Imagining IT security as home security

verizon

To learn more about cybersecurity issues and how Verizon can help keep your organization safe, visit verizon.com/business/products/security.

Imagining IT security as home security

From your house to cyberspace

Every organization faces security challenges. Here's a way to think about what they are and how to protect yourself.

Fences equal firewalls. Fences and walls are the natural boundaries of your house. Firewalls can help better protect the cyber perimeter of an organization.

Doors and locks manage access. Doors and locks control who gets into your house. Access management and passwords help control access for organizations.

Streets resemble networks and the internet. Strangers roam streets and networks. Attackers can overwhelm an organization with fake traffic.

Cameras equal security monitoring and detection. Cameras identify unusual activities at your house, whether a legitimate delivery or a malicious thief. In the digital world, similar activities are detected and provided as logs.

Your alarm company is like an SOC. The alarm company resembles a security operations center (SOC). Both respond to a detected threat as soon as possible.

verizon

To learn more about cybersecurity issues and how Verizon can help keep your organization safe, visit verizon.com/business/products/security.

Imagining IT security as home security

Why bother?
What can happen?

Most people don't fully comprehend the implications of a breach until, well, it happens. But as this page illustrates, it's absolutely critical to understand how and why breaches happen. For a deep dive and industry-leading intelligence, check out our 2024 Data Breach Investigations Report (DBIR). ⊕

Reliance on multiple mobile devices compounded by the multitasking that often comes with mobile use can create significant risk for organizations. For a deeper look at top threats seen in securing mobile devices, check out Verizon's Mobile Security Index (MSI) report. ⊕

Thieves break in with your keys. If attackers have your keys or the passcode to your garage door, they can walk right in. In cyber, this is called using someone's credentials. ⊕

Blackmail, just like in the movies. After attackers have gained access to your house, they can steal or destroy things—even take hostages. In cyberspace, a major type of blackmail is ransomware. ⊕

Neighborhood traffic jam prevents party. You're throwing a big party, but your guests can't get there because a bad guy made sure that the surrounding streets are all clogged. In cyberspace, this is called a denial-of-service attack. ⊕

The world outside your four walls. You and your valuables are not always behind the safe walls of your house. Your mobile device contains an ever-increasing amount of valuable information. What if you lose it? ⊕

The biggest threat: Humans (i.e., you). The human element is often the weakest link in all security. We leave the garage door open; we share keys. This is also true for cyberspace. ⊕

verizon

To learn more about cybersecurity issues and how Verizon can help keep your organization safe, visit verizon.com/business/products/security.

Imagining IT security as home security

Applying a major cybersecurity framework

The National Institute of Standards and Technology (NIST) has developed a widely adopted five-point framework[8] that gives businesses an outline for where to focus their time and money for cybersecurity protection.

Identify holes and weaknesses in your home security posture, and be sure to meet local zoning laws and building codes. Much like building inspectors, organizations often hire cybersecurity experts to perform assessments and evaluations on a regular basis.

Protect by applying common sense security such as keeping doors locked and not handing your keys to a stranger. For organizations, it involves a vast range of established security tools and solutions.

Detect suspicious activity around your house. You must know the difference between a thief and a delivery person just as an organization must know the difference between a hacker and a legitimate business user.

Respond appropriately to detected incidents and indicators of compromise (IoCs), such as a home security company that calls the authorities. In cyber, many organizations rely on SOC services and/or dedicated services provided by security emergency response teams.

Recover after a breach by cleaning up, getting back to normal and closing the holes that enabled the break-in. Organizations often rely on incident response experts, such as rapid response teams.

8. "Cybersecurity Framework," National Institute of Standards and Technology, accessed May 10, 2023. https://www.nist.gov/cyberframework

verizon

To learn more about cybersecurity issues and how Verizon can help keep your organization safe, visit verizon.com/business/products/security.

Imagining IT security as home security

How Verizon's cybersecurity solutions can help

The sophistication and intensity of attackers are unrelenting—but so is Verizon's commitment to helping you enhance protections.

Risk and compliance. Identify, assess and quantify an organization's security posture, and manage risk, compliance, threats and vulnerabilities. Our experts can perform services such as penetration testing and risk assessments such as those offered with Cyber Risk Programs or from our GRC portfolio. Organizations can either desire a certain level of security to differentiate themselves or they can be required by regulations (or customers, partners and executives).

Secure connectivity. Protect an organization's valuable assets by leveraging network-embedded security capabilities across the end-to-end Verizon (5G, network) spectrum including Managed Security Services (MSS), DDoS, and broader network and security concepts such as SASE and zero trust. Verizon is embedding security into our core network with the goal to incorporate it into a seamless customer experience.

