

FUTURE POINT OF VIEW

DIGITAL EVENT RESPONSE PROGRAM

DIGITAL EVENTS CAN PROGRESS QUICKLY, AND
DAMAGE CAN BE DONE IN A MATTER OF MINUTES. THE
FPOV DIGITAL EVENT RESPONSE PROGRAM (DERP) IS
DESIGNED TO HELP ORGANIZATIONS RESPOND TO ANY
TYPE OF DIGITAL AND CYBER EVENT AS QUICKLY
AND AS EFFECTIVELY AS POSSIBLE.



3540 S. Boulevard # 100
Edmond, OK 73013
405.359.3910

fpov.com
info@fpov.com



IT'S NOT A MATTER OF IF YOU'LL BE HACKED, IT'S A MATTER WHEN.

Statistics show if your organization hasn't been hacked yet, it will be soon. Security breaches have increased by 11% since 2018 and 67% since 2014.

In fact, 62% of businesses experienced phishing and social engineering attacks in 2018. Yet, even in 2020 most businesses are underprepared. The average lifecycle of a breach was 314 days - from the breach to containment. The average total cost? USD 3.92 million.*

In a digital event, you have little time to lose. Our Digital Event Response Playbooks help your team properly and cohesively respond during a very critical time.

When a digital event occurs, history has shown that organizations traditionally struggle to deal with the complexity of the event. Digital events can often “come out of nowhere” and evaluations must be made instantly. This often leaves the team making critical decisions chaotically. These efforts can unnecessarily work against each other to resolve the event. In short, confusion is increased at a time when clarity is paramount.

The only way to effectively handle a digital event is to proactively create detailed playbooks so that everyone in the organization understands their role in properly responding to a digital event. The FPOV Digital Event Response Program (DERP) is designed to help organizations respond to any type of digital and cyber event as quickly and as effectively as possible.

*Statistics via IBM

WHAT IS A DIGITAL EVENT?

We use the terminology “digital event” because the term “cyber” tends to narrow the focus of an attack to a data breach. There are many other types of crime that can be committed through a digital gateway which endanger data and digitally based intellectual property.

Digital events can progress quickly, and damage can be done in a matter of minutes. For this reason, when it is clear that a digital event has occurred, you must have a tactical response ready to go. We have identified 25 different types of digital events. Below we’ve listed just a few high-level events.

EXTERNAL DATA BREACH

DATA THEFT OR VANDALISM CAUSED BY AN EXTERNAL BAD ACTOR OR AN EXTORTION REQUEST THROUGH RANSOMWARE

INTERNAL DATA BREACH

DATA THEFT, VANDALISM, OR DESTRUCTION BY AN INTERNAL SOURCE SUCH AS A CONTRACTOR OR EMPLOYEE

REMOTE WORK EMERGENCY

AN INCIDENT (SUCH AS A WEATHER DISASTER OR PANDEMIC) SUDDENLY FORCES EMPLOYEES TO WORK REMOTELY

STOLEN DEVICE

A DEVICE (SUCH AS A LAPTOP, PHONE, TABLET, SERVER, STORAGE DRIVE, ETC.), EITHER ENCRYPTED OR UNENCRYPTED, WHICH CONTAINS SENSITIVE INFORMATION OR CRITICAL INTELLECTUAL PROPERTY IS STOLEN

THIRD PARTY VENDOR LIABILITY / EXPLOIT

SECURITY VIOLATIONS OR DAMAGE TO THE ORGANIZATION THAT IS CAUSED BY VENDOR WEAKNESSES AND EXPLOITED BY BAD ACTORS

HOW FPOV'S DERP HELPS

A well-designed digital event program, with training and tabletop exercises, provides solutions to the following problems:

- **WASTED TIME:** WHEN EVENTS HAPPEN, TIME IS OF THE ESSENCE. A DIGITAL CRIMINAL CAN MOVE SIDEWAYS IN A NETWORK QUICKLY AND HUGE VOLUMES OF DATA CAN BE MOVED IN AN INSTANT.
- **MISSTEPS IN REACTION:** IN ORDER TO DEFEND THE ORGANIZATION IN THE VERY BEST WAYS YOU CAN, IT IS IMPORTANT TO HAVE A GUIDE SO TEAM MEMBERS DO NOT MAKE THEIR OWN DECISIONS AND REACT IN WAYS THAT CANNOT BE UNDONE LATER IF THEY ARE PROVEN TO BE UNWISE.
- **REGULATORY VIOLATIONS:** THERE IS A GROWING BODY OF REGULATORY CONTROL OVER DIGITAL ASSETS. IN MANY CASES, THERE ARE HEAVY FINES FOR ORGANIZATIONS WHO DID NOT PROTECT THEMSELVES PROPERLY OR RESPONDED IN THE WRONG WAYS.
- **DEPARTMENTAL INFIGHTING OR CONFUSION:** IN SOME CASES, THE RESPONSE RESPONSIBILITIES ARE NOT CLEAR CUT. THIS CAN CAUSE DEPARTMENTS TO STUMBLE OVER EACH OTHER AT THE VERY TIME RESPONSES NEED TO BE FLUID AND FRICTIONLESS.

