Meet Mark S.A. Smith

A 36-year veteran of the business world, running his own company for 27 years, Mark works with companies large and small to achieve their business goals.

Mark designs and implements leadership, sales, marketing, customer acquisition and client conversion systems that find and recruit willing buyers for products and services ranging from common every-day to high-end unique and disruptive.

He is often invited to speak at entrepreneurial and corporate events because Mark delivers unique, valuable, and pragmatic ideas to grow and succeed. With a deep understanding of international business, he worked in Europe for three years and has delivered events in 54 countries.

Mark hosts the Selling Disruption Show, a weekly podcast featuring sales, marketing, and business leaders with innovative, thought-provoking insights into business issues and opportunities in a competitive and ever-changing world.

Mark is the author of 14 popular books and sales guides and has authored more than 400 magazine articles. He is a genuine Guerrilla Marketing guru, co-authoring three books with Jay Conrad Levinson, and is a certified Guerrilla Marketing Coach.

A renaissance man with many talents, Mark is passionate about leadership, team building, teamwork, sales, and marketing. For over twenty years Mark has served as a strategic advisor to corporate leaders and executives all over the world who must develop the best way to bring in the right strategies for successful growth and sustainability.

What makes him different is he brings a holistic view of the business instead of solely focusing on one aspect and ignoring the impact of decisions on the rest of the organization.

Working with companies of all sizes, clients include BEA, Arrow, CDW, ConnectWise, Commvault, Dell, ePlus, HP, Hitachi Data Systems, Microsoft, IBM, Ingram Micro, Agilysis, Tech Data, Oracle, Raytheon, NetApp, Synnex, Lexmark, Society of Government Meeting Planners, National Speakers Association, and Meeting Professionals International.

A musician, avid reader, walking enthusiast, and father of five, he and his wife, Molly live in Las Vegas enjoying the finest things the city has to offer.

Contact Mark:

MarksOnLinkedIn.com
Mark.Smith@BijaCo.com
MarksSchedule.com

Resources:

ArticlesByMark.com
SellingDisruptionShow.com
MarksOnTwitter.com
ExecutiveStrategySummit.com
BlockchainExecutiveSummit.com
New book: MSPtoBSP.com

The Reality and Future of Securing Corporate Assets

The bad guys want your assets, for many nefarious reasons, and the odds are good that if you're approaching security the way that most companies are, they're going to get them.

Mark S A Smith

Sponsored by:

PrimeEdge TECHNOLOGY

hp

The Reality and Future of Security

"If the value of cheating is high and the risk of getting caught is low, there's a 100% probability that some is cheating."

Why is Security Important to You?

What Does Loss Cost?

24/7 $114/hour/$million (annual revenue/8760)
8/5 $480/hour/$million (annual revenue/2080)

Reasons for Loss

Hardware and system malfunction (40%)
Human error (32%) including device loss and theft
Software corruption (15%)
Viruses and malware (10%)
Natural disasters (3%)
https://www.imobie.com/support/top-5-causes-of-data-loss.htm

Key Security Outcomes

Confidentiality
Integrity
Availability
Accountability

The Seven Layers of Security

1. Access control
2. Deter
3. Detect
4. Determine
5. Delay
6. Defend
7. Recover

Why Security Breaks Down

Abdication of responsibility
Lack of security education
Unenforced security policy
Out of date security policy
Incomplete security policy

Key Threats

Inattention
Greed
Social Engineering
Unprotected/ignored devices
  Mobile and wireless access
  Printers
  Bluetooth
  USB ports
Web portals
Old hardware
Backup on production hardware

Upcoming Threats

Cloud-based attacks
Next round of social media applications
5G deployment and applications
Internet of Things

Key Protection Strategies

A culture of security
Non-stop education
Routine security policy review
Routine security policy testing
Biometrics/facial recognition
Blockchain
Third-party audits

Seven Security Questions

1) What do we need to secure? Why?
    People, Property, Processes, Proprietary Data
2) Who is responsible for securing these assets?
3) What is our policy for securing these assets?
4) When was our policy last updated?
5) When was our policy last audited?
6) What happens if they are compromised or destroyed?
7) If there's a breach, what will it cost to clean up and who's going to do it?

"Security is everybody's job. To not take seriously protecting our assets means you don't value your job and it's time for you to go."

"The best attitude to security is the Golden Rule: protect our assets just like you'd protect your life savings."