

Enabling businesses to grow securely



We are **armadillo**

Change

Business Challenges

Marketplace

Requirements

Technology Trends

Outcome driven

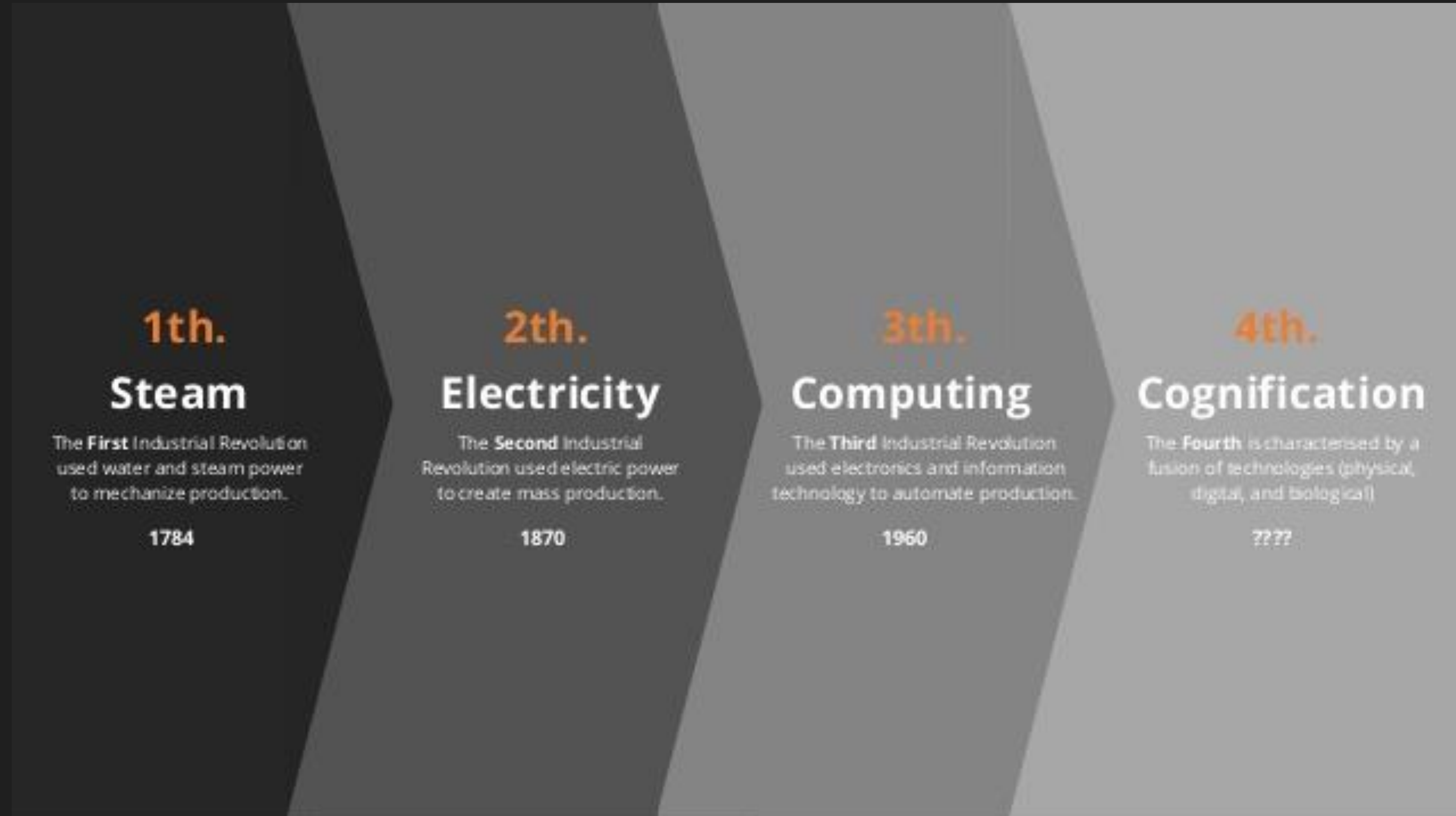
**“We are at the beginning of a revolution that is fundamentally **changing** the way we live, work and relate to one another”**

K. Schwab

Founder and Executive Chairman, World Economic Forum

... disruption happens when an existing industry faces a challenger that offers greater value to the customer in a way that existing firms cannot compete with directly.

The realignment of, or new investment in, technology and business models to more effectively engage digital customers at every touchpoint in the customer experience lifecycle.



## IMPACT

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01. Economy
02. Business
03. National
04. Society
05. Individual

The Global Games Market Will Reach \$108.9 Billion in 2017 With Mobile Taking 42% Today, Newzoo released the latest quarterly update of its Global Games Market Report. It shows that 2.2 billion gamers across the globe are expected to generate \$108.9 billion in game revenues in 2017.20 Apr 2017.

