

## All.Net Analyst Report and Newsletter

### Welcome to our Analyst Report and Newsletter

#### **Strategy v. Tactics – Cybersecurity is still tactical response focused**

I review my strategies several times a year, and in the process, I always learn about what I am doing and how to do it better for my circumstance as it changes with time. Once my strategy is clear, my tactics follow pretty directly. But as an observer of how cybersecurity is done, it is apparently still composed largely of tactical responses to urgent situations.

#### **Fear and resolution**

Fear of the things happening at the moment drive urgent decisions to expend resources to resolve the fear. The security sale is almost entirely driven by such fear. An incident in the news, or worse yet an incident in the enterprise, hits and management feels they must act. They spend whatever it takes to resolve the issues, relying on the middle managers who want whatever they want to resolve it. This pattern has become so common that most middle managers today have a list of the things they want ready to go, so they can provide the list every time there is an event, and claim it will help solve the problem at hand. When you want a hammer, all incidents appear to be nails.

#### **We know this doesn't work well – but insanity runs deep in the human psyche**

I don't expect this to change any time soon. There seems to be plenty of good evidence that strategic planning and sound architecture is less expensive and more effective than fail and fix. But to fend off the fail and fix fallacy, you have to counter the argument that bad things might not happen, and if they don't we have wasted our time and money on your paranoia.

The problem with effective protection is that management will keep reducing costs till it's no longer effective. Then they will fire the messenger, spend a lot of money to fix it, and decide it was never a good investment in the first place. Ineffective protection works well because as it fails its imperfection is noticed, we have to eternally spend more because the situation keeps getting worse, but it's not our fault because the world keeps getting more dangerous.

#### **Fear for sale – and fearless security**

I decided to stop selling fear some years ago, and where has it gotten me? Nowhere fast. Selling rationality in security is like selling diet and exercise in dating. Some people will buy it, and good for them, but everyone else will go for makeup, clothes, candy, and alcohol.

So be afraid, be very afraid! Security is failing everywhere. But we can fix it! We use deep learning big data block chain artificial intelligence systems to anticipate and constrain cybersecurity failures in a never-ending battle, which we always barely win, to stave off the super intelligent, well funded, and ever emerging cyber-threats you face today.

#### **Conclusion**

If you would have called 3 months ago, you would be laughing today telling your friends how easy it was. Three months from now, when you're thriving while your peers are barely surviving the cyber-threats, you will be thanking your lucky stars that you called us today! Global capacity is limited, and we can't help everyone, so CALL TODAY and get a free bonus!