



Building an EU Cyber Security Ecosystem Perspectives and Views

26 March 2015

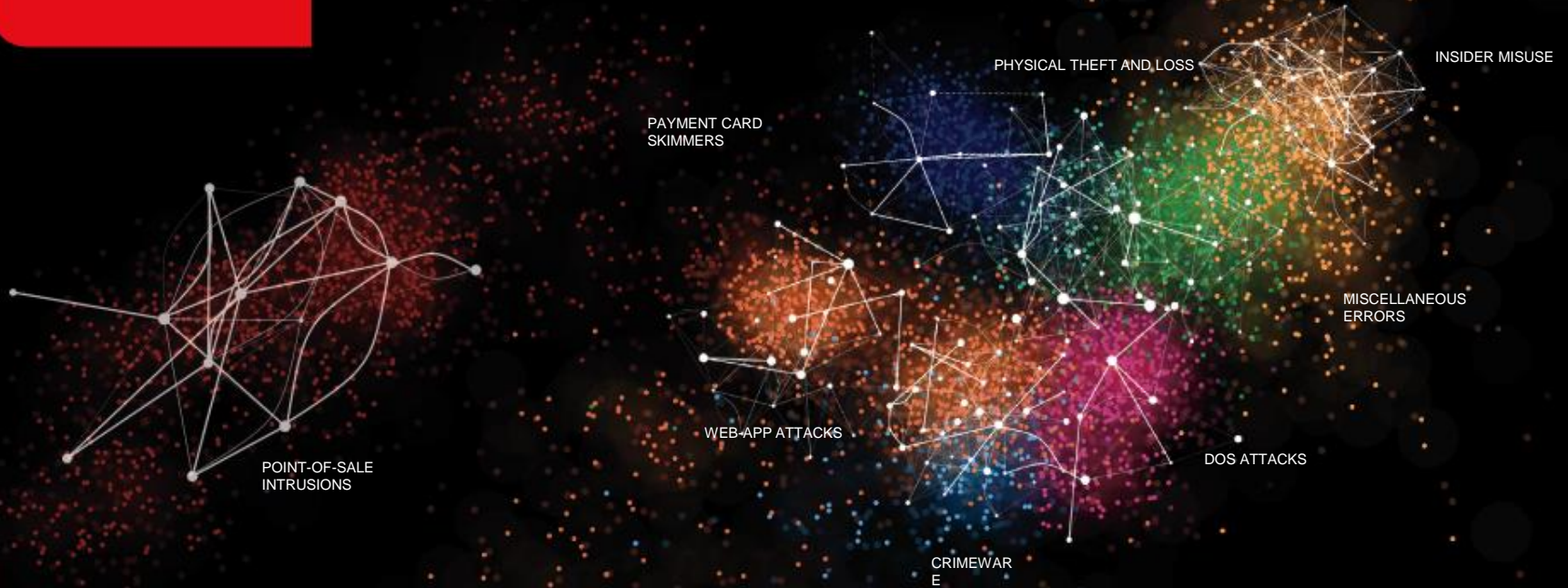
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SIMPLIFYING THE UNIVERSE OF THREATS

