BLOCKCHAIN FOR DEFENSIVE SOCIAL ENGINEERING

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SOCIAL ENGINEERING

84% Percent of hackers that use social engineering as part of every attack

$3.7M Amount the average 10,000-employee company spends a year dealing with phishing attacks

https://www.esecurityplanet.com/hackers/fully-84-percent-of-hackers-leverage-social-engineering-in-attacks.html
https://blog.willis.com/2016/01/social-engineering-is-bigger-than-hacking-but-countermeasures-work/

TYPES OF SOCIAL ENGINEERING

WHAT IS DEFENSIVE SOCIAL ENGINEERING

SOCIAL CYBERDEFENSE OF
URBAN CRITICAL INFRASTRUCTURE

TYPES OF DEFENSIVE SOCIAL ENGINEERING

- Cyber negotiation
- Honeypots and decoy systems
- Obfuscation techniques
- Misinformation campaigns
- Employee education and awareness efforts
- Devaluing assets upon compromise
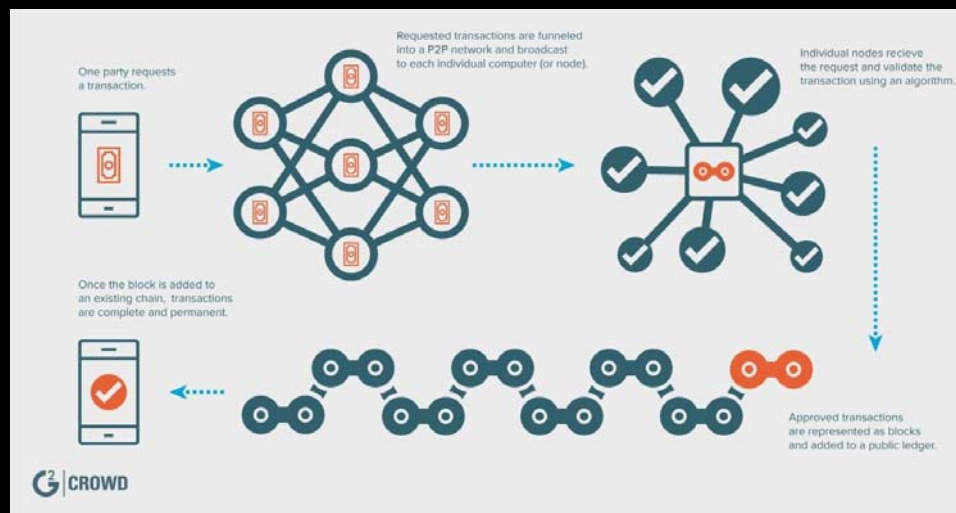- Proactive defensive signaling

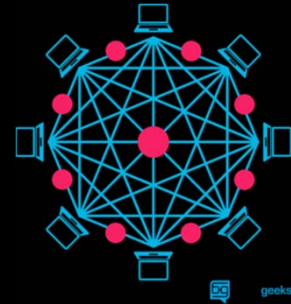and now… **Blockchain Business Process**

WHAT IS BLOCKCHAIN
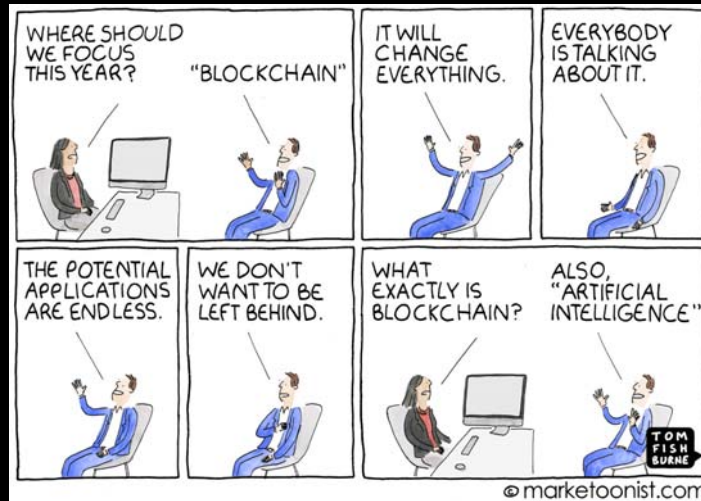
HOW DOES IT WORK?
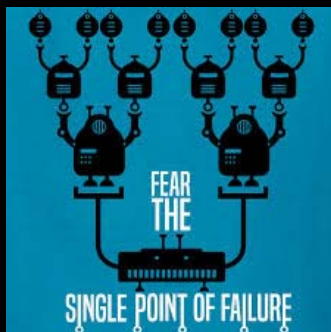
BLOCKCHAIN NODES