Detect and respond. Benefit from deep network visibility and technology partner integrations that provide faster and higher fidelity detection and response to the threats organizations are facing with services such as Managed Detection and Response and SOC-based services as well as services from our Cyber Security Incident Response Team (CSIRT) and our Rapid Response Retainer offering. Help detect suspicious activity and patterns. Leverage experts who monitor 24/7 and who know the difference between a hacker and a legitimate use case. Respond appropriately and swiftly to previously detected incidents and IoCs. Recover after a cyber breach by documenting, cleaning up, getting back to normal and closing the holes that enabled the breach.

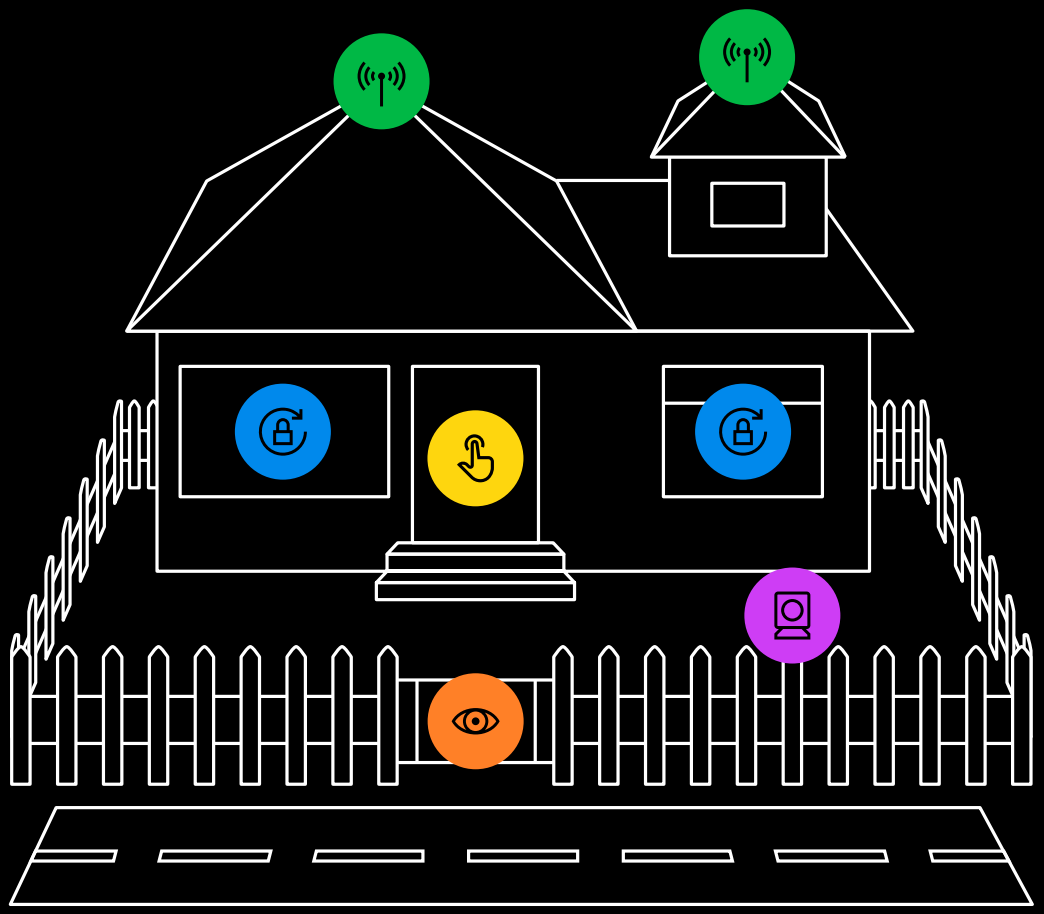
verizon

To learn more about cybersecurity issues and how Verizon can help keep your organization safe, visit verizon.com/business/products/security.

Imagining IT security as home security

Talk of the town:
What's hot in cybersecurity?

What's keeping folks up at night these days in the security community? Here's some of the latest.



Social engineering. Why go through the hassle of breaking through a door when you can get a family member to give you the key? To get someone to voluntarily hand over keys, hackers typically pretend to be a trusted person or authority.

Ransomware attacks. Imagine someone replaces all the locks on your house while you're away and then asks for a lot of money to give you the new keys. Verizon can help prevent such attacks on your organization.

Zero trust architecture.
A cybersecurity concept with one overarching principle: Trust no one and verify all. A zero trust architecture requires ongoing validation that you are authorized to do and see the things you want to.

Secure access service edge.
SASE is a cloud-based security framework that helps provide secure access to network resources across the distributed enterprise, essentially bringing the network and security together.

Mobile and IoT security.
Mobile and IoT devices perform important functions and are connected to the internet. Threats can come from a growing number of areas. In cyber, this is called the extended threat surface.

