

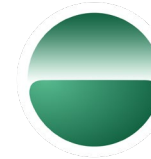


12TH ANNUAL LEADERSHIP EVENT

CYBER SECURITY SUMMIT

Security solutions through collaboration.™

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CYBER SECURITY SUMMIT
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12th Annual Cyber Security Summit | October 24-26, 2022

cybersecuritysummit.org

Solving the Unsolvables with Crowdsourced Security

Justin Beachler
Director of Trust and
Security at Bugcrowd

Even with countless security tools, businesses **remain vulnerable**

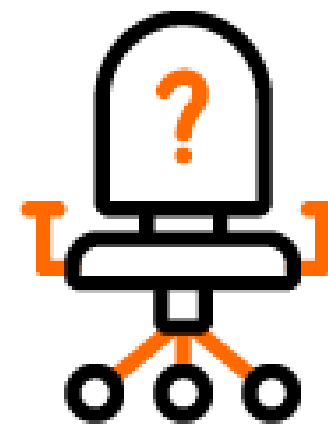
Avg. cost of a breach in 2022 is **USD \$4.35 million**

(Ponemon Institute)



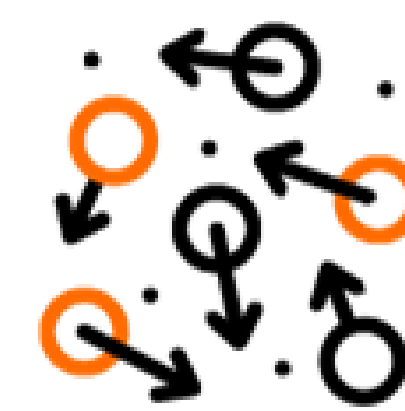
Fragmented Solutions
= **Security Gaps**

- Too many point solutions
- Custom integrations
- Poor signal-to-noise



Talent Shortage
= **Limited Expertise**

- Demand far exceeds supply
- Specialized skills hard to source
- Ineffective and expensive consultative delivery



Disjointed Workflows
= **Inefficient Fixes**

- Siloed results
- Non-standard and consultative
- Discovery and remediation gaps

Home / Innovation / Security

Cybersecurity teams are reaching their breaking point. We should all be worried

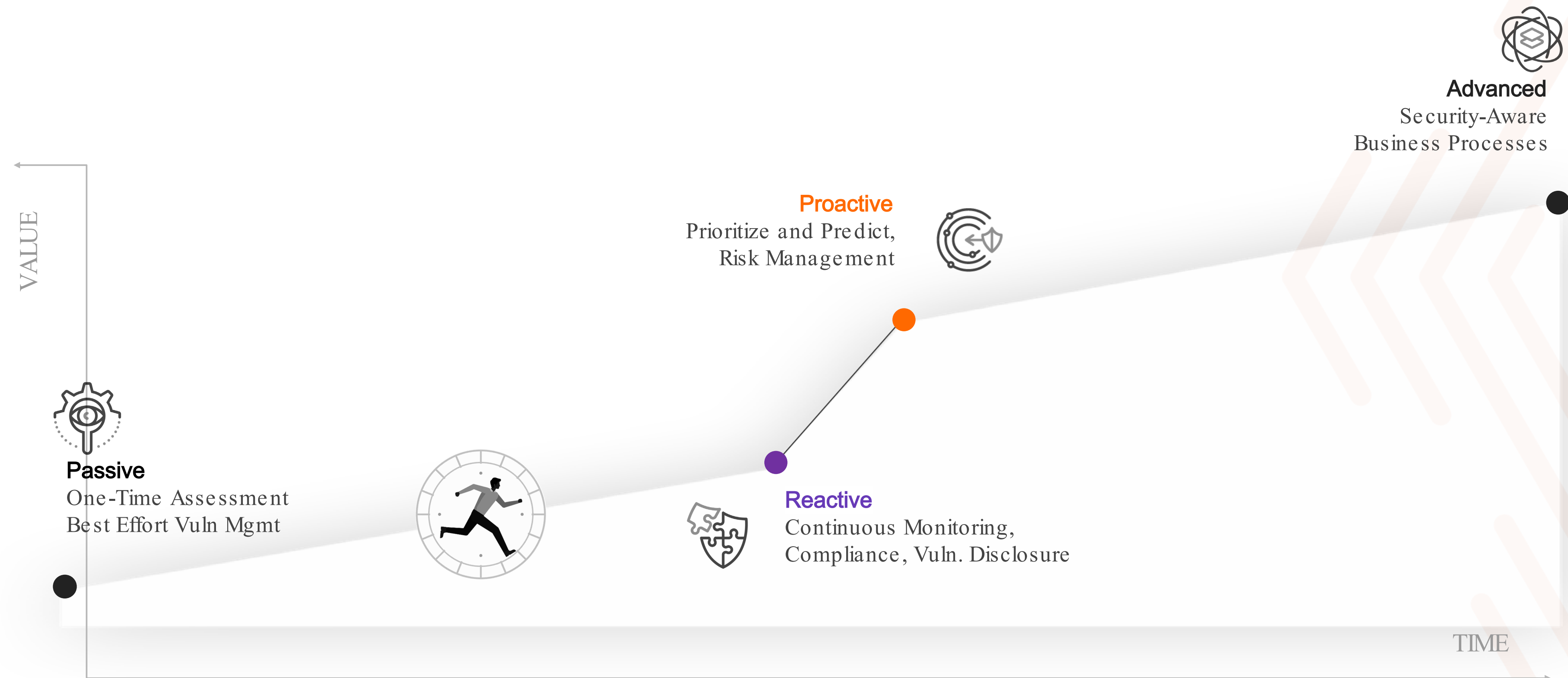
Stress and burnout are having a massive impact on cybersecurity teams, leaving people and businesses more vulnerable than ever.



