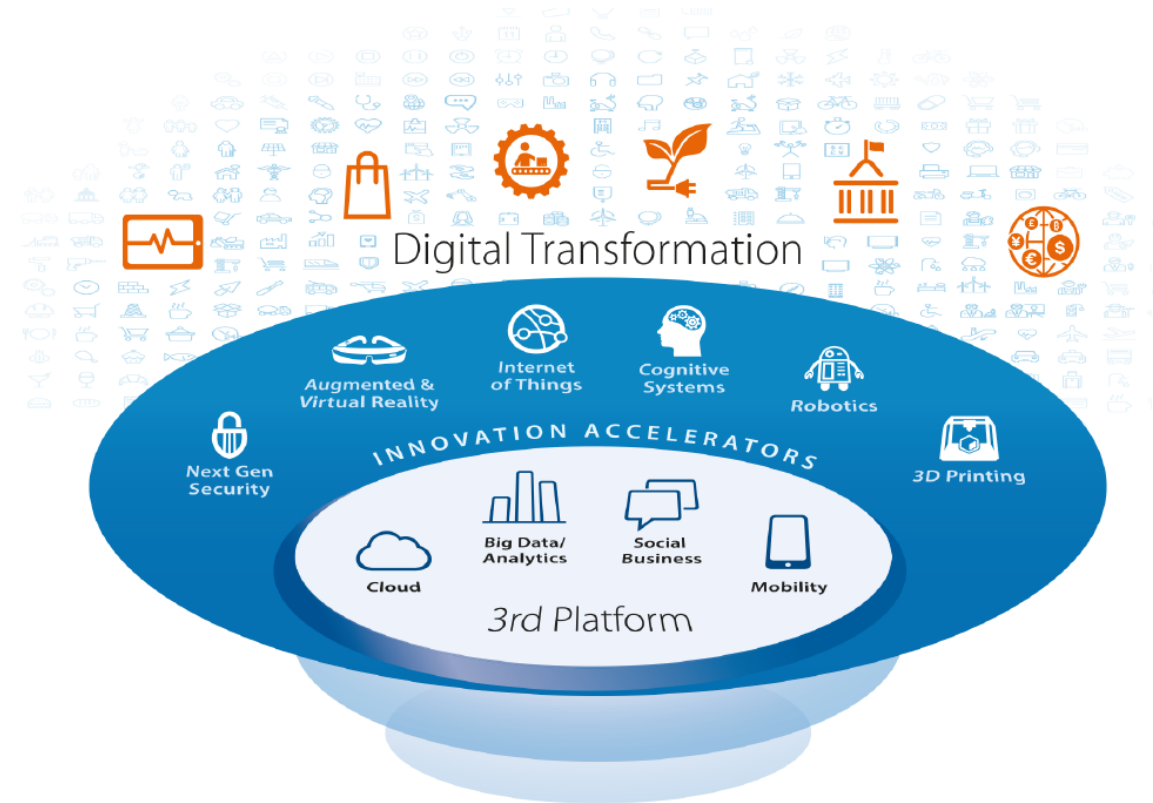
INSTANTANEIDAD

FORTINET®

TRANSFORMACIÓN DIGITAL

Revolution Information

-  1 Steam, water, mechanical production equipment
-  2 Division of labour, electricity, mass production
-  3 Electronics, IT, automated production
-  4 Cyber-physical systems



FUENTES:





Vehículos
Autónomos



Pagos
Móviles



Bienestar
Personal



Diagnóstico Médico
Remoto



Agentes/Asistentes
Digitales



Edificios
Inteligentes

\$7.8T

LOS DATOS SON EL COMBUSTIBLE PARA LA ECONOMÍA DIGITAL



Dispositivos
Clínicos IoT



Seguros de auto y casa
basados en uso



Transporte / Logística



Semáforos / Señales de
tránsito inteligentes



Sevicios / Consumibles /
Mantenimiento



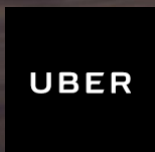
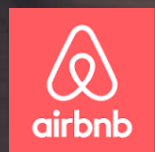
Cadena de Suministro
B2B2C Omni-canal

McKinsey Report: Digital Globalization: The New Era of Global Flows (February, 2016)

