

Lessons from a Hacker

Empowering Customers
with [Data] Security



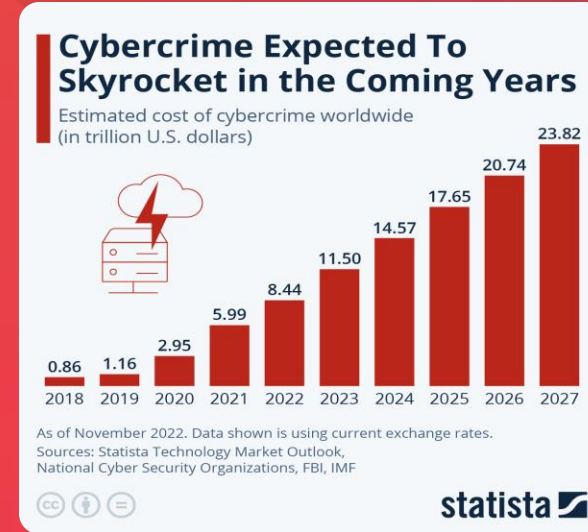
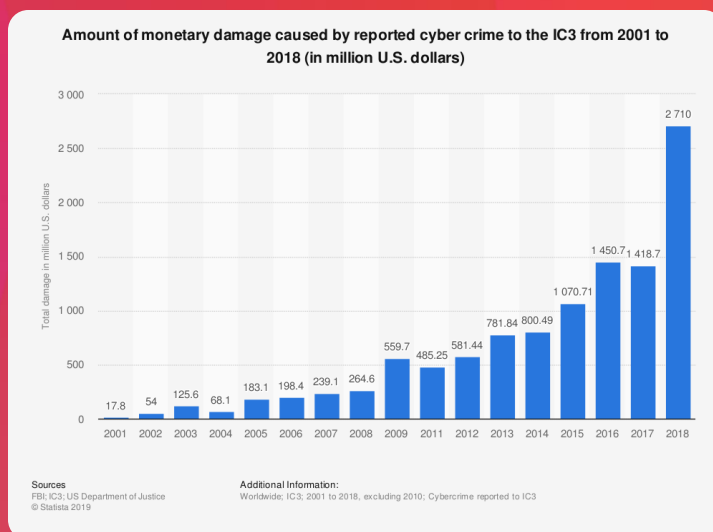
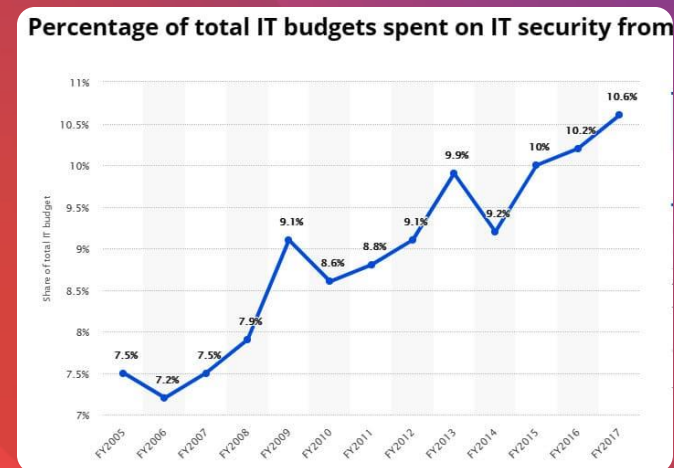
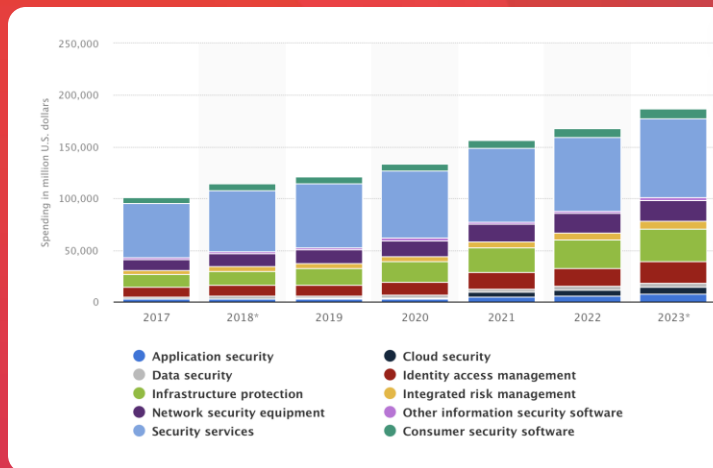


Greg van der Gaast

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Today's Trends



But why?

The Cars and Coffee Problem





Breaking Perception

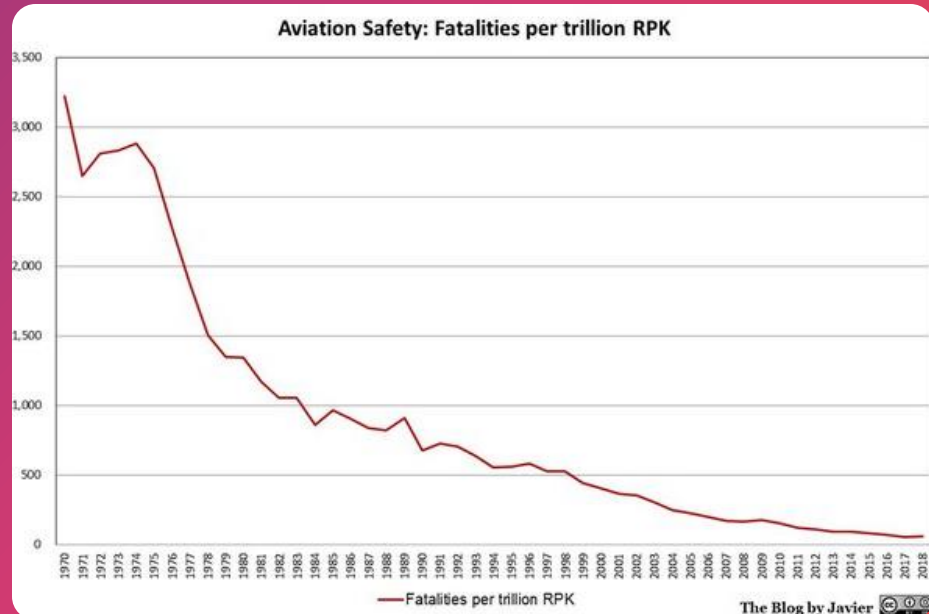
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Risk Management

A Problem with
the Approach



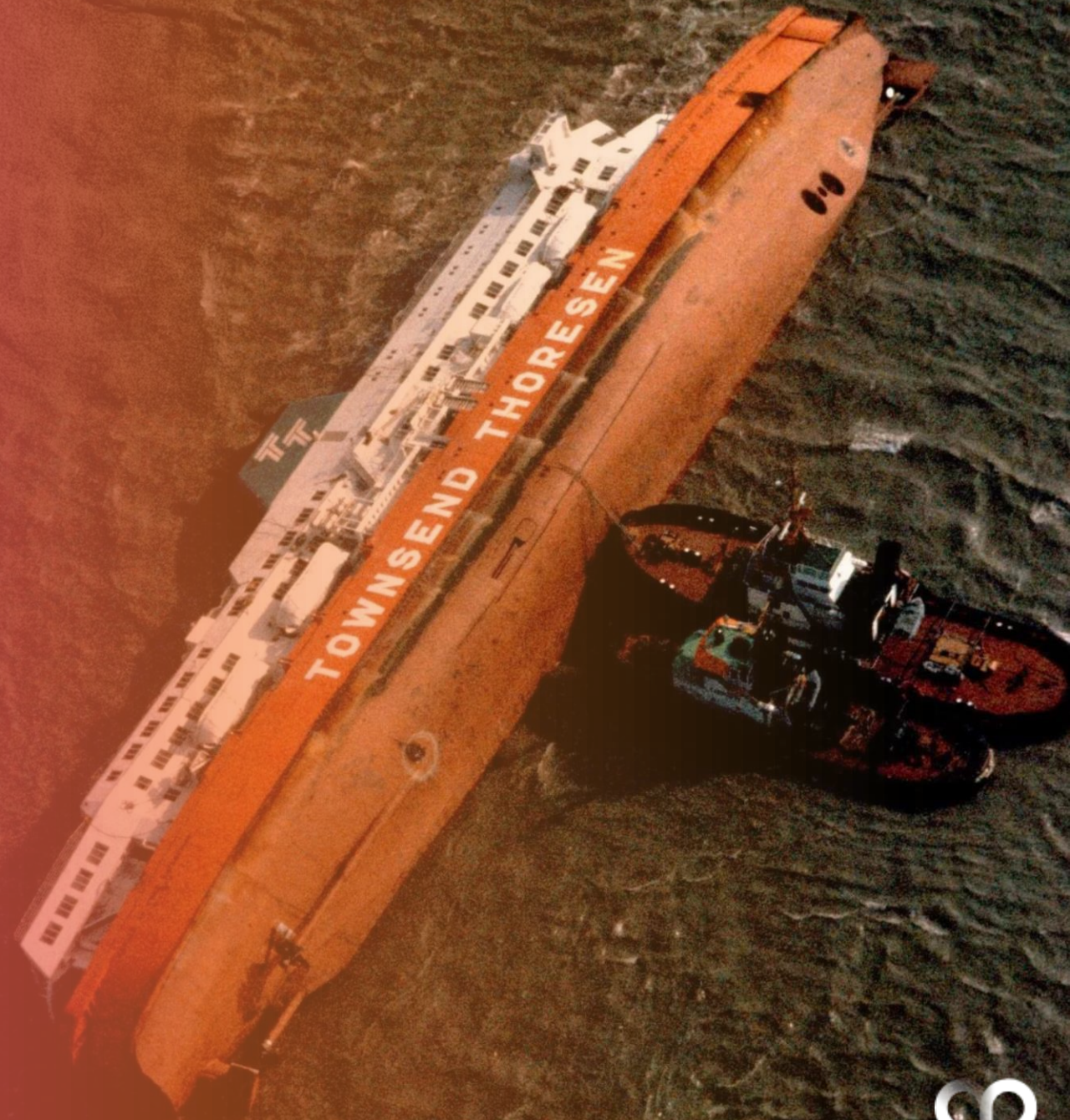
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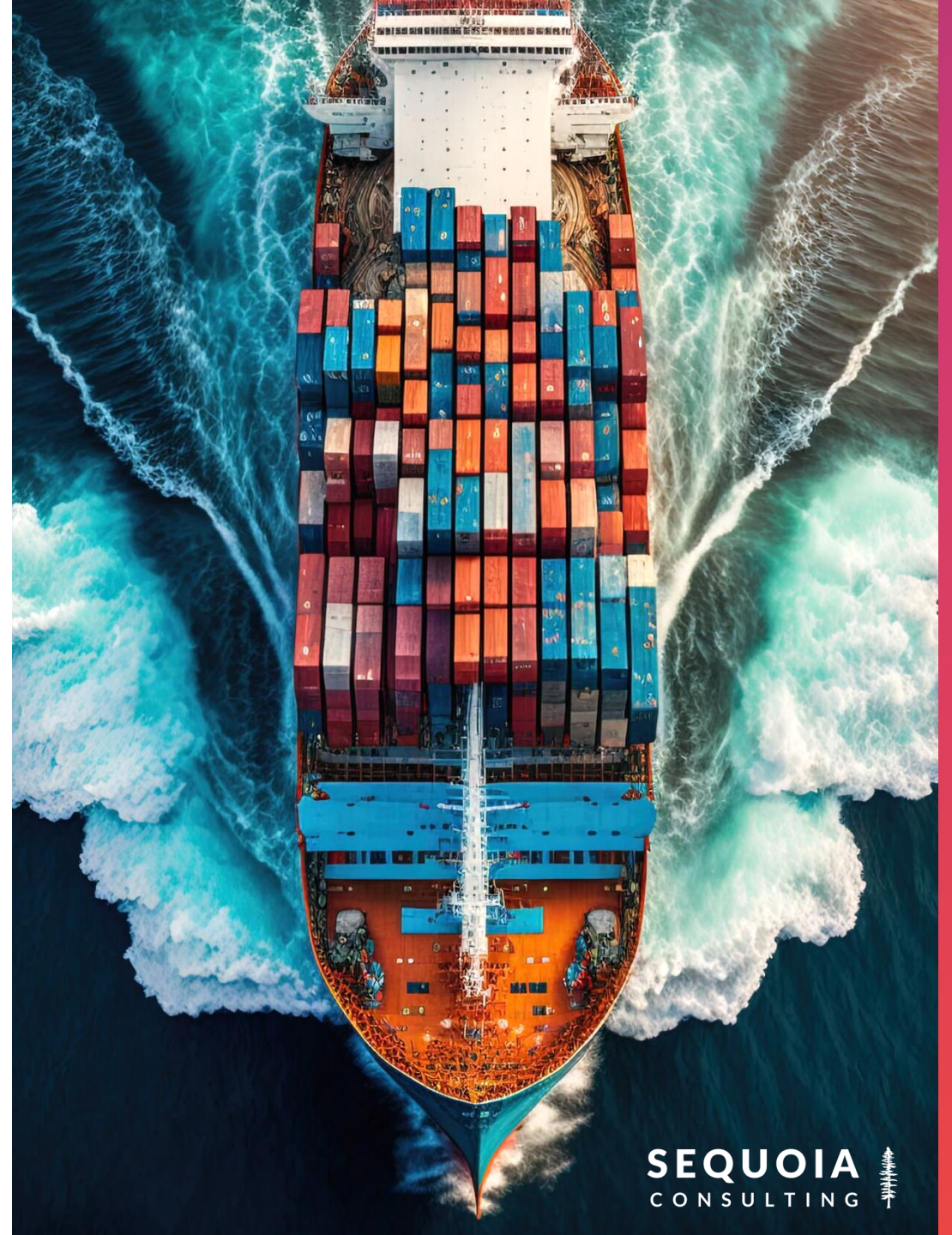
The Batak Effect.



What Gets You Breachd?



Keeping the Ship Afloat



Stop Feeding the Mice



The Fishtank Principle





The Problem of Focus

The Power of Platform

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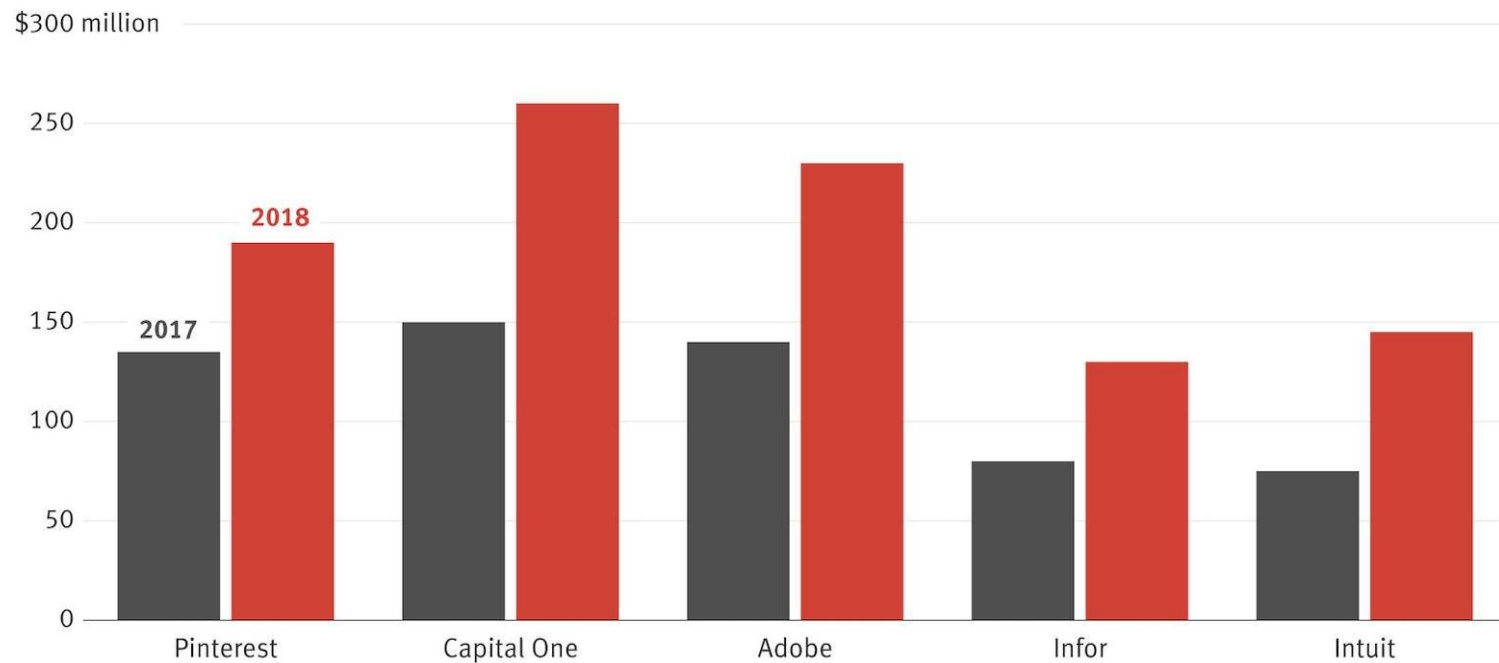
[Data] Security as Quality



Data Security Shouldn't be a Cost Centre

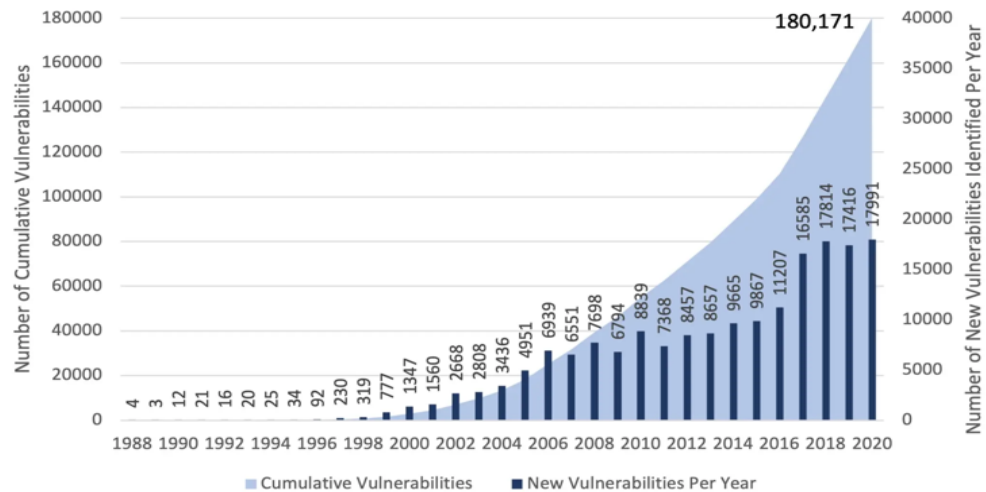
Climbing Cloud Costs

AWS bills for several big customers increased significantly in recent years

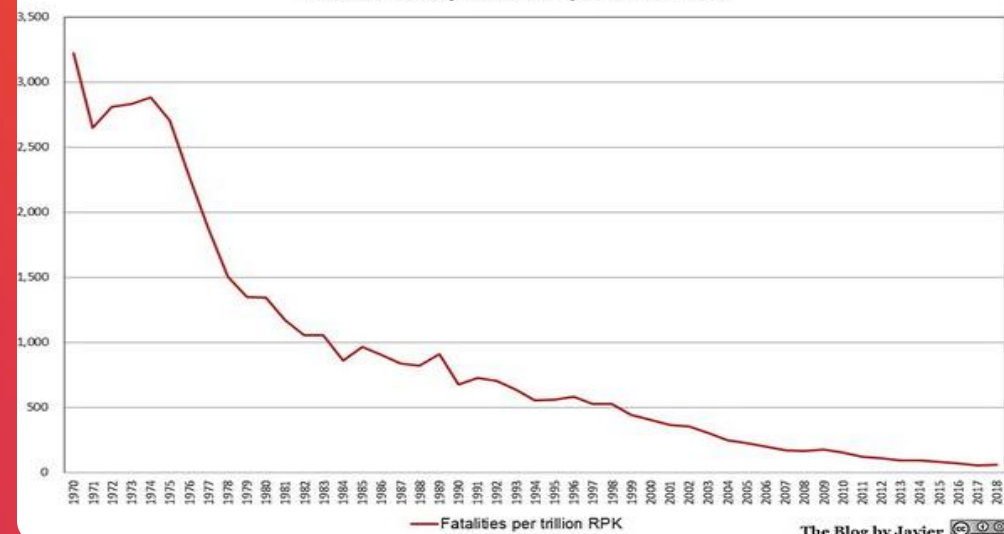


Choose Your Slope