**ARE YOU READY TO PROTECT
YOUR ORGANIZATION WITH
A DIGITAL EVENT RESPONSE
PROGRAM?**

405.359.3910 info@fpov.com

THE DERP PROCESS

- REVIEW OF CURRENT RESPONSE PROGRAMS -
- INTERVIEWS TO DETERMINE RESPONSE PROGRAMS -
- CREATION OF PLAYBOOK DRAFTS -
- REVIEW AND IMPROVEMENTS OF DRAFTS -
- TRAINING ON RESPONSE PLAYBOOK MODELS -
- TABLETOP EXERCISES -
- UPDATE THE PROGRAM REGULARLY -



WHAT IS INCLUDED IN A PLAYBOOK?

Each playbook contains the following:

EVENT DESCRIPTION

This includes a listing of the event manager, a description of the event, participating business units, and program update requirements

DECISION TREE

This helps to ensure that the program should be run because of the current event. This guarantees the playbook will only be enacted if the event warrants it.

PLAYBOOK

The playbook lists the stages of the event and the participating business units. Each stage is filled with the requirements of action by the necessary business unit. The playbook highlights “moments of truth” which are decisions or communications that need to be made that are of such critical importance that missed action could be catastrophic.

THE FIRST 24 HOURS

A step-by-step guide to the first critical hours of the event. This gives clarity to exactly the initial steps that must occur when an event is identified, and response is most acute.

CONTACT INFORMATION

Key contacts (both internal and external) and their information are laid out. This helps save valuable time because it documents who exactly needs to be alerted and how best to alert that person or entity.

WHY WE DO WHAT WE DO

WE ARE INSPIRED BY TECHNOLOGY, LEARNING, AND POSITIVE GROWTH.

First and foremost, we love educating leaders. It's what gets us out of bed in the morning; it's our shot of coffee on the way to work. Seeing the organizations that we help thrive, even under challenging circumstances, is exhilarating.

We believe in technology.

We understand its power to transform. We are also aware that this transformation can either be a positive one or a negative one. We aren't technology cheerleaders; we are technology teachers. We want technology to be a force for good in both the organizations that we work with and in the broader world. That's why we do what we do.

**WE ARE PASSIONATE ABOUT
TEACHING TECHNOLOGY SO
THAT IT CAN PROVIDE A
POSITIVE INFLUENCE ON
ORGANIZATIONS.**

access educational resources @ fpov.com/edu

OUR COMMITMENT TO YOU

We are committed to providing value to you and to being a positive force in your organization's advancing journey forward. We understand our duty, and we do not take our mission lightly. We have rules that we have imposed on ourselves as a reminder of the importance of our mission and our responsibility to our clients:

//We will do no harm: We will not cause disruption, distraction, or drama while building solid relationships within all layers of your organization, and we will never become a part of internal politics. We will also honor confidentiality when working with the entire team.

//We will always charge a fair amount for services rendered: We always consider client return on investment when finding agreement on rates. We also will keep expenses to a minimum by traveling conservatively.

//We teach you to fish rather than fish for you: We are committed to completely teaching you how to be successful with technology because we want your organization to grow long after our engagement is over.

//We will always be frank with advice: Maturing with technology is never easy. That is why we are dedicated to recommending you the most honest advice, even if that advice is difficult to deliver. Sensitive topics will always be handled with complete discretion and care.

//We will always provide top quality work: From our ideas to the way we present these ideas, our work will always be above industry standards.

//The work we do lives on: All forms, documents, and tools which we provide remain available for your team to continue to use within your organization. When this project is closed, the knowledge gained and resources we worked on together remain behind and can mature with your organization.

ABOUT FUTURE POINT OF VIEW

Future Point of View is a technology-strategy firm with corporate offices in Oklahoma City, OK and resources spread across the United States. We have been helping organizations become world class at leveraging technology to create competitive advantage for more than eight years and have years beyond this in collective experience across our consultants.

We work with organizations in many industries, from medium-sized to multi-billion-dollar international entities. Our focus is simple: develop winning strategies, educate clients on market-leading best practices, support them in implementing these strategies to gain competitive advantages and sustainable results.

Our team has marketing-savvy technologists with a deep understanding in business operations, sales, and management. We work to help clients identify the weaknesses in their skills, processes, culture, or infrastructure, and then assist in closing those gaps.

Organizations must continually improve how they balance the use of technology with the human element of business processes. Mastery in this quest will lead to amplified profits and long-term prosperity. The economy will favor leaders who learn to be world class at executing on thought-leading strategies and will punish those who believe they can tread water.

This is the life-long mission of FPOV – to help clients achieve a high level of Technology Mastery. We all benefit when people use technology in more powerful ways.



[@sklososky](https://twitter.com/sklososky)



[@futurepov](https://www.facebook.com/futurepov)



[@fpov](https://www.linkedin.com/company/fpov)



[fpov.co](https://fpov.com)
[m](https://fpov.com)

405.359.3910

info@fpov.com