<https://newzoo.com/insights/articles/the-global-games-market-will-reach-108-9-billion-in-2017-with-mobile-taking-42/>

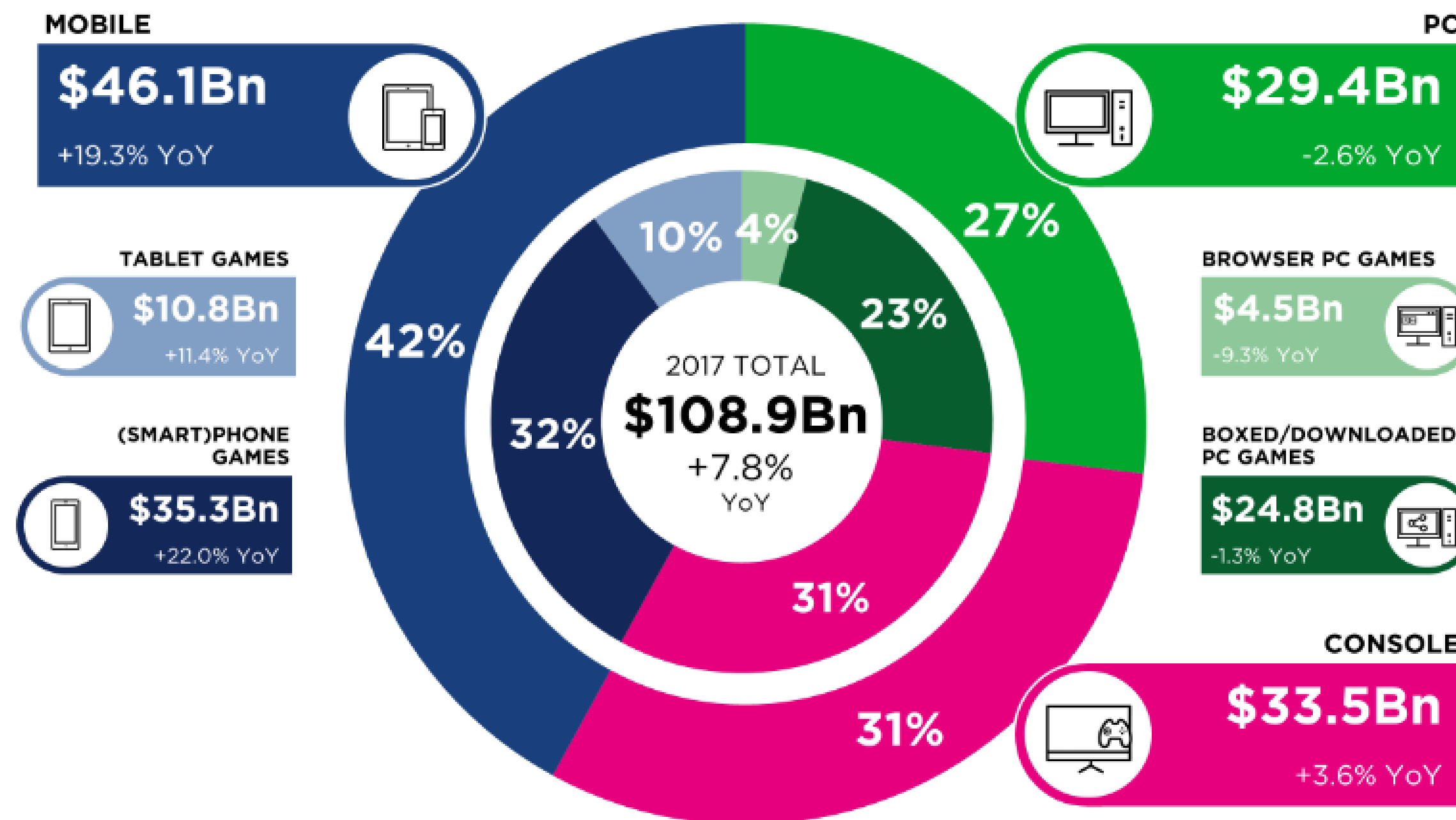


newzoo

## 2017 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES

©2017 Newzoo



Source: ©Newzoo | Q2 2017 Update | Global Games Market Report  
newzoo.com/globalgamesreport

In 2017, mobile games will generate

**\$46.1Bn**

or **42%** of the global market.

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- Social Responsibility – secure by design, enabling confidence online
- Security and Compliance – keeping within regulatory guidelines for data protection
- Effective Risk Management in Gambling – deploying secure processes to understand risk areas
- Ability to track locations - avoiding hidden gamers
- The march of mobile – the security implications of mobile gaming

“ You've got to start with the **CUSTOMER EXPERIENCE** and work back toward the technology. ”

