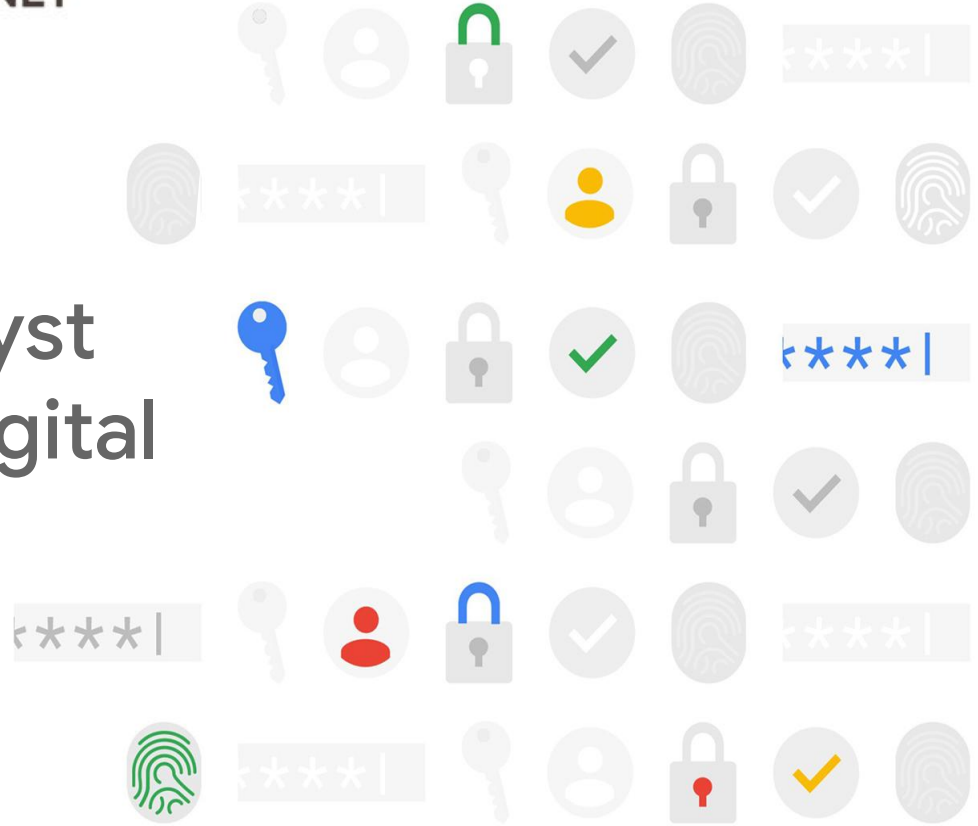


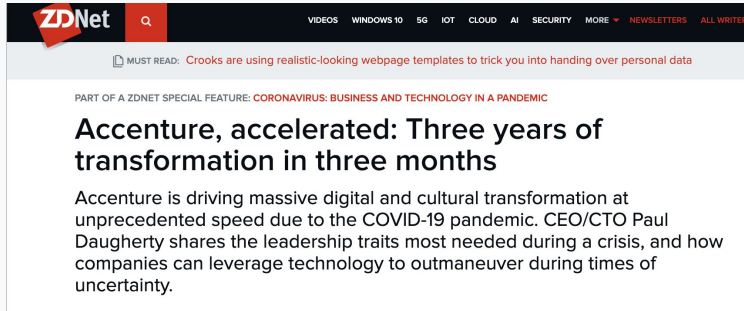
# The new normal: security as a catalyst for accelerating digital transformation

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*Lead Security & Compliance Specialist, Italy*



# The New Normal: Obstacle .. or Accelerator?



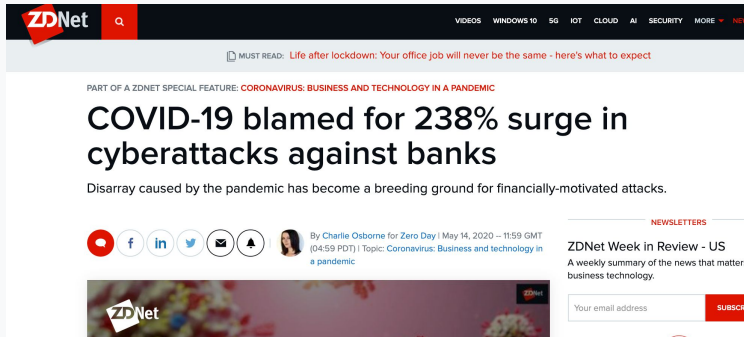
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## Accenture, accelerated: Three years of transformation in three months

Accenture is driving massive digital and cultural transformation at unprecedented speed due to the COVID-19 pandemic. CEO/CTO Paul Daugherty shares the leadership traits most needed during a crisis, and how companies can leverage technology to outmaneuver during times of uncertainty.



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## COVID-19 blamed for 238% surge in cyberattacks against banks

Disarray caused by the pandemic has become a breeding ground for financially-motivated attacks.

By Charlie Osborne for Zero Day | May 14, 2020 -- 11:59 GMT (04:59 PDT) | Topic: Coronavirus: Business and technology in a pandemic

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## COVID-19 crisis pushing organizations deeper into digital transformation

Technology budgets take hits, but tech leaders keep eye on remote work, collaborative needs.