2014 data breach investigations report



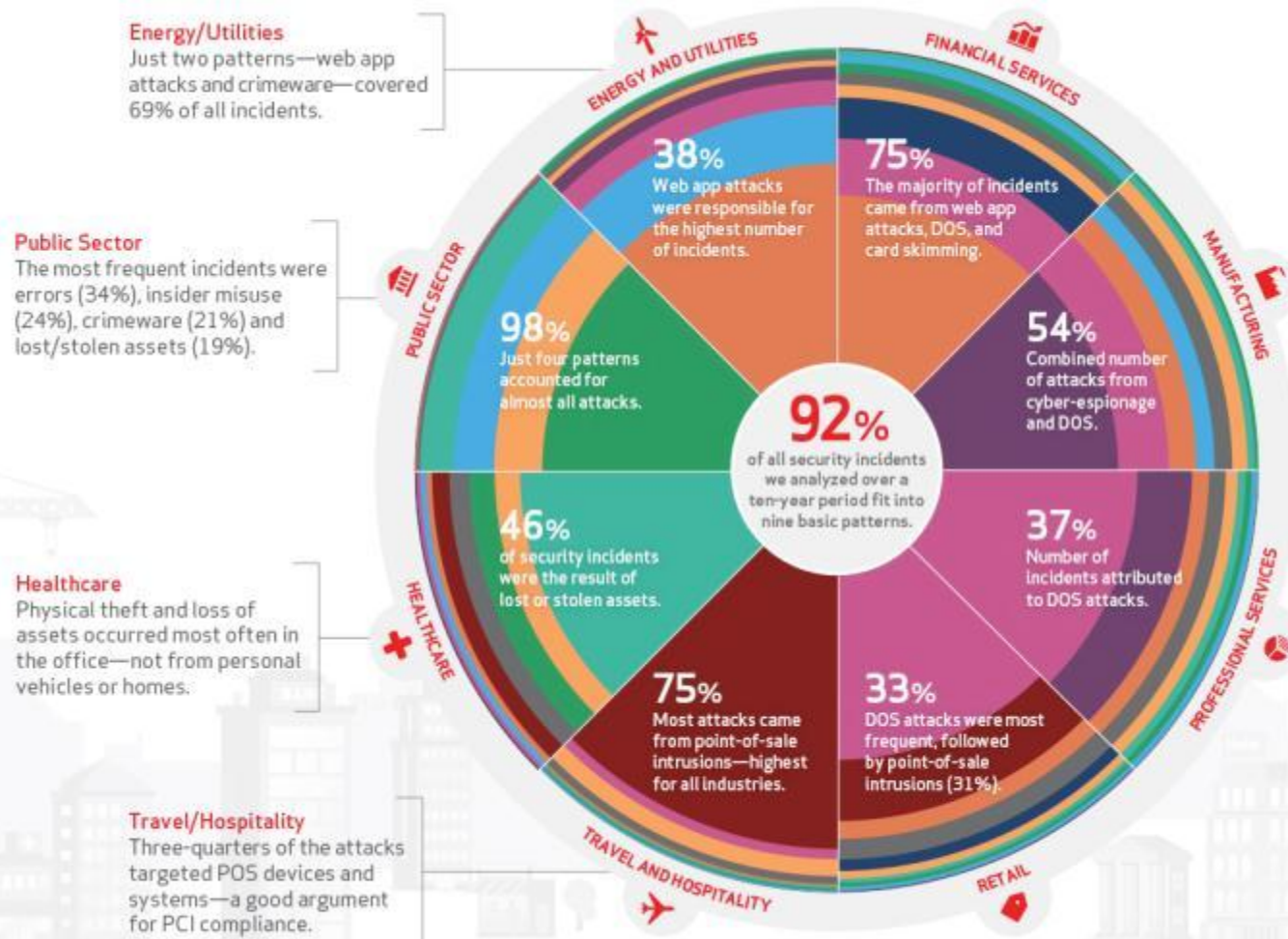
92%

THE UNIVERSE OF THREATS MAY SEEM LIMITLESS, BUT 92% OF THE 100,000 INCIDENTS WE'VE ANALYZED FROM THE LAST 10 YEARS CAN BE DESCRIBED BY JUST NINE BASIC PATERNS.

Conducted by Verizon with contributions from 50 organizations from around the world.



The nine patterns



Nine classification patterns covered the majority of security incidents.

In 2013, we analyzed over 63,000 security incidents and more than 1,300 confirmed breaches to provide new insight into your biggest threats and to help improve your defenses against them. This year's report identifies nine basic patterns that covered 92% of all the 100,000 security incidents we've looked at from the past 10 years.

- Point-of-Sale Intrusions
- Web Application Attacks
- Insider Misuse
- Physical Theft/Loss
- Miscellaneous Errors
- Crimeware
- Card Skimmers
- Denial of Service Attacks
- Cyber-Espionage
- Everything Else



Intelligence-driven security

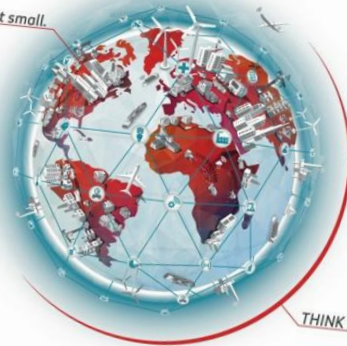
STOPS CYBER ATTACKS BEFORE THEY STOP YOU.

Prepare, recognize, and respond to today's attacks earlier
with Verizon Security Solutions.



State of the Market
THE INTERNET OF THINGS 2015
Discover how IoT is transforming business results.

Start small.



THINK BIG.