**EXPERIENCIA
DE USO**

**MODELO DE
NEGOCIO**

**PERCEPCIÓN
DE VALOR**



+ EXPERIENCIA DE CLIENTE

+ REPUTACIÓN DE MARCA

+ LIDERAZGO DE MERCADO

- COSTOS

- TIEMPOS / ESFUERZOS

- RIESGO DE NEGOCIO



CIBERSEGURIDAD

FISICA

DIGITAL

BIOLÓGICA

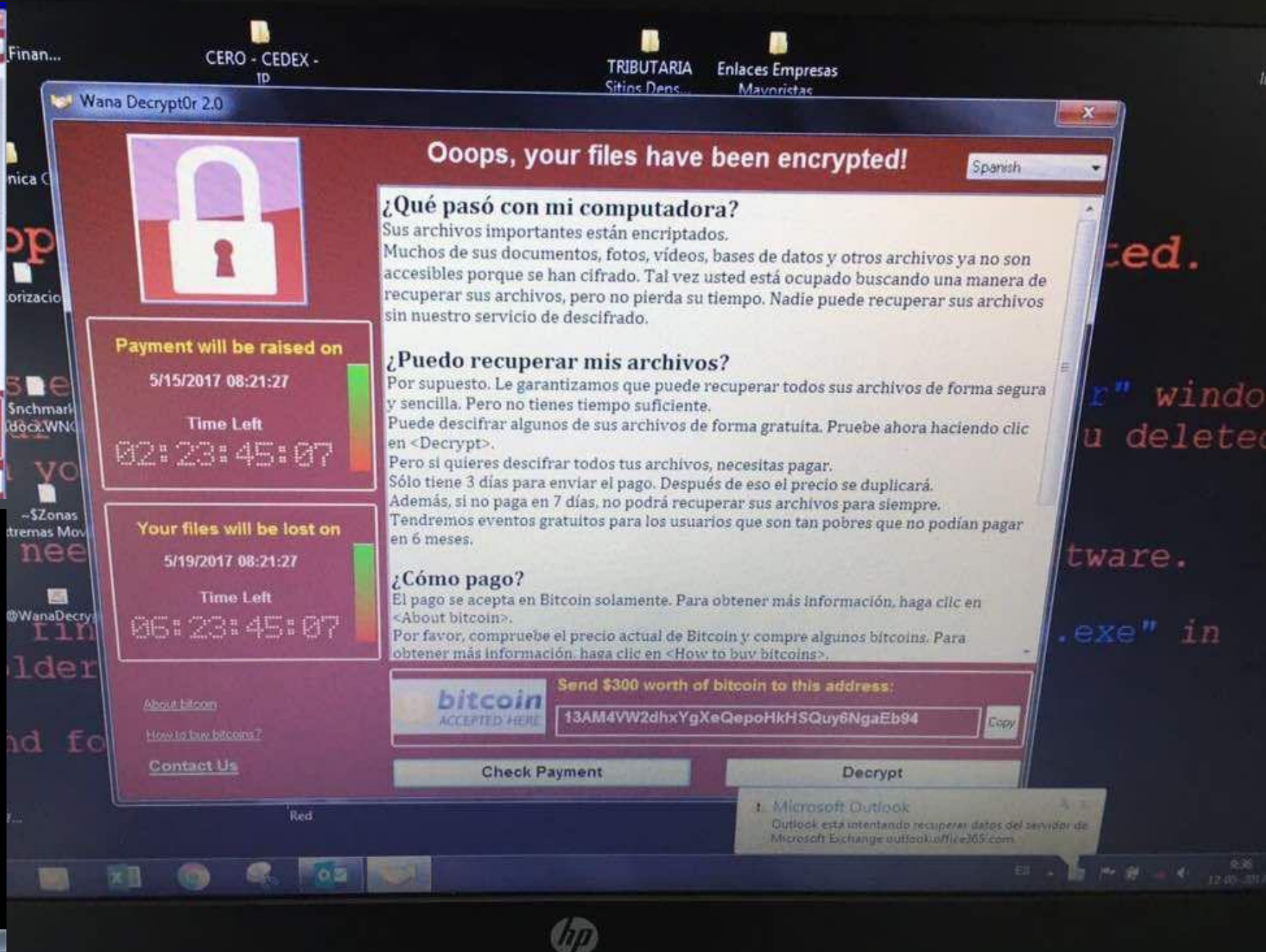
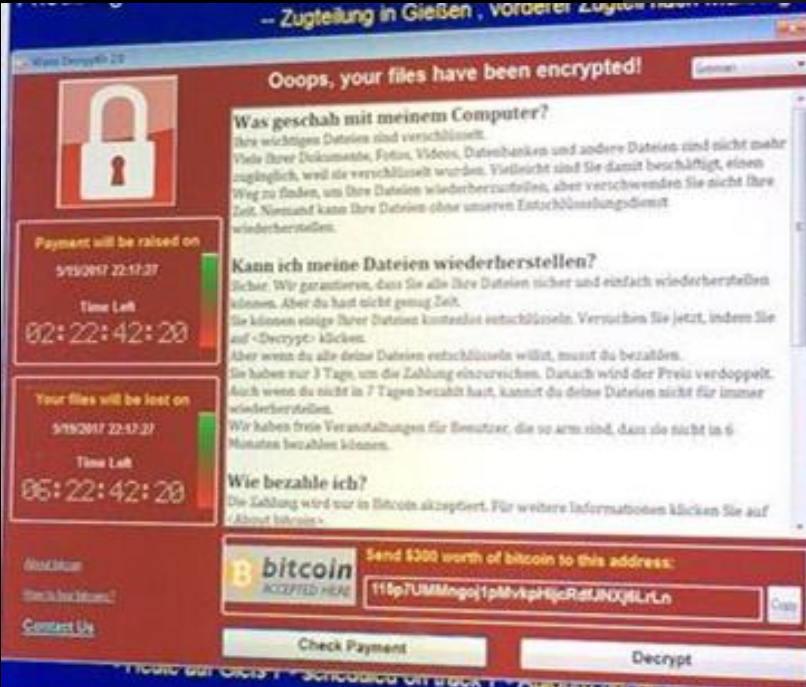
REDUCCIÓN DE RIESGO CIBERNETICO
EN LA ORGANIZACIÓN Y LOS CLIENTES