By Joe McKendrick for Service Oriented | April 22, 2020 -- 10:50 GMT (08:55 PDT) | Topic: Coronavirus: Business and technology in a pandemic

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**KAREN ROBY**  
Reporter, TechRepublic

**Reinventing Workflows**  
White Papers from IBM

Leveraging automation to help manage supplier risk

Whitepapers from Giga & KPMG

There is speculation and anecdotal accounts that the COVID-19-related shutdowns or slowdowns

# COVID-19 has thrown us into a world where remote working is a must



of organizations have  
asked their employees  
to work remotely

Gartner



# Remote working is part of Google's DNA

With nearly **100K Googlers** spread out across 150 cities:

**30%** of meetings involve 2+ time zones

**2/5** teams include members joining remotely

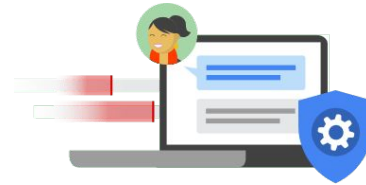


# WFH Challenges and Cyber Threats to Data



## WFH Challenges

- Massive spike in remote workforce
- Untrusted (home) networks
- Required access to internal apps
- Mixed personal/business browsing and email

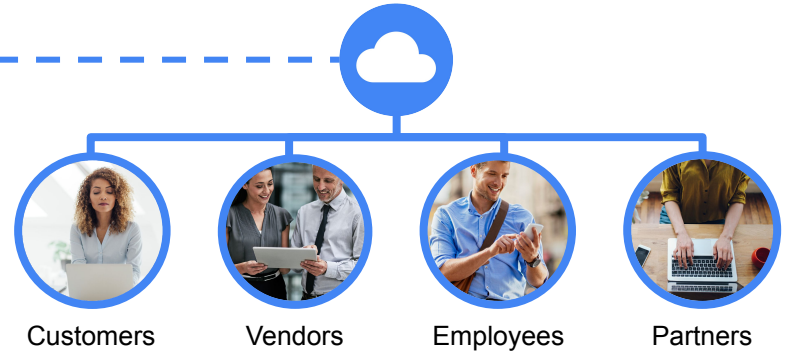


## Cyber Threats

- Mimicking stimulus payments
- Providing purchase opportunities for items in short supply
- Attacks to mimic authoritative agencies or exploit fear of the pandemic
- Spam Emails
- Daily Malware and Phishing Emails

# The perimeter has disappeared

Access is no longer limited to your office or your employees...





# Existing approaches were built for on-prem environments

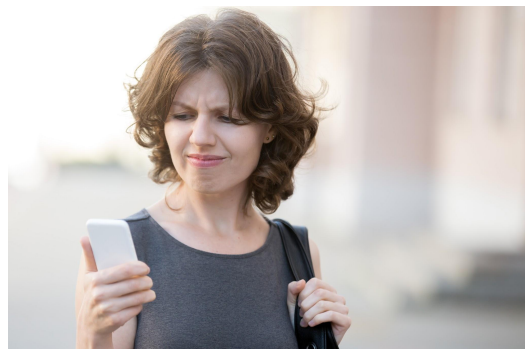
They are time-consuming, complex, and not optimized for today's cloud-first world.



Limited device access



Cumbersome VPNs



Inconvenient authentication



# Security is core to a successful digital transformation in the new normal



Users are  
on the move



Data is in  
the cloud



Devices are  
multiplying



Priorities for the new normal

Protecting employees  
Protecting customers



# Protecting employees

- / Shift to remote workforce
- / Connecting from untrusted networks
- / Accessing internal apps
- / Mixed personal/business browsing and email



**A zero trust approach supports the “new normal” of today’s work:**  
balancing the need to keep the workforce secure and productive, while working from anywhere

***82% of organizations say they are committed to migrating to a zero trust security architecture <sup>1</sup>***

# Google is a zero trust pioneer

## BeyondCorp

### Google's implementation of the zero trust security model

Shifted access controls from the network perimeter to individual users and devices, allowing secure work without the need for a VPN



## BeyondCorp Enterprise

### Google's zero trust product offering

A new solution for our customers, based on our own learnings and experience



**BeyondCorp Enterprise** is a **zero trust solution**, built on **Google's global network**, which provides customers with **simple and secure access to applications and cloud resources** and offers **integrated threat and data protection**.

# BeyondCorp Enterprise

  
Employees

  
Contractors

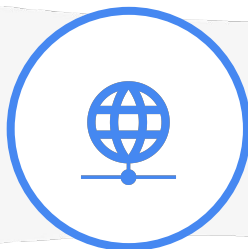
  
Partners

## Endpoint



Threat and data protection built-in to the Chrome browser

## Network



Proxies & protects traffic from the internet

## Cloud



Enforces access policies based on identity & context



Internal web apps hosted on Google Cloud



Internal web apps hosted on other clouds



SaaS Applications



Internal web apps hosted on-premises



# Protecting customers

- / Upswell of online transactions for e-commerce and public services
- / Increased malicious activity: bots, fraud, malware

Phishing

**80%**

of all targeted attacks started with phishing



Web risk

**4B+**

devices

Fraud & ATOs

**8%**

of online revenue lost to account fraud



reCAPTCHA Enterprise

**4M+**

websites



# Google Cloud Security

We help modernize security whether you are transforming your systems in our cloud or in place.

Built-in safety with the most secure, transparent, and compliant cloud

In Cloud



Bring the power of Google's infrastructure and intelligence to wherever systems run

In Place



Powered by our global infrastructure and intelligence

**Thank you !**

Google Cloud