Written by **Owen Hughes**, Senior Editor on Oct. 25, 2022



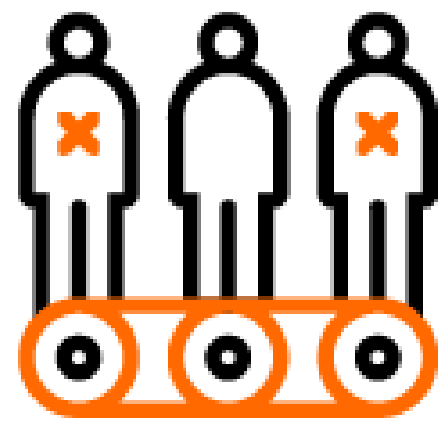
Stuck in “reactive” mode



How do we get out of this?

- It takes an army to outsmart an army
- A massive security community (aka your “army”) is at the table and ready to collaborate/help
- There is tremendous leverage available to those who think differently—and your customers expect that from you!

Crowdsourcing **meets the challenge!**



**Addresses the
skills gap**



**Negates the
“attacker advantage”**



**Finds hidden risks
proactively**



**Improves ROI –
ties investments to results**

“Humans are the new automation”

- Casey Ellis, Bugcrowd Founder/CTO



Modern use cases

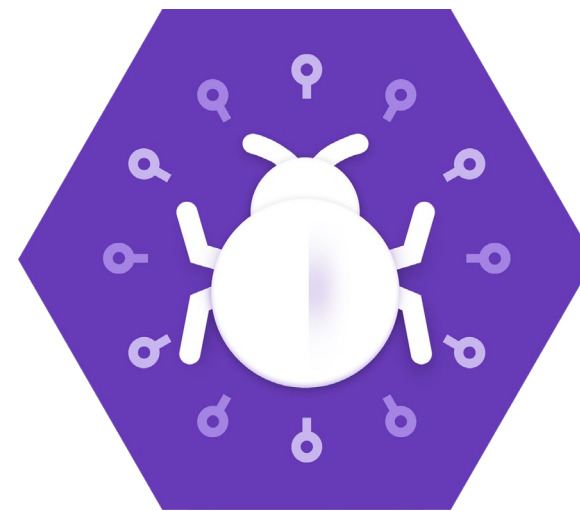
**Vulnerability
Disclosure**



**Bug
Bounty**



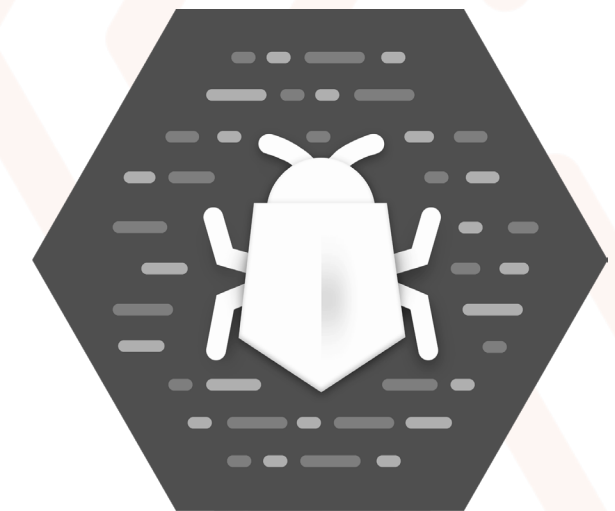
**Penetration
Testing**



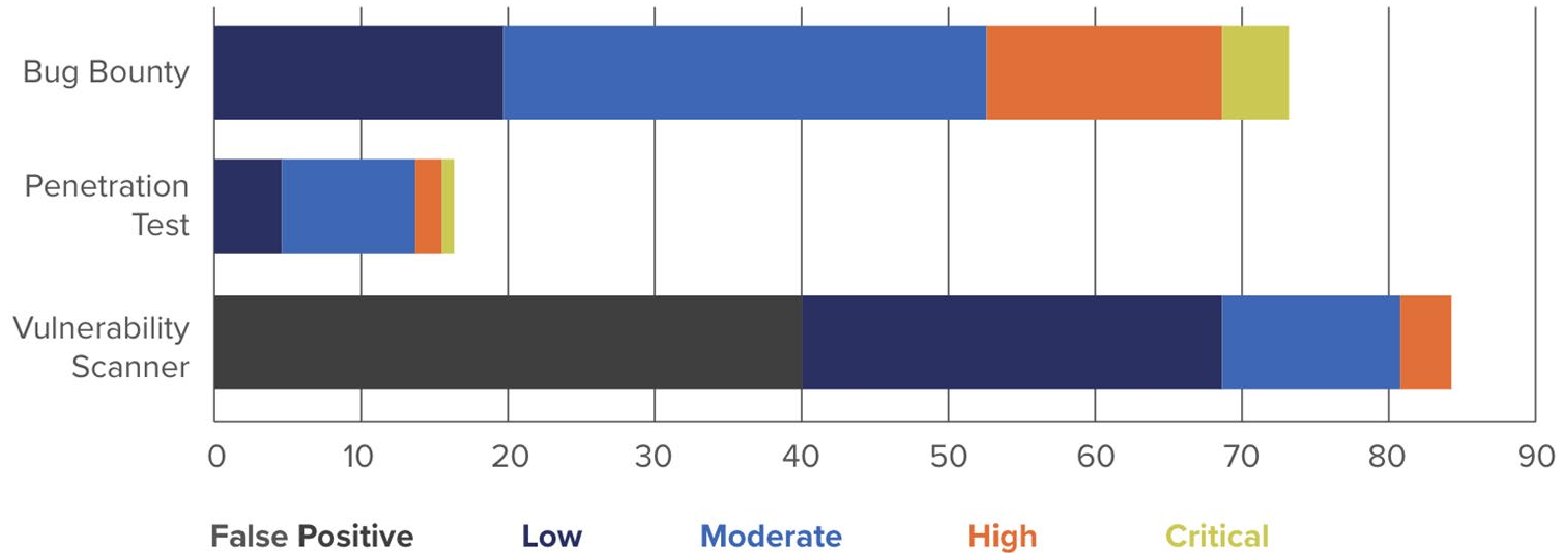
**Attack Surface
Management**



?