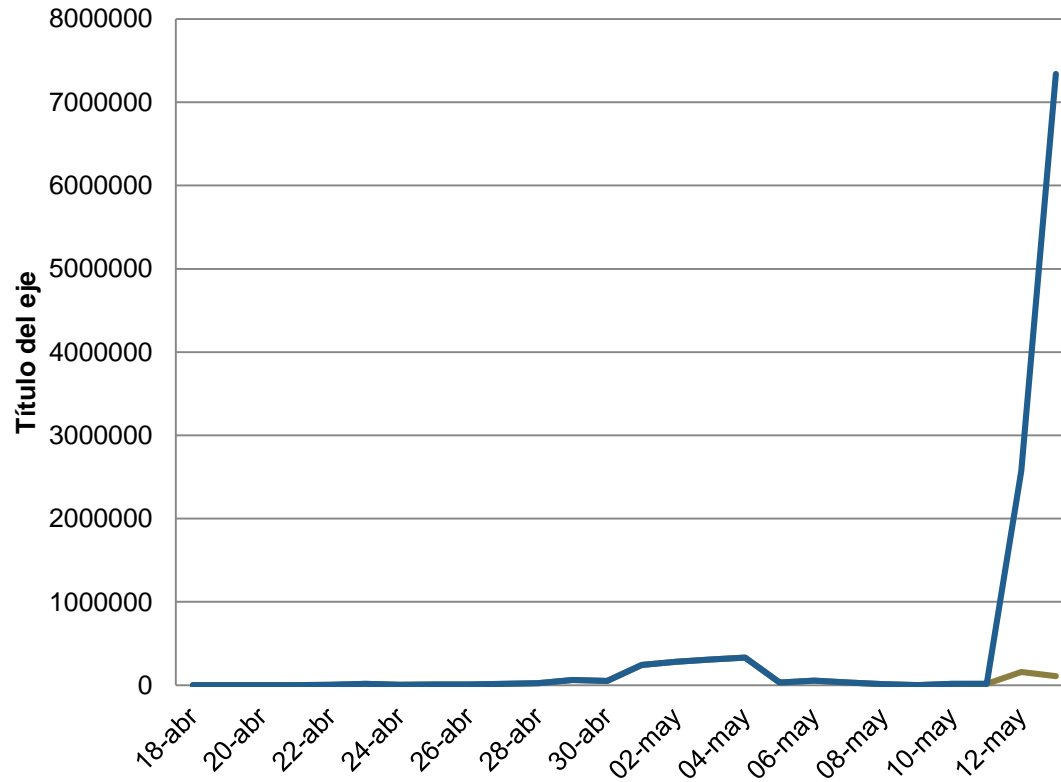
Hacking de autos

Ransomware...