State of the Market: The Internet of Things 2015

MOVING TO A SMARTER CITY

The Internet of Things (IoT) can help address many of the most pressing problems facing towns and cities today, from congestion and energy use to public safety.

54%
of the world's population lives in cities — putting services under intense strain⁴.

PERFECT SENSE
148M

Americans live in areas with unhealthy levels of air pollution¹. IoT can monitor air and water quality in real time, supporting action to clean up the environment.

ENERGY EFFICIENCY
75%

of the world's energy consumption comes from cities². With smart building energy management, cities like Charlotte, NC have cut total energy use by 8.4% and GHG emissions by 20%³.

\$4.6T
could be gained by 2020 thanks to the smart city — and that's just in the public sector⁵.

SPACE SAVING
\$121B

is wasted in the US in congestion each year⁶. Ellicott City, Maryland has cut congestion and increased space utilization and retail sales income with an IoT solution that shows drivers where there's a vacant spot⁷.

BRIGHT IDEAS
40%

of municipal energy costs come from street lighting⁸. Cities like Lansing, MI have saved up to 70% by adopting smart street lighting that adjusts light levels to suit the needs of citizens⁹.



Building an EU Cyber Security Ecosystem





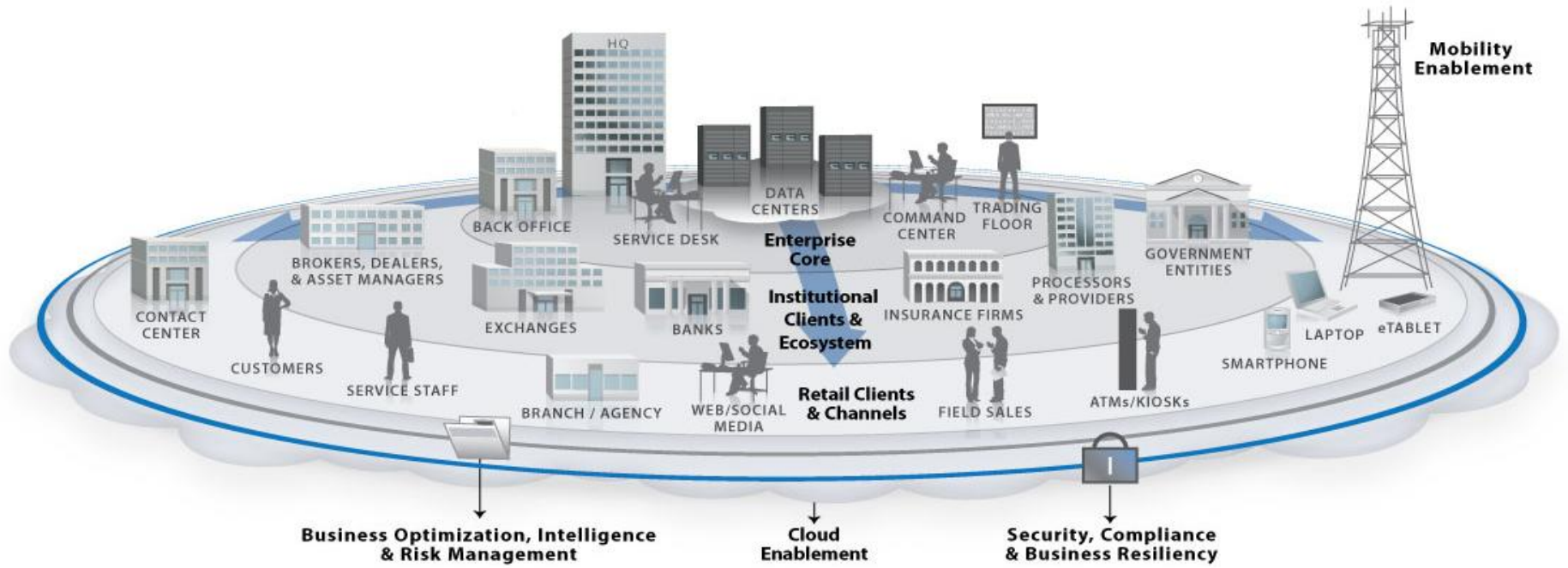
Perspectives & Views

EU Cyber Trust Ecosystem

EU Cyber Trust Framework / Assurance

Cyber Intelligence / Sharing

Interoperability / Standards



Process & Governance

Economics / Business Model