- Steve Jobs

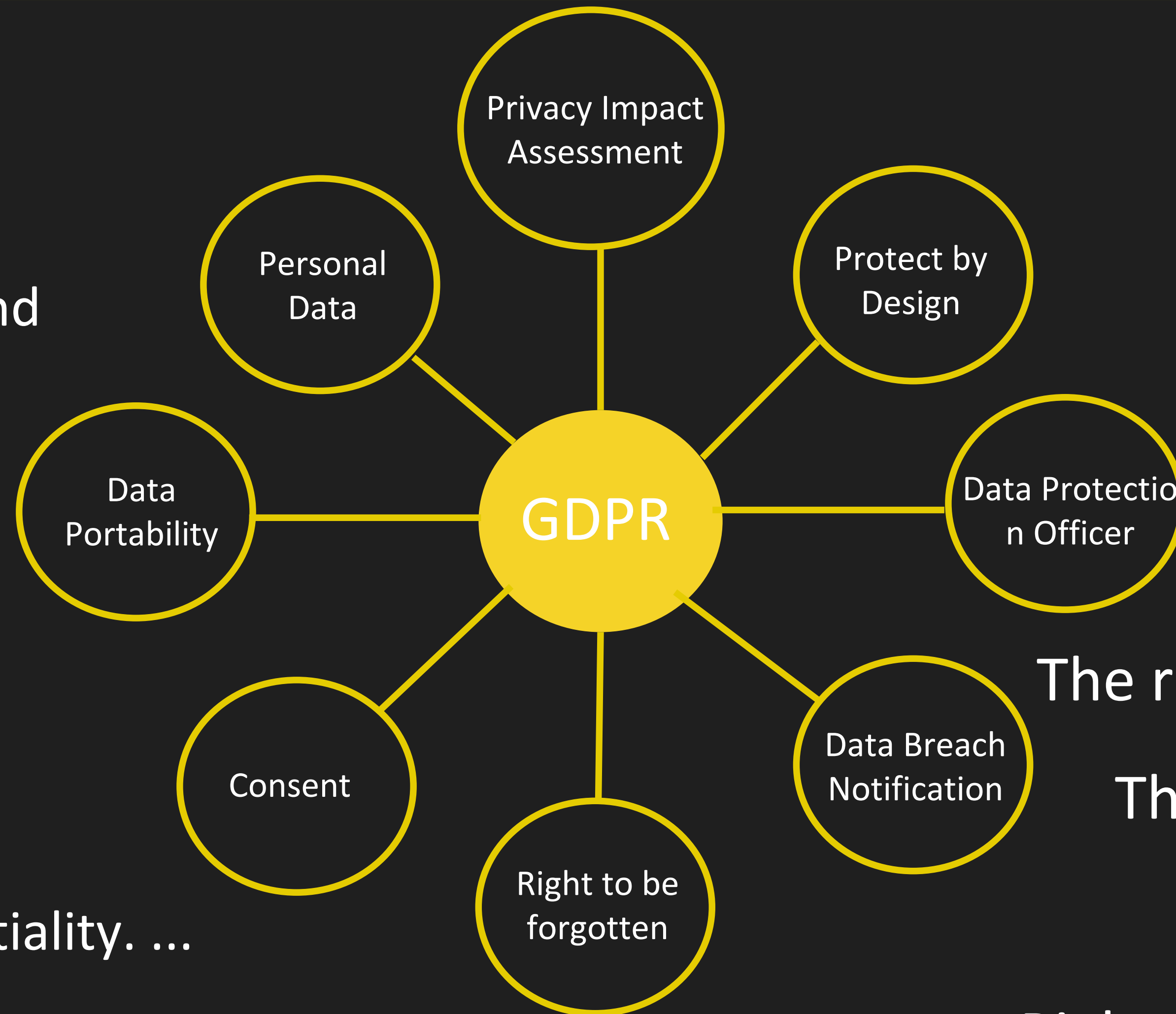


# My **personal** information



## Business Principals:

- Lawfulness, fairness and transparency. ...
- Purpose limitation. ...
- Data minimisation. ...
- Accuracy. ...
- Storage limitation. ...
- Integrity and confidentiality. ...
- Accountability.

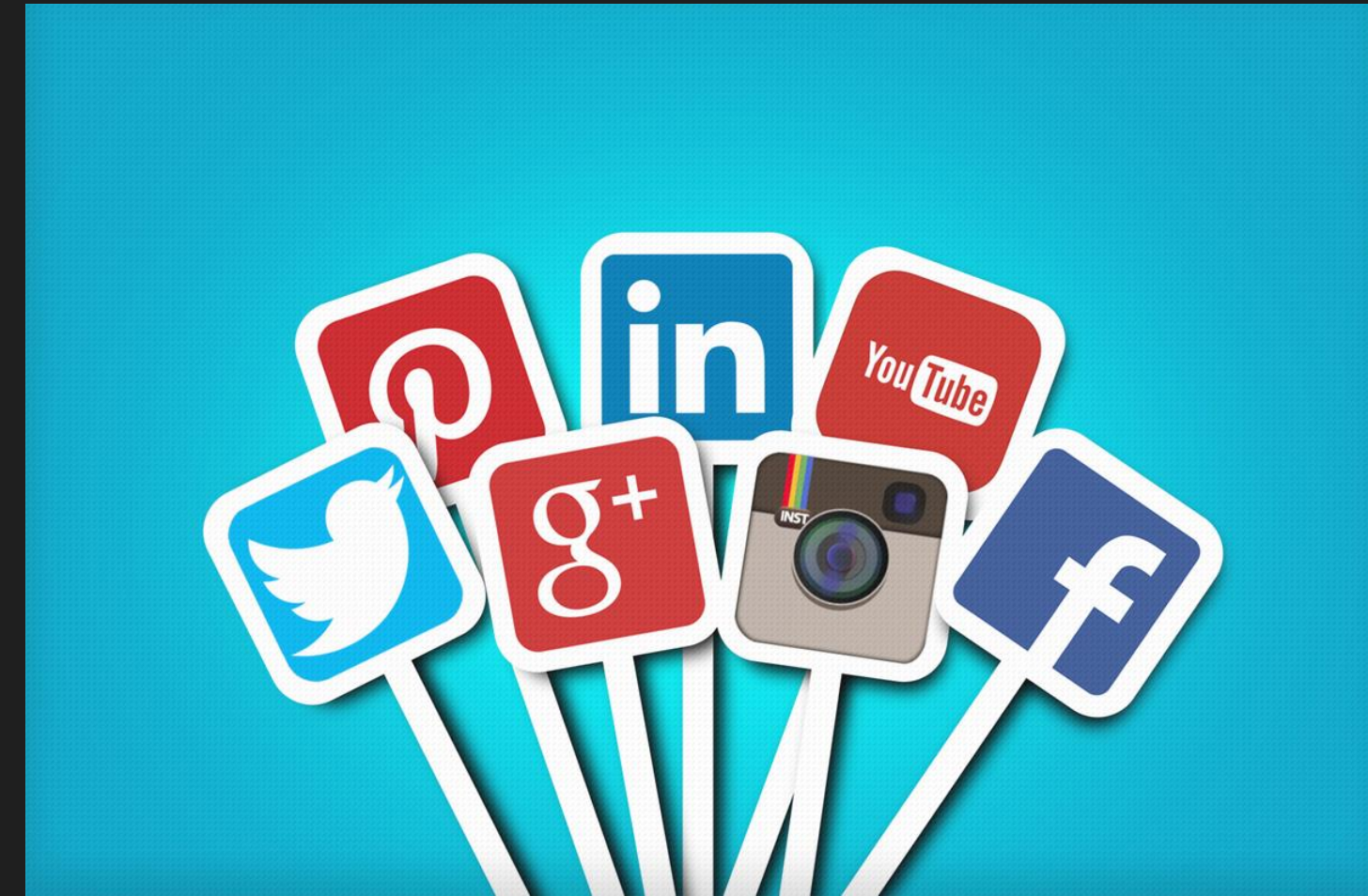


## Individual rights:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated

decision making and profiling  
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# Technology trends



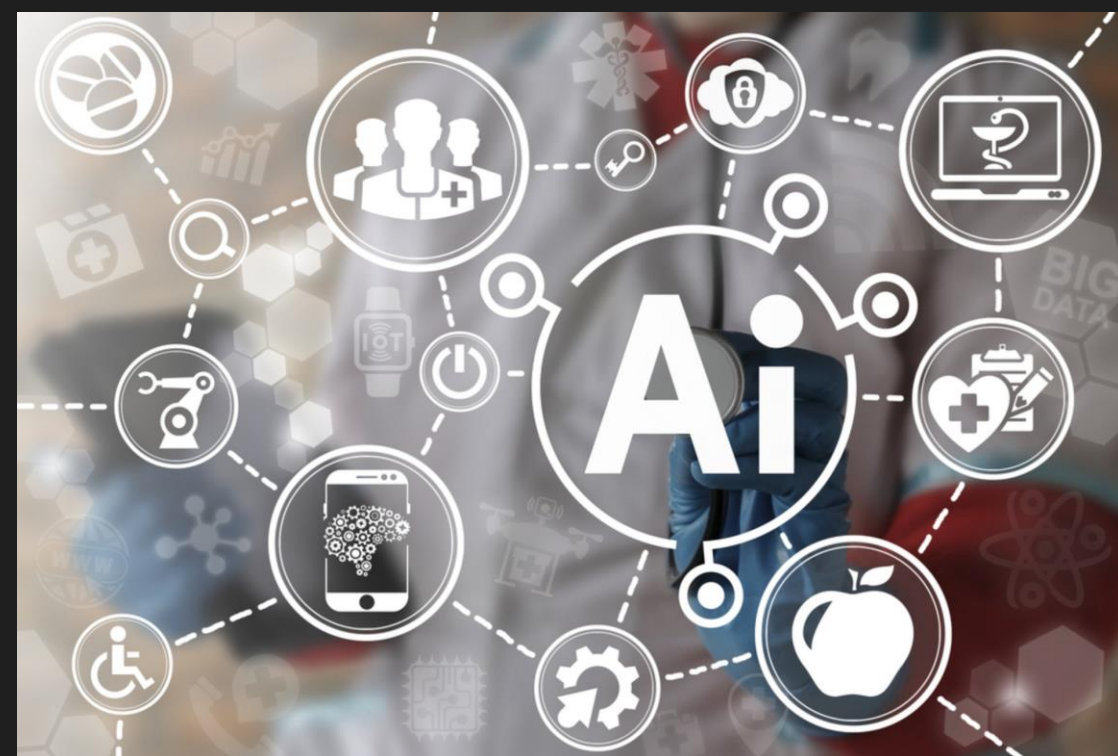
Social media

Mobile

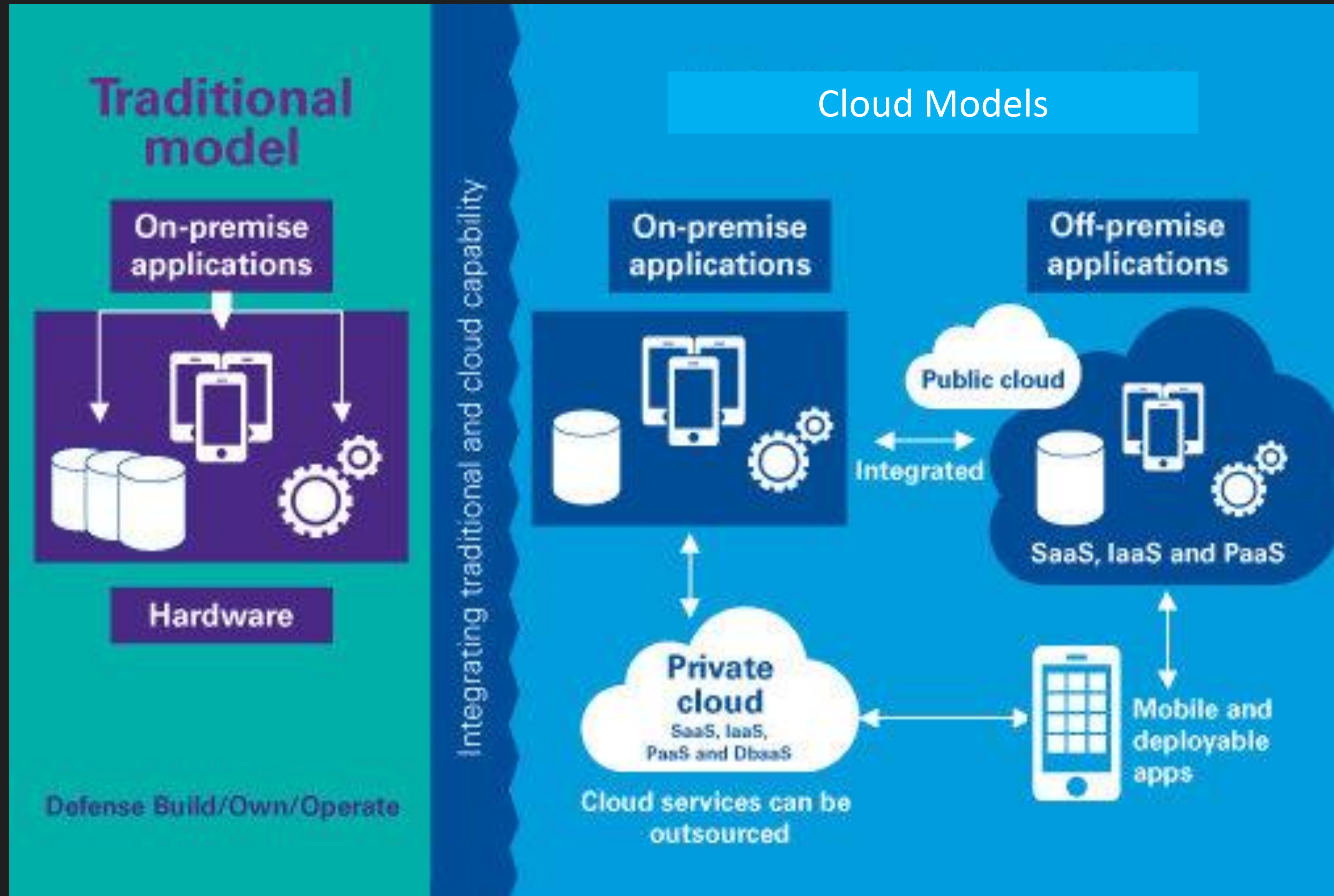
Analytics

Cloud

Artificial Intelligence



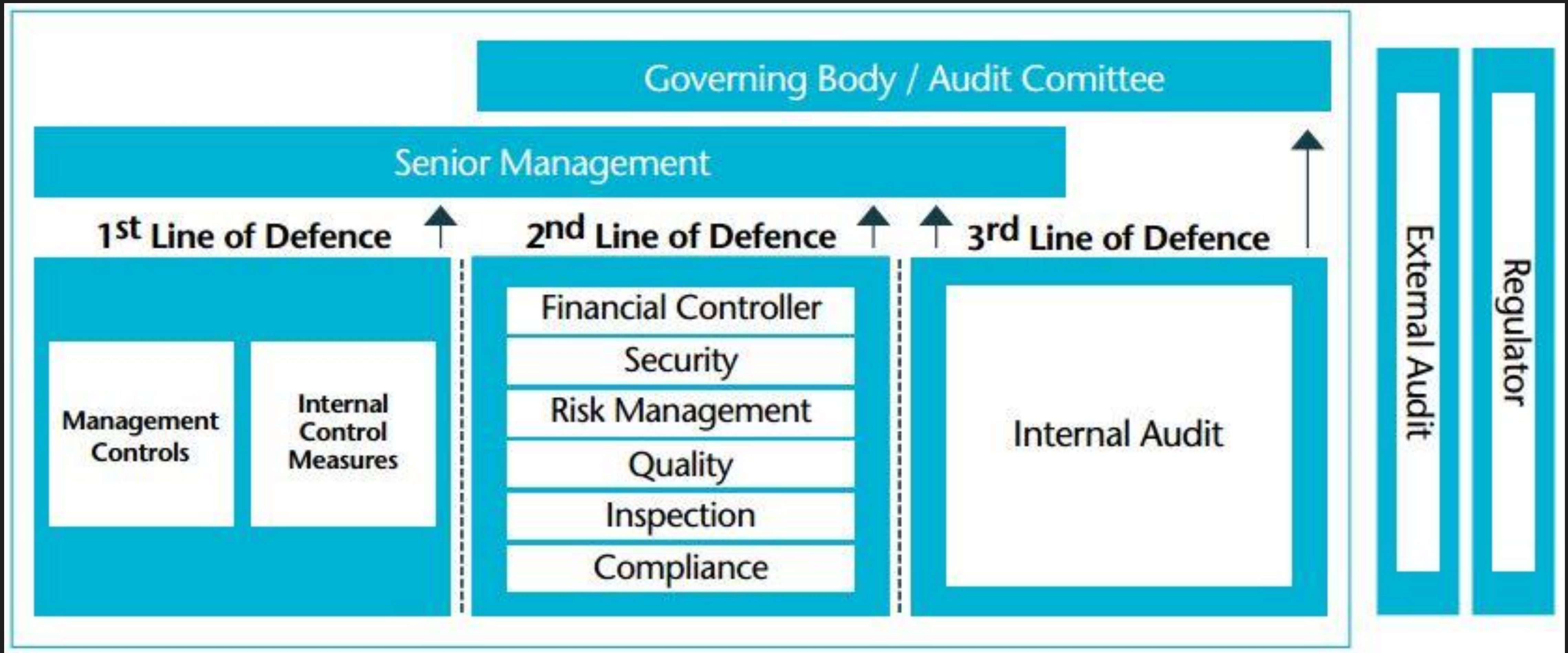
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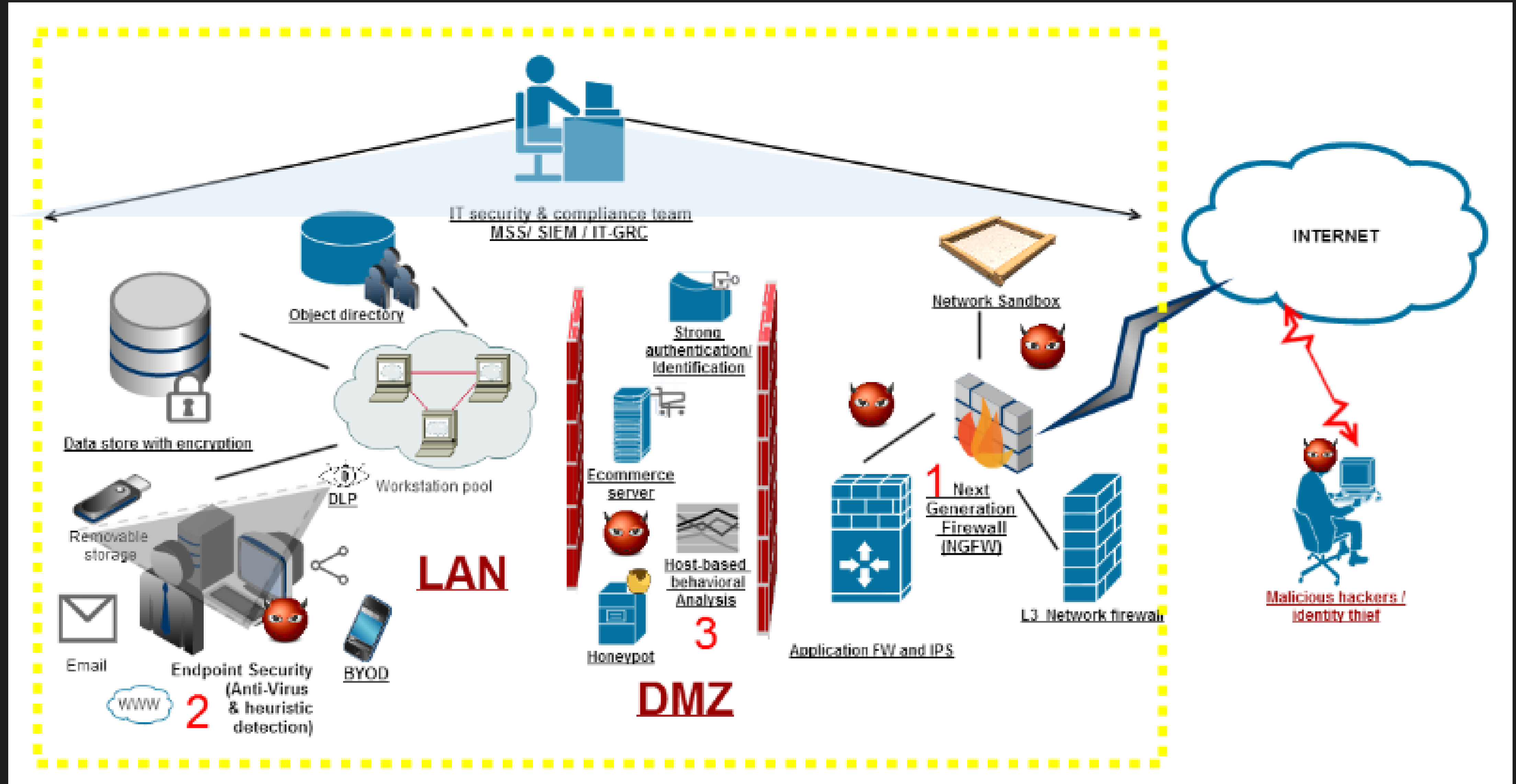
# Governance of Risk - 3 lines of defence



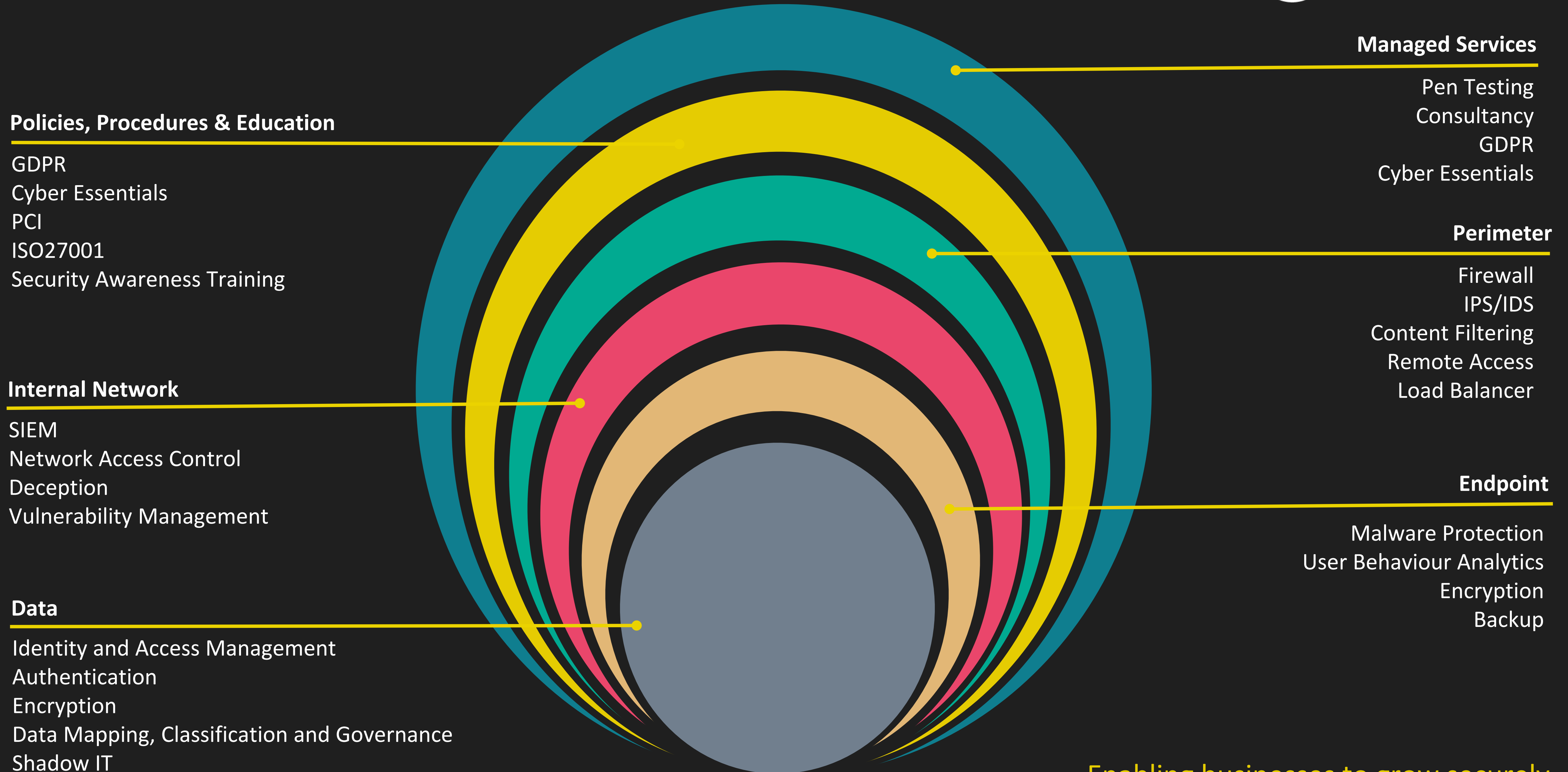
... Governance of Risk -



# Core Security



# Security shell



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# Our customer challenges



Identifying PII data  
Security by design  
Security by default  
Accountability

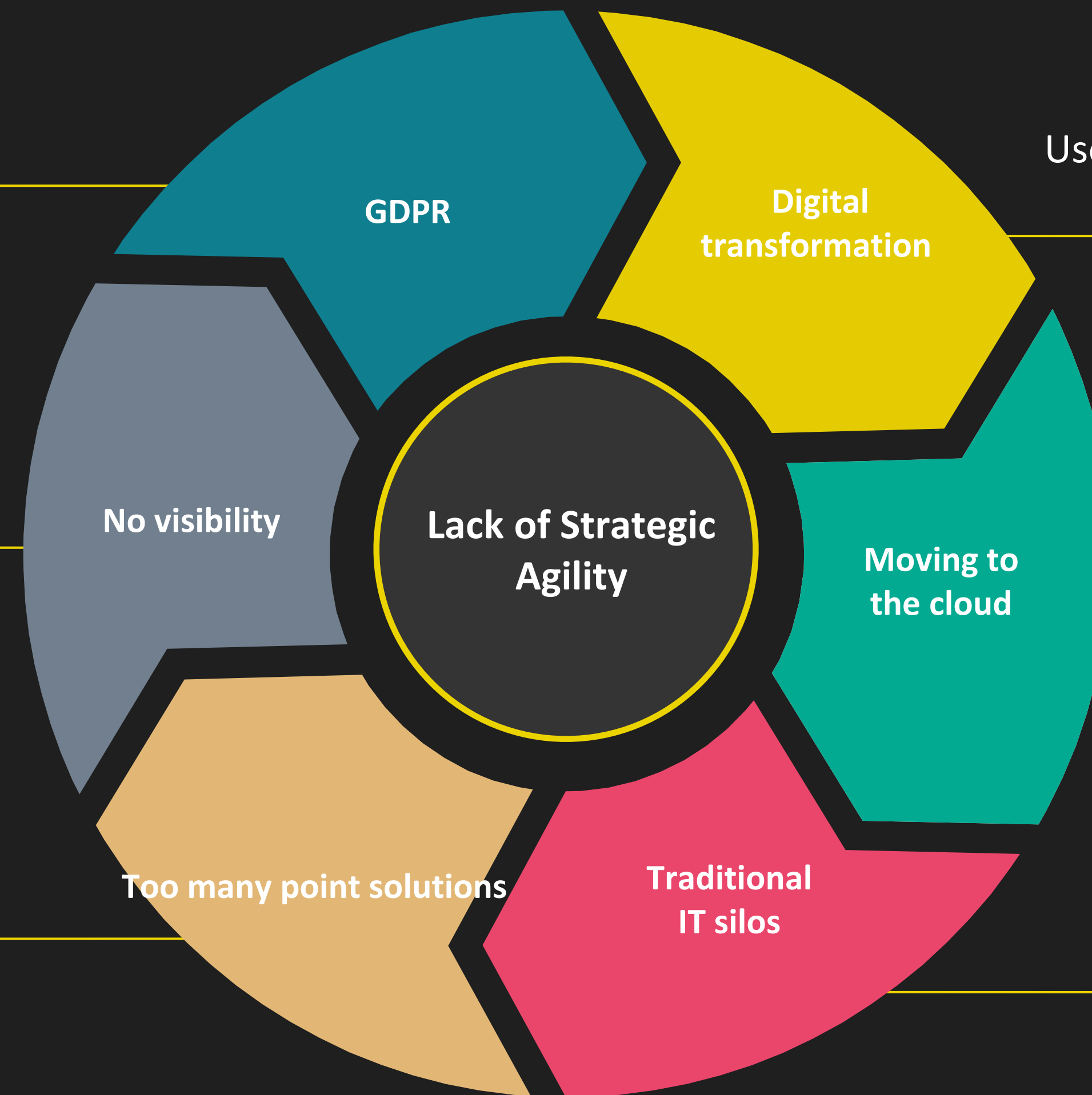
Competition is more agile  
Need to innovate  
Use digital to create new revenue streams

Shadow IT  
Where is my data?  
Who can access it?  
IoT

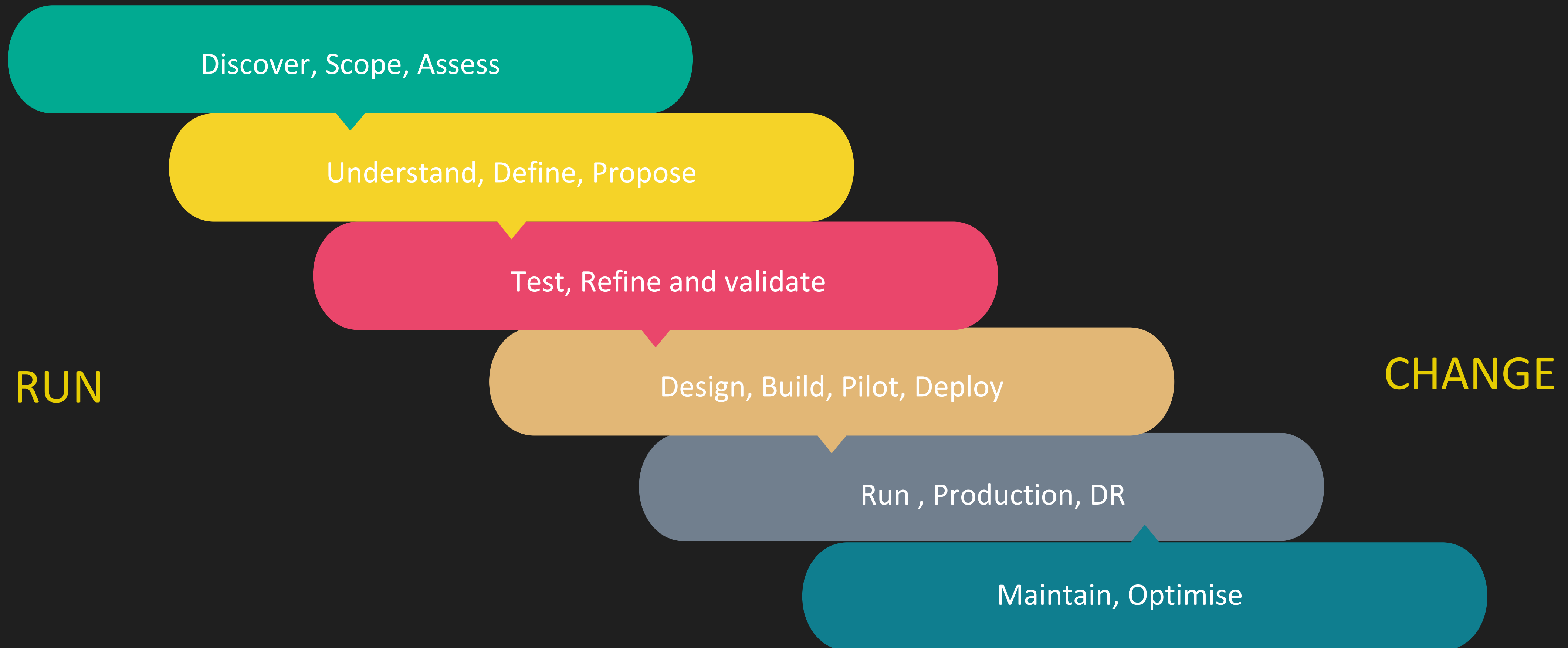
Cloud is a business strategy  
New security risks  
Shared responsibility

Lack of InfoSec skills  
Threats constantly changing  
Information overload  
Lack of resources

2 speed IT  
Legacy IT v DevOps  
Integration between digital and legacy platforms



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## Agility

- Rapid deployment
- Scales as you grow
- Infrastructure agnostic

## Complementary

- Enhances your Security team
- Security experts
- Concentrate on core activities

## Security insights

- Managed threat detection
- Actionable intelligence
- Remediation

## Cloud security

- Visibility
- Orchestration
- Machine learning

- **The Security Bureau:**

Informer continuously identifies risks to your online environment

- **Checkpoint:**

From Firewall to security as a platform protecting internet connections and making data secure

- **Gemalto:**

Delivering trust for digital services authenticating identities and protecting sensitive data

- **Bitglass:**

Secures your data in the cloud, at access, on any device

- **CyberArk:**

Laser focused on protecting privileged accounts from cyber attacks striking the heart of the enterprise

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Thank you

[wearearmadillo.com](http://wearearmadillo.com)