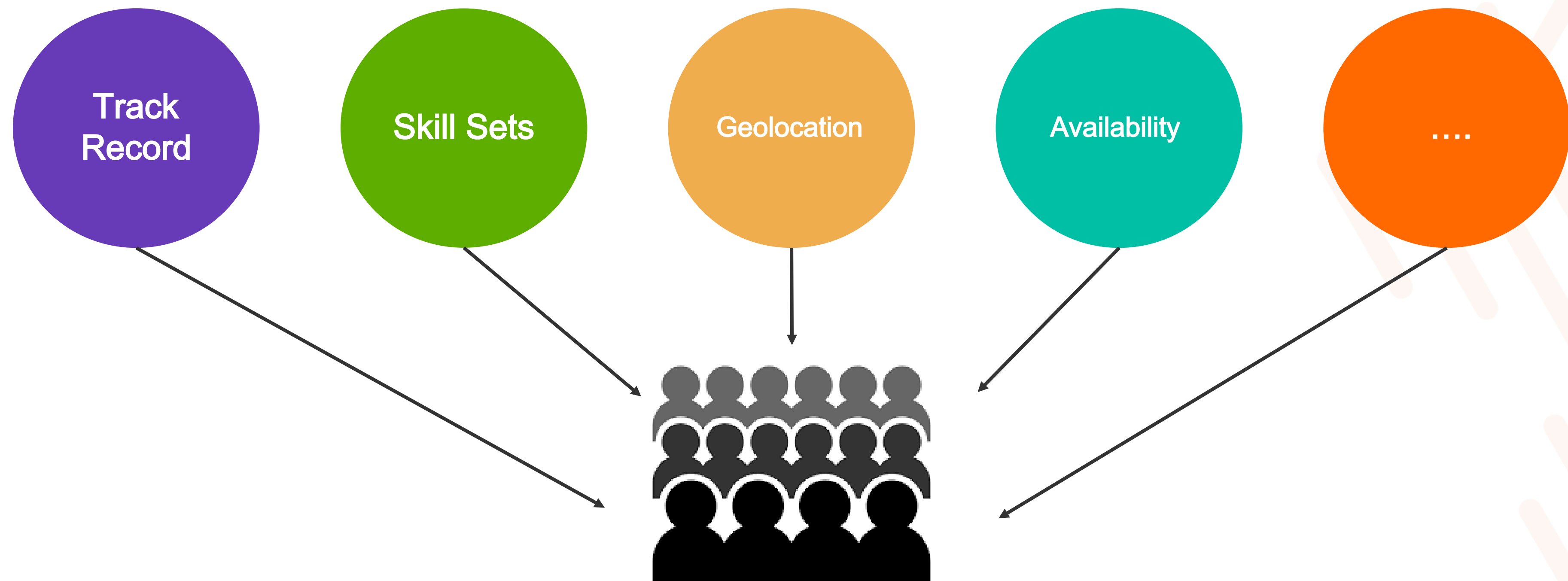


Does it *work*?



But, there is a “but”

In its basic form, crowdsourcing **doesn't scale**
(E.g., One Crowd Doesn't Fit All)



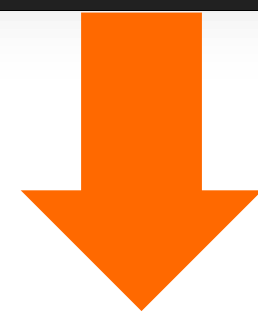
GLOBAL RESEARCHER
COMMUNITY



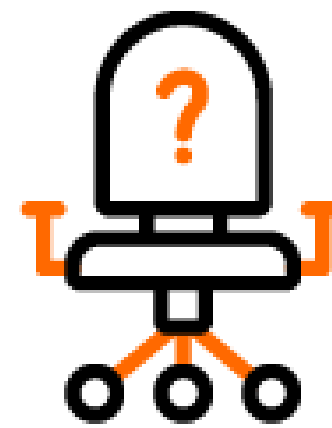
Bringing platform values to crowdsourced cybersecurity