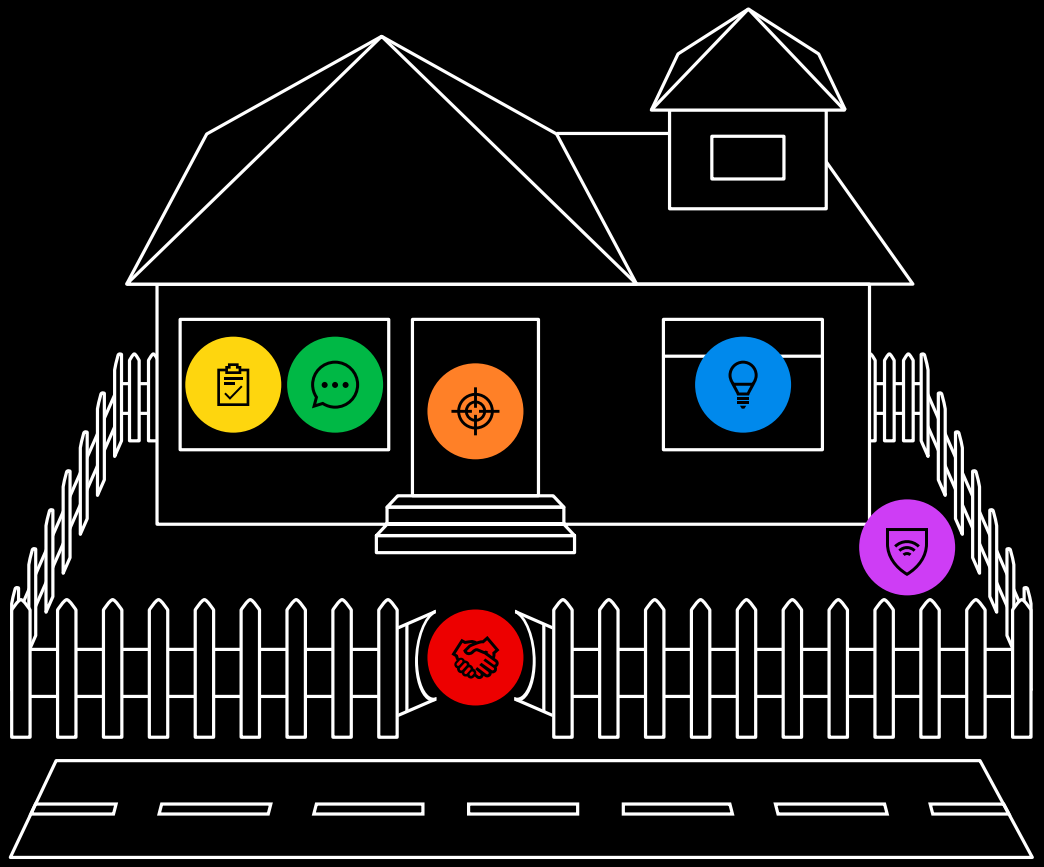
verizon

To learn more about cybersecurity issues and how Verizon can help keep your organization safe, visit verizon.com/business/products/security.

Imagining IT security as home security

Starting a cybersecurity improvement conversation in your prospect's organization

Although many decision-makers are unaware, cybersecurity has become a boardroom topic. Poor security can have catastrophic consequences. Here are a few tips for how to use this infographic to start a cybersecurity improvement conversation with the leaders in your organization.



Step 1: Review this infographic.

Step 2: Understand your stakeholders' cybersecurity background.

Step 3: Know your stakeholders' cybersecurity pain points and business goals.

Step 4: Apply your new knowledge during conversations.

Step 5: Prepare to discuss reducing the cybersecurity delta in your organization.

Step 6: Consider engaging Verizon as your trusted cybersecurity provider.

verizon

To learn more about cybersecurity issues and how Verizon can help keep your organization safe, visit verizon.com/business/products/security.

Imagining IT security as home security

Cybersecurity is less complex than you might think.

1. Physical world translated to cybersecurity
2. Common threats and attack vectors
3. NIST framework for security
4. Verizon cybersecurity solutions
5. Selected security threats, concepts and technologies
6. Starting a cybersecurity improvement conversation in your organization
7. Summary

Even though cybersecurity is complex, the analogies to a house make it seem more approachable. There are many similarities between the physical world you know well and cyberspace, which may be confusing. Although the house analogy does not translate to all things in cybersecurity, it should make your initial conversation about security easier.

Review the six layers of this infographic in detail, let them sink in and extend the analogy to other cybersecurity areas not discussed herein. Then, most important, use what you've learned in your dealings with cybersecurity and your conversations about it.

Take the quiz.
Test your new security expertise.

Next steps

verizon

To learn more about cybersecurity issues and how Verizon can help keep your organization safe, visit verizon.com/business/products/security.