

# Linking Security to Business Value in the Customer Service Industry

“Cash in on practicing security.”

Dan Rojas  
March 28, 2013

## General Information/Housekeeping

- 45 minute session with 10 minutes of Q&A at the end
- Presentation will be made available through the event web site
- Email: [dan.rojas@intranext.com](mailto:dan.rojas@intranext.com)
- About the presenter:



### **Dan Rojas**

- IntraNext: VP and Chief Product Evangelist, BPO Security Product
- Coalfire: Managing Director, National Compliance Practices
- Alpine Access: VP Technology
- Inflow/SunGard: VP Technology
- 18 years in cloud services and shared hosting
- Hitrust certified
- United States Air Force Academy

# About IntraNext

**The dominant CTI solution in the Cable industry.**

- ✓ 17 years of profitable operation.
- ✓ NextSys product installed on 30,000 call center desktops worldwide.
- ✓ Seamless integration with Avaya, Cisco and Aspect switches
- ✓ Quick integration with applications on backend.
- ✓ Secure call center workflow solutions.
  - AHT, Customer Satisfaction, Employee Satisfaction, Easy Operations Admin
- ✓ SafeData™ in production on 500 workstations
  - In process of PA-DSS evaluation

**CABLEVISION**

**WOW!**  
INTERNET AND CABLE

ATLANTIC  
broadband



comcast®

CONVERGYS

west

StarTek

Transcom





IntraNext Confidential



Teleperformance  
Transforming Passion Into Excellence

## Trust => Customer Loyalty => Greater Wallet Share => Advocacy

“The main benefit of trust is customer loyalty, which in turn leads to a longer term relationship, greater share of wallet, and higher advocacy or word of mouth. Results from our consumer survey show that emotional and rational trust drive between 22% and 44% of customer loyalty.” - Study by ESCP Europe Business School

...  Importing Log Files  http--www.mcafee.com-...  Understanding Windows ...  Security in Windows

### SECURITY

## Netflix Fires Call Center Worker for Stealing Data

By [Robert McMillan](#), IDG News Service

May 4, 2011 2:40 PM 

Netflix fired a call center worker for stealing credit card numbers from customers of the online movie service.

The unnamed employee was fired after Netflix learned about the data theft on April 4, the company said in a [letter to the office of the New Hampshire Attorney General](#) that was published online this week.

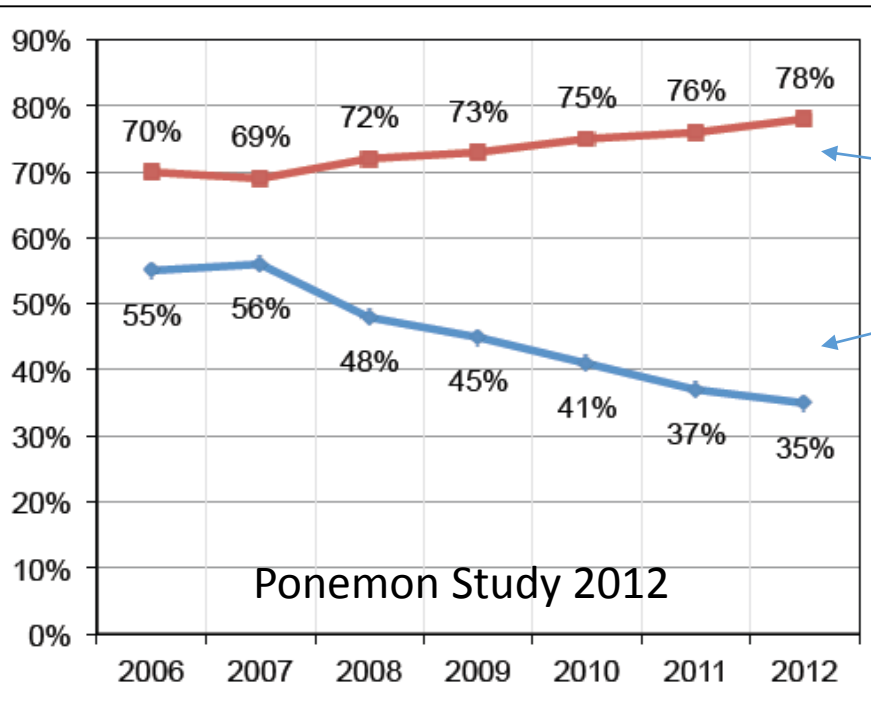
The worker "accessed over approximately the past two months, without authorization, the credit card information of some Netflix customers who spoke with the individual over the telephone," Netflix Senior Counsel Sharon Williamson wrote.

The employee obtained customer names and credit card numbers, she wrote. Netflix is investigating the incident and has notified police.