Fragmented Solutions
= Security Gaps



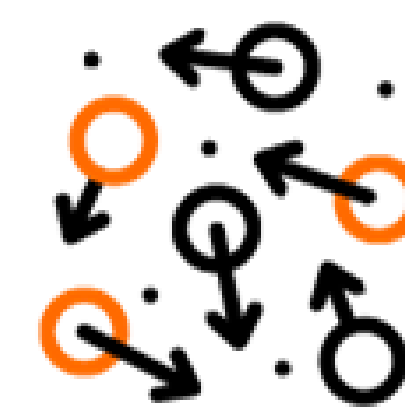
UNIFIED PLATFORM



Talent Shortage
= Limited Expertise



**AUTOMATED CROWD
MATCHING**



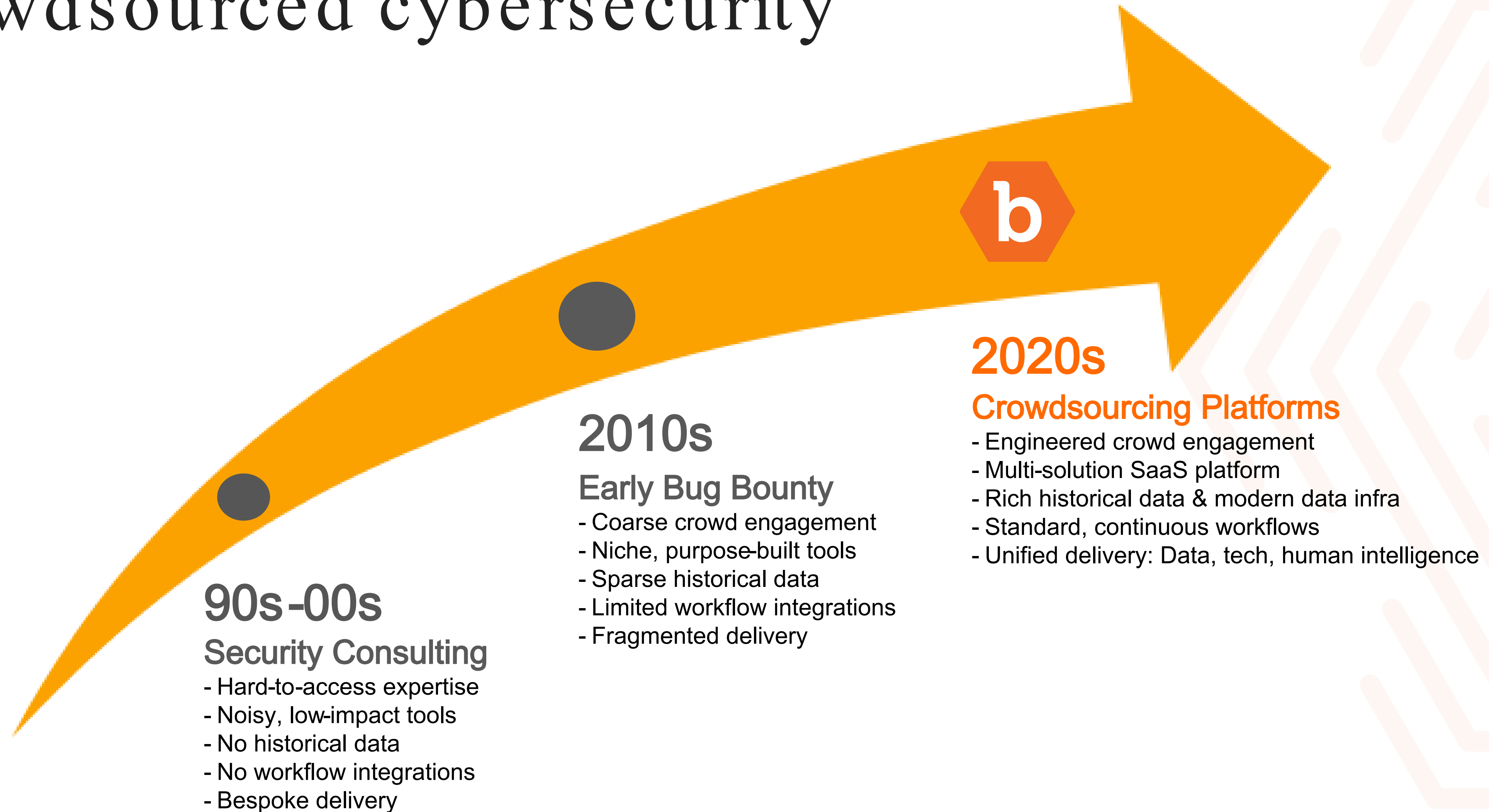
Disjointed Workflows
= Inefficient Fixes



**STANDARDIZED
WORKFLOWS**



Evolution of crowdsourced cybersecurity



INSIDE THE MIND OF A HACKER

The Ultimate Guide to Ethical Hackers
and the Economics of Security Research

2021



Addressing crowd fear

- Your assets are already under scrutiny every single day. Don't let attackers have the only advantage.
- Most ethical hackers are motivated by challenges, personal growth, and the greater good, not money