- Computer that joins the blockchain

- Downloads the entire blockchain

- Consistently updates blockchain by adding new blocks to the node in defined intervals

- Communicates with other blockchain nodes

- Validates and relays transactions

https://blockgeeks.com/guides/what-is-blockchain-technology/
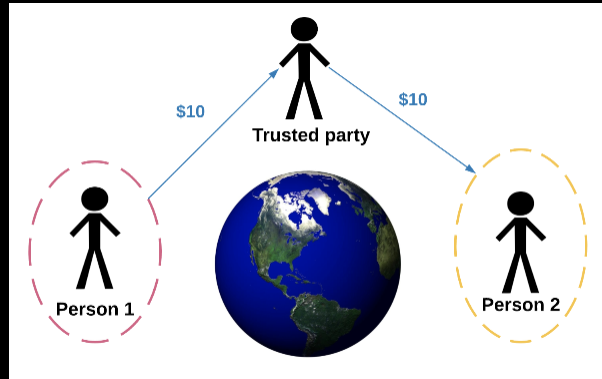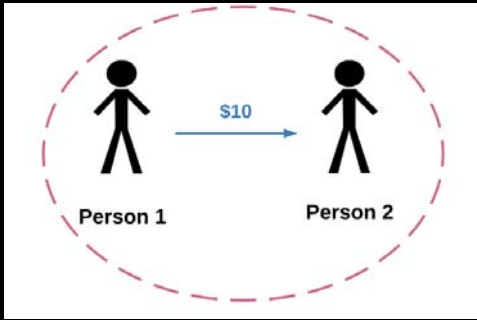
BLOCKCHAIN BENEFITS

- No central control
- No single point of failure
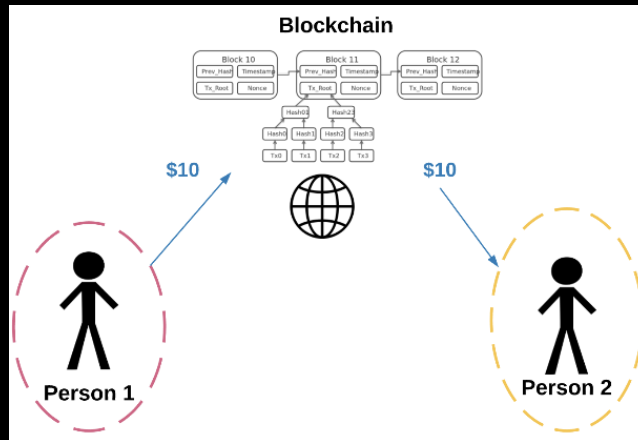
- Transparent
- Immutable

Trustless

TO TRUST OR NOT?

https://medium.com/@preethikasireddy/eli5-what-do-we-mean-by-blockchains-are-trustless-aa420635d5f6

TRUSTLESS

https://medium.com/@preethikasireddy/eli5-what-do-we-mean-by-blockchains-are-trustless-aa420635d5f6

HOW CAN WE USE THIS PROCESS TO DEFEND OUR ORGANIZATIONS?

https://cybersail.org/tipofthemonthphishing/

RADICAL TRANSPARENCY AND ACCOUNTABILITY

https://medium.com/@preethikasireddy/eli5-what-do-we-mean-by-blockchains-are-trustless-aa420635d5f6

DO WE NEED BLOCKCHAIN FOR THIS?

- What use cases of business processes would benefit from trustless interactions and protect against social engineering?

- Is blockchain needed to facilitate radical transparency and accountability? What else can be used?

- What is realistic to build or do in your organization?

TECH CHARRETTE

RECAP

- Social Engineering is an issue for your organization

- We need to figure out better ways to defend ourselves

- Current training and processes are expensive

- Rethinking how we trust each other and our devices can reduce risk exposure

- Blockchain-like thinking could help get us to a trustless model that can defend against hackers

QUESTIONS?