On Wednesday, Netflix declined to say how many customers were affected or whether any incidents of fraud had resulted from the theft.



# Security - the Path to Trust!



## Consumers:

- Privacy growing in importance
- Sense of control dropping

## Regulation follows:

- PCI, HIPAA, NERC, SSAE 16, ISO 27002, Safe Harbor, FedRAMP
- Regulation trend increasing

## Regulatory Landscape Creates A Growing Opportunity

*The slow response to growing cyber threats resulted in a more demanding regulatory environment ... driving action for target organizations*



# 2012 Gartner Predictions

- By 2015, mobile application development projects targeting smartphones and tablets will outnumber native PC projects by a ratio of 4-to-1.
- *By 2015, low-cost cloud services will cannibalize up to 15 percent of top outsourcing players' revenue.*
- *By 2016, 40 percent of enterprises will make proof of independent security testing a precondition for using any type of cloud service.*
- Through 2016, the financial impact of cybercrime will grow 10 percent per year, due to the continuing discovery of new vulnerabilities.
- By 2016, at least 50 percent of enterprise email users will rely primarily on a browser, tablet or mobile client instead of a desktop client.
- *At year-end 2016, more than 50 percent of Global 1000 companies will have stored customer-sensitive data in the public cloud.*
- *By 2015, 35 percent of enterprise IT expenditures for most organizations will be managed outside the IT department's budget.*

# Retail Example

om/ws/eBayISAPI.dll?SignIn&ru=http%3A%2F%2Fwww.ebay.com%2F... Kiva - Loans that cha... Welcome to eBay x norton secured logo - ...

Importing Log Files http--www.mcafee.com-... Understanding Windows ... Security in Windows Serve...

## ebay Welcome to eBay

### Sign in

User ID

Password

Forgot your [user ID](#) or [password](#)?

☒ Stay signed in (Uncheck if you're on a shared computer)

**Sign in**



### New to eBay?

Get started now. It's fast and easy!

**Register**

**eBay Buyer Protection** covers your **purchase price + original shipping.**  
It's **FREE** and automatically included. [Learn more >](#)

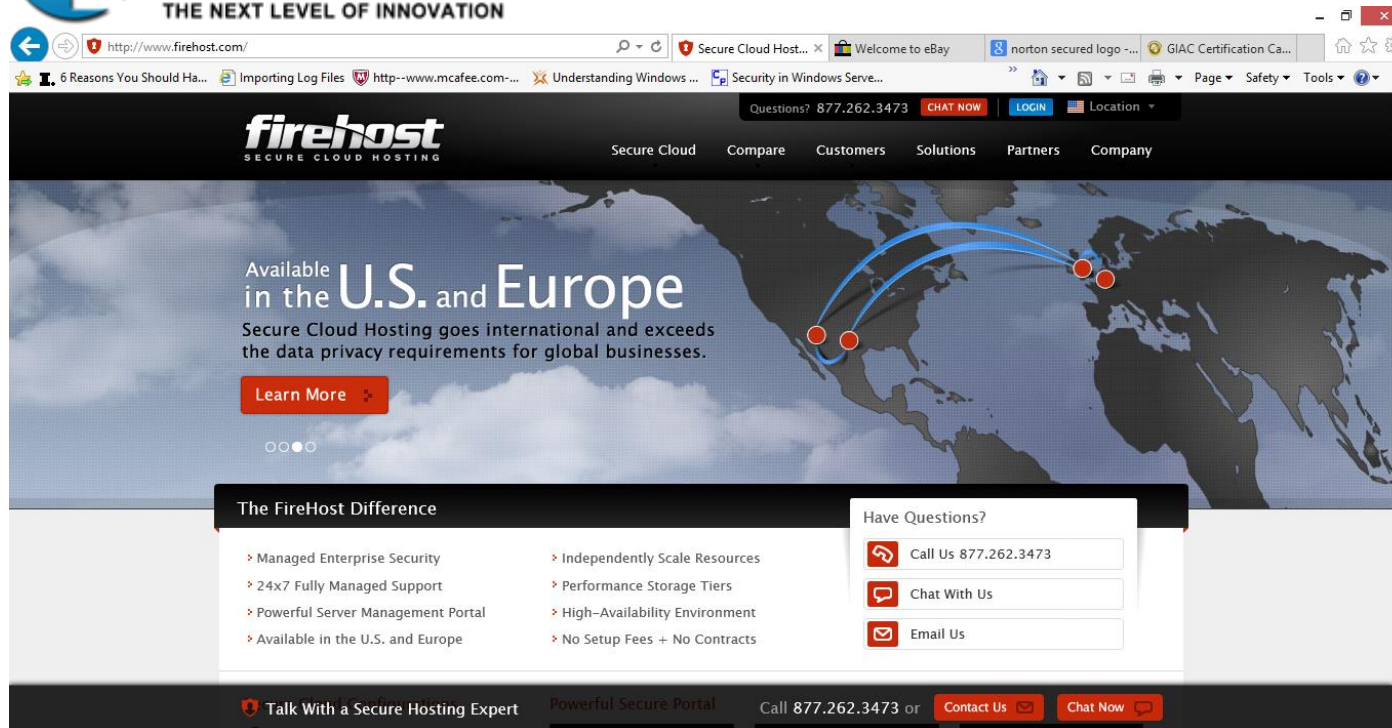
Copyright © 1995-2013 eBay Inc. All Rights Reserved. [User Agreement](#) and [Privacy Policy](#).







# Cloud Providers Promoting Compliance



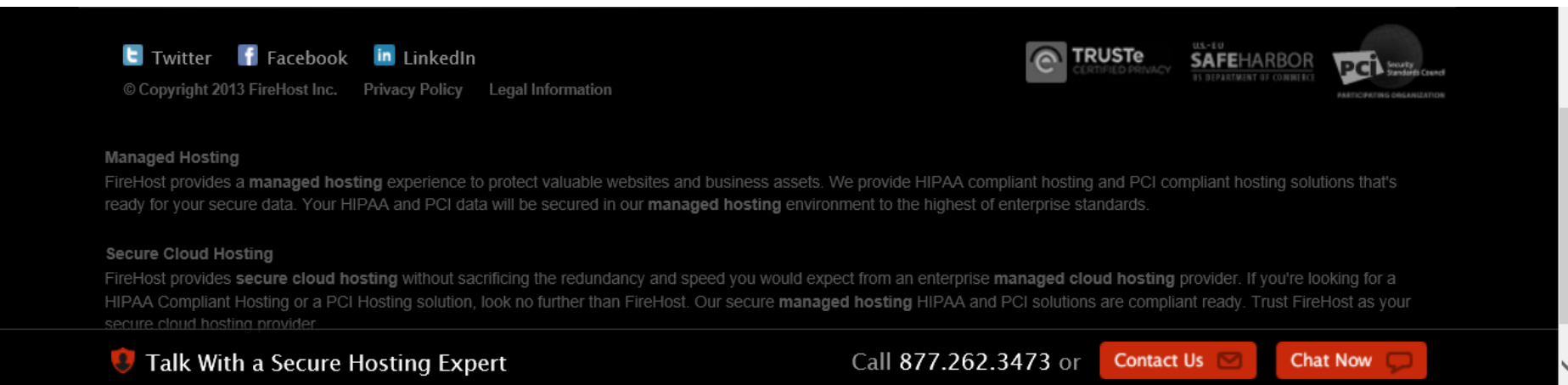
The screenshot shows the FireHost website with a focus on international availability. The main banner features a world map with blue arcs connecting the U.S. and Europe, accompanied by the text: "Available in the U.S. and Europe. Secure Cloud Hosting goes international and exceeds the data privacy requirements for global businesses." Below this is a "Learn More" button.

A "The FireHost Difference" section lists the following features:

- Managed Enterprise Security
- 24x7 Fully Managed Support
- Powerful Server Management Portal
- Available in the U.S. and Europe
- Independently Scale Resources
- Performance Storage Tiers
- High-Availability Environment
- No Setup Fees + No Contracts

A "Have Questions?" sidebar offers three contact options: "Call Us 877.262.3473", "Chat With Us", and "Email Us". The footer includes social media links for Twitter, Facebook, and LinkedIn, along with copyright information for 2013 FireHost Inc. and links to Privacy Policy and Legal Information.

Truste  
SafeHarbor  
PCI

This section shows the lower part of the FireHost website. It includes social media icons for Twitter, Facebook, and LinkedIn, followed by copyright text: "© Copyright 2013 FireHost Inc. Privacy Policy Legal Information".

The "Managed Hosting" section states: "FireHost provides a **managed hosting** experience to protect valuable websites and business assets. We provide HIPAA compliant hosting and PCI compliant hosting solutions that's ready for your secure data. Your HIPAA and PCI data will be secured in our **managed hosting** environment to the highest of enterprise standards."

The "Secure Cloud Hosting" section states: "FireHost provides **secure cloud hosting** without sacrificing the redundancy and speed you would expect from an enterprise **managed cloud hosting** provider. If you're looking for a HIPAA Compliant Hosting or a PCI Hosting solution, look no further than FireHost. Our secure **managed hosting** HIPAA and PCI solutions are compliant ready. Trust FireHost as your secure cloud hosting provider."