- Well-run programs vet participating hackers far more deeply than you vet your own employees
- Conduct and Disclosure agreements are always required



Crawl, walk, run, fly



Start private
with narrow
scope



Add scope +
rewards
gradually



Go public
with open
scope



Iterate, iterate,
iterate!



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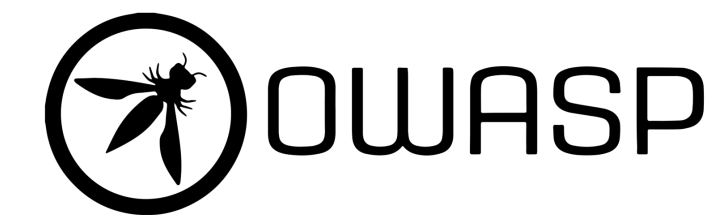


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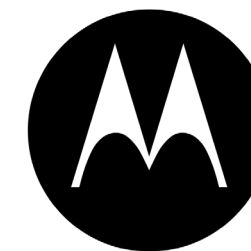
NETGEAR



SAP Concur



Etsy



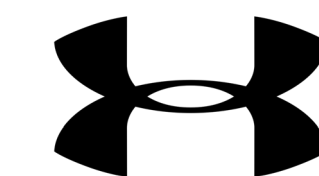
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