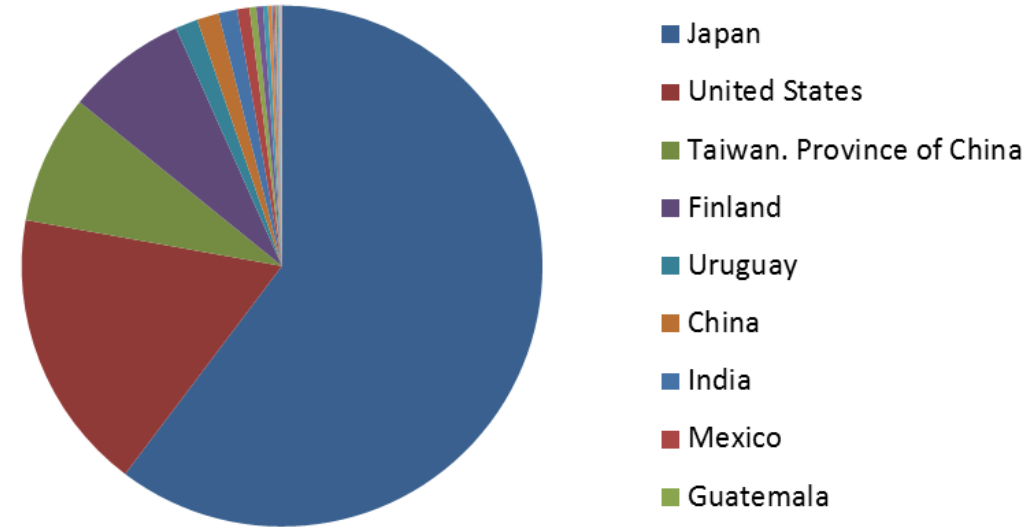
Estadísticas del Outbreak

Most Active CVEs



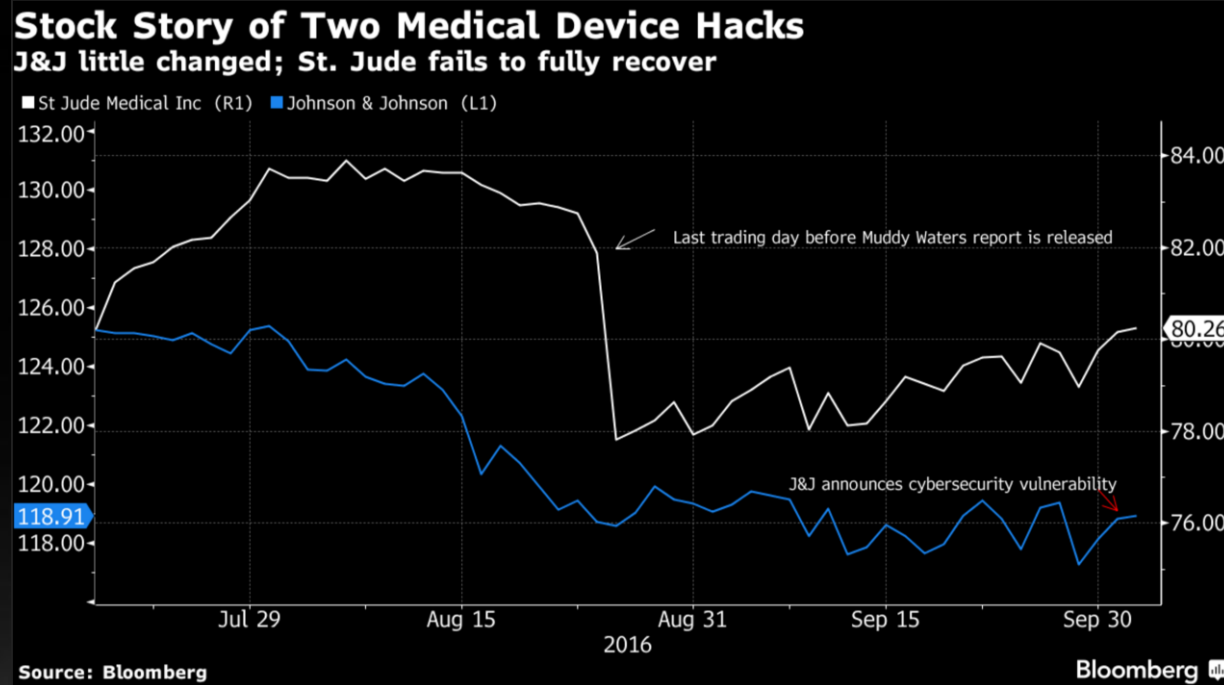
- MS.SMB.Server.Trans.Peeking.Data.Information.Disclosure
- MS.SMB.Server.SMB1.Trans2.Secondary.Handling.Code.Execution

Países



Ataques M2M & IoT van en aumento

Agosto: Marcapasos St. Jude ; Oct: Bomba de Insulina J&J



Johnson & Johnson warns of insulin pump hack risk

Elizabeth Weise, USATODAY 3:55 p.m. EDT October 4, 2016



(Photo: Animas Corporation)

SAN FRANCISCO — A major maker of medical devices has for the first time issued a warning about a potential computer security flaw in a consumer product, but cautions that the danger to patients is extremely low.

Johnson & Johnson on Tuesday issued a warning about a possible cybersecurity issue with its Animas OneTouch Ping Insulin Infusion Pump. The problem was first reported by Reuters.

Computer security firm Rapid 7 discovered that it might be possible to take control of the pump via its unencrypted radio frequency communication system that allows it to send commands and information via a wireless remote control. The company alerted Johnson & Johnson, which issued the warning.



POPULAR STORIES

CIBER – CRIMEN (ORGANIZADO)



- Robo de Identidad
- Ciber Extorsión
- Ransomware
- Acoso
- Mulas de dinero
- Fraude
- Phishing/Estafas

OFERTA A CLIENTES

SEGURIDAD INTERNA

NUEVOS PRODUCTOS

REDISEÑO DE PRODUCTOS

VALOR A PRODUCTOS EXISTENTES

INSUMO DE VALOR

MITIGACION DE RIESGO

REPUTACION / VIABILIDAD



**FORTINET
SECURITY
FABRIC**



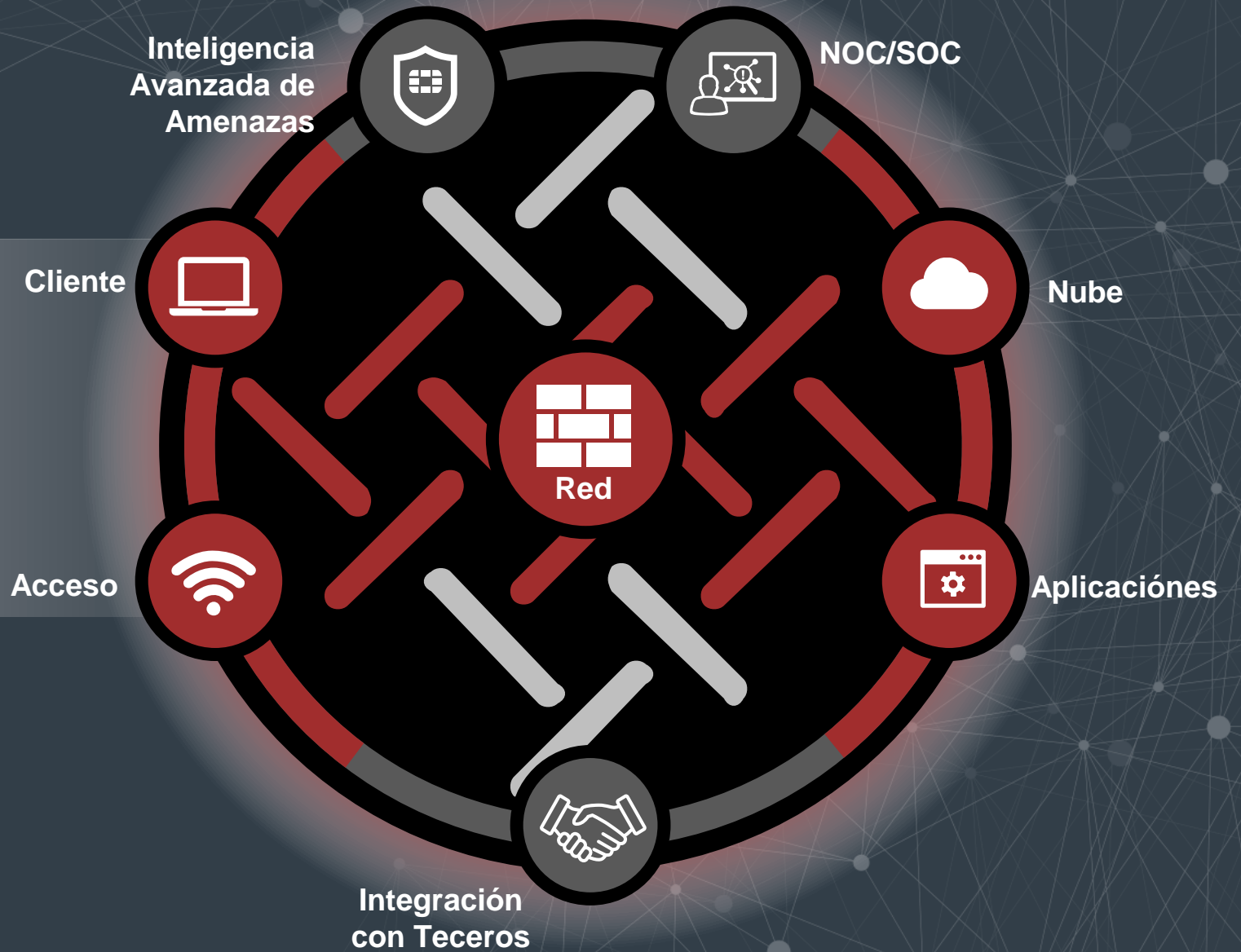
AMPLIA



PODEROSA



AUTOMÁTICA



SECURITY FABRIC



SECURE ACCESS



APPLICATION SECURITY



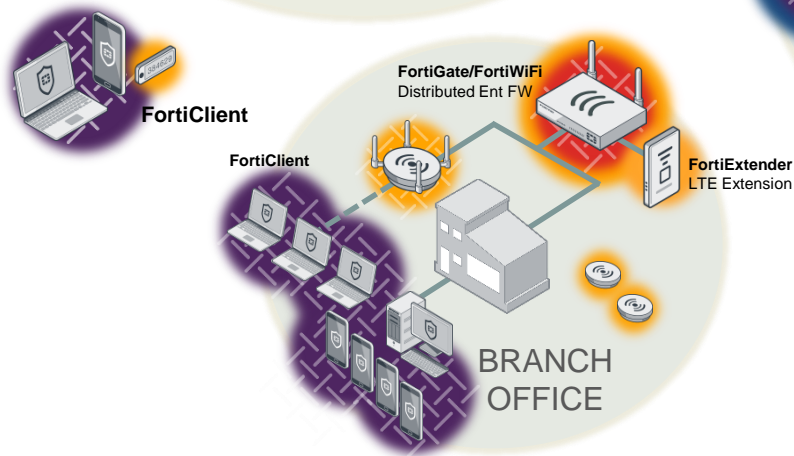
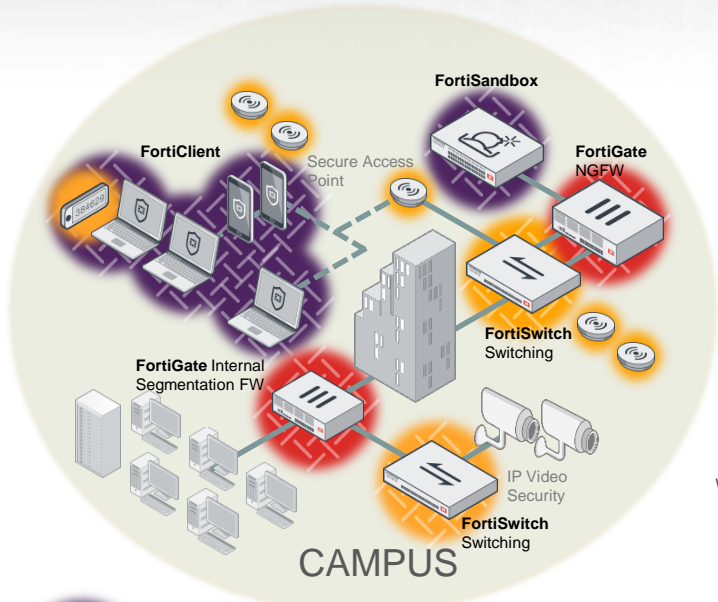
ADVANCED THREAT PROTECTION



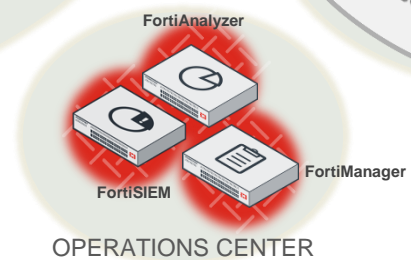
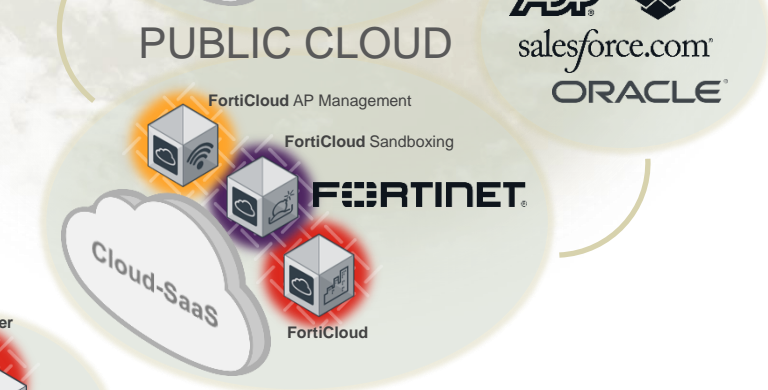
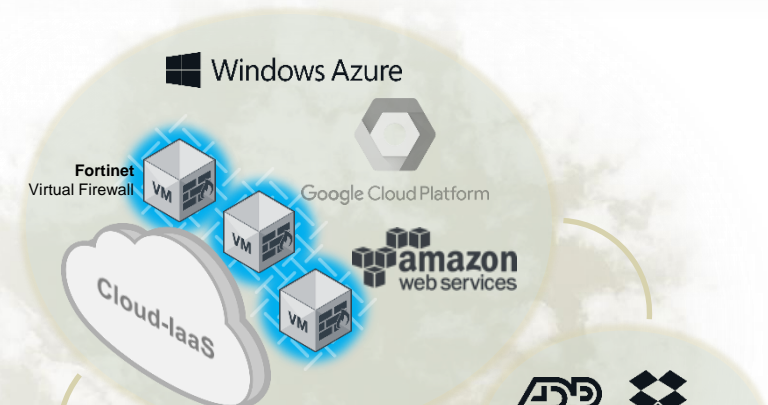
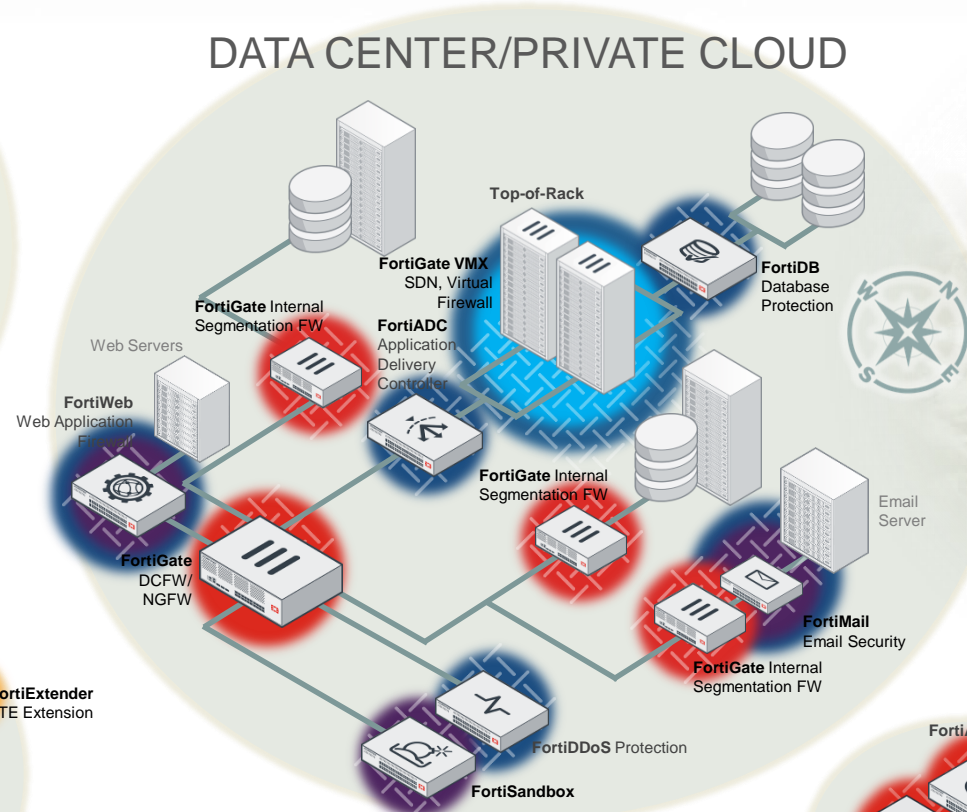
CLOUD SECURITY



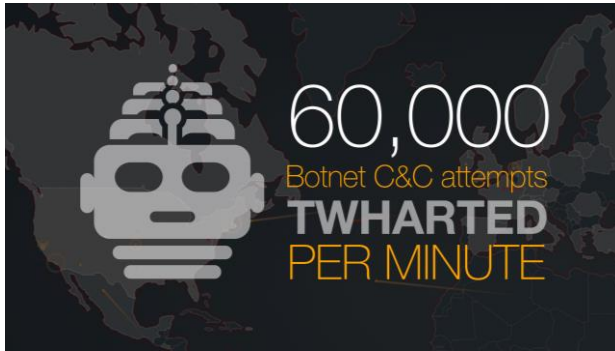
ENTERPRISE FIREWALL



DATA CENTER/PRIVATE CLOUD



Laboratorios de Investigación



Análisis de Ataques en México

IPS Mundial - 25 de Abril de 2017			Botnet Mundial - 25 de Abril de 2017			Antivirus Mundial - 25 de Abril de 2017		
Código	País	Conteo de IPS	Código	País	Conteo de	Código	Country	Conteo de
US	Estados Unidos	113,825,566,057	US	Estados Unidos	3,425,902,008	US	Estados Unidos	129,284,831
LT	Lituania	47,106,905,349	JP	Japón	1,459,250,106	JP	Japón	99,048,091
TW	Taiwan	41,531,101,114	TR	Turquía	1,159,336,243	KR	República de Korea	26,899,299
MX	México	33,761,243,293	ES	España	549,988,234	TR	Turquía	10,626,096
KZ	Kazajstán	19,189,806,489	GE	Georgia	387,237,153	CA	Canada	9,427,377
JP	Japón	16,542,646,084	IL	Israel	374,332,563	IT	Italia	8,463,791
CN	China	10,525,800,837	IT	Italia	340,148,941	IL	Israel	7,467,814
RO	Rumania	7,623,829,748	IN	India	321,501,732	ES	España	7,367,392
IS	Islandia	7,495,868,208	ZA	SudAfrica	244,704,651	IN	India	7,267,930
CL	Chile	6,095,992,050	MX	México	243,639,474	DE	Alemania	7,250,085
CA	Canadá	5,443,751,638	JO	Jordania	191,945,957	BE	Bélgica	6,505,743
IT	Italia	5,374,961,259	PH	Filipinas	144,802,461	GB	Gran Bretaña	6,426,013
AE	Emiratos Arabes Unidos	4,555,491,242	RO	Rumania	135,421,667	AT	Austria	5,977,502
AU	Australia	3,443,640,958	TW	Taiwan	123,236,813	SE	Suecia	5,935,158
ES	España	3,410,317,791	KZ	Kazajstán	114,440,050	MX	México	5,721,180

Inteligencia contra las amenazas



CISCP & NCCIC



MyCERT
Malaysia Computer Emergency Response Team



computer emergency response team

CERT-EU
for the EU institutions, bodies and agencies



US-CERT
UNITED STATES COMPUTER EMERGENCY READINESS TEAM



OASIS



MALWARE INVESTIGATOR



STIX™

MITRE



Fortinet: Líder Global en CiberSeguridad

#1 en México y América Latina



FUNDADO EN
2000
POR KEN XIE



OFICINAS PRINCIPALES
**SUNNYVALE
CALIFORNIA**

100+



OFICINAS
EN EL MUNDO
PRESENCIA
EN MÉXICO

4,650



EMPLEADOS MUNDIALES
~100 EMPLEADOS
EN MÉXICO

MAS DE
\$1bn

INGRESOS

\$1.3bn
EN EFECTIVO



30%



CRECE
AÑO CON AÑO

2.8m

DISPOSITIVOS
DE
SEGURIDAD



300K
CLIENTES

358

PATENTES
EMITIDAS

292 EN
PROCESO



The image features a dark red background with a complex pattern of white and light red geometric shapes, including hexagons, pentagons, and circles, some of which are interconnected by thin lines, creating a network-like or molecular structure. The Fortinet logo is prominently displayed in the center in a bold, white, sans-serif font. The logo consists of the word "FORTINET" with a registered trademark symbol (®) to its right. The letter "O" in "FORTINET" is stylized with three vertical bars inside it.

FORTINET®

¿PREGUNTAS?

Martín Hoz - mhoz@fortinet.com

Vicepresidente de Ingeniería, América Latina