The footer contains a "Talk With a Secure Hosting Expert" button, the phone number "Call 877.262.3473 or", and "Contact Us" and "Chat Now" buttons.



# Data Protection Strategies

(S/W is not an island)



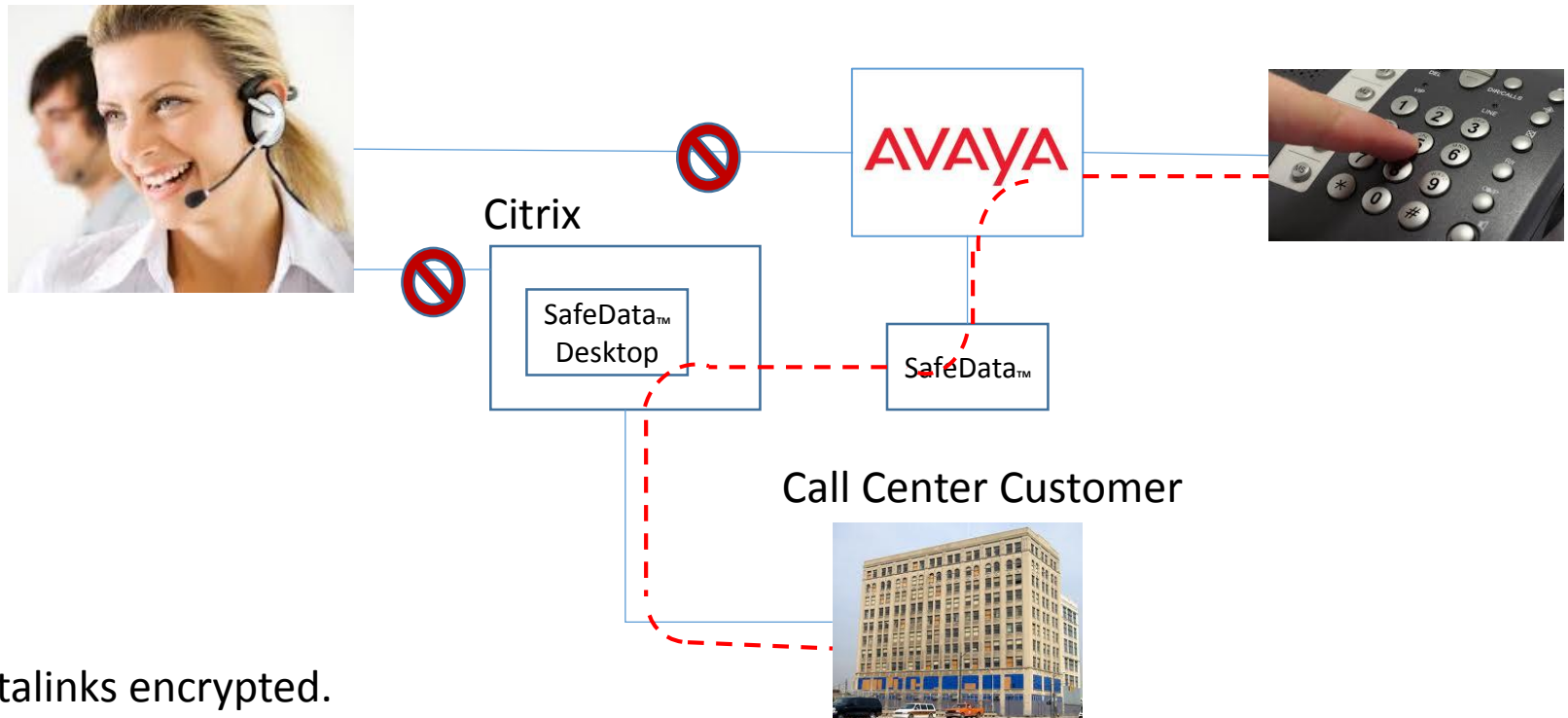
- Reduce your attack surface
  - Minimize your PCI scope
  - Segment your networks
  - CNP
- Adopt a Control framework
  - E.g. PCI has large footprint, ISO 27001
  - Define milestones and benchmarks towards compliance
- Get trained
  - E.g. CISSP, HiTrust, SANs

# Reduce The Size of Your Target



## 2013 CNP Award Nominees





- Datalinks encrypted.
- Sensitive data in memory for call only.
- No sensitive data stored.
- Call Recordings avoided.
- Coalfire performing PA-DSS evaluation.
- No hearing or seeing sensitive data
- No access to sensitive data.

# Trusted Symbols



## Summary

- Take credit for work you are doing.
  - Security Sells!
  - Internally Promote bottom-line benefits of Security
- Security is cornerstone of TRUST.
- Promote Security Posture.