

# CRN WOMEN *of the* CHANNEL

## Managing Digital Risk In A World Of Digital Transformation

### Q. What is the connection between digital risk and digital transformation?

**A. (Christine Bufalini)** Digital risk is the risk associated with digital transformation initiatives. As organizations shift from physical products and/or business processes to new digital platforms such as mobile, IoT, Operational Technology, social, cloud and big data analytics platforms, they need to manage both strategic and operational risk and protect what matters most. Data has become the currency for the digital economy and to better manage risk we need to be thinking about not just where data lives within the organization, but where it comes from and where it's going.

### Q. How is RSA enabling partners to manage their customers' digital risk?

**A. (Hanna Kalmer)** RSA has a very unique position in the channel given our ability to address digital risk concerns across every part of the RSA portfolio. Managing digital risk requires convergence among business and technical functions that have typically operated in silos. Our Business-Driven Security™ solutions link security incidents with business context, allowing RSA partners to address customer needs, deliver strategic value, and provide a cohesive and proven path to taking control of risk and security management.

### Q. Where does RSA Archer® Cyber Risk Quantification fall into this mix?

**A. (CB)** CISOs are increasingly being asked to put cyber risk in terms of potential monetary losses. The RSA Archer Cyber Risk Quantification solution helps business users quantify their organization's financial risk exposure to cybersecurity events created by digital transformation. It gives CISOs the ability to prioritize risk mitigation efforts using a quantification-based assessment of the business and financial impact that a breach or vulnerability would lead to. This quantification of a cyber risk allows CISOs to better communicate the impact in financial terms at the board and senior management levels of an organization.

### Q. How do other recent RSA product announcements relate to digital risk?

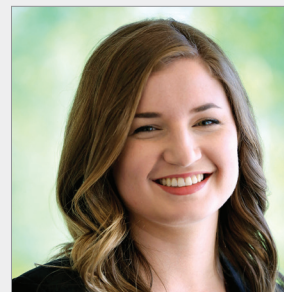
**A. (HK)** The recent RSA NetWitness® Platform announcement covers several new capabilities, including the addition of user entity behavior analytics (UEBA) to enable quicker identification and response to any type of attack. The most recent RSA SecurID® Access release strengthened its cloud offering by giving customers the flexibility to deploy Authentication Manager however they want so authentication and access controls are deployable where the applications are located. Over the next several months, we expect to make more announcements on ways to make strong authentication more continuous, proactive and pervasive.

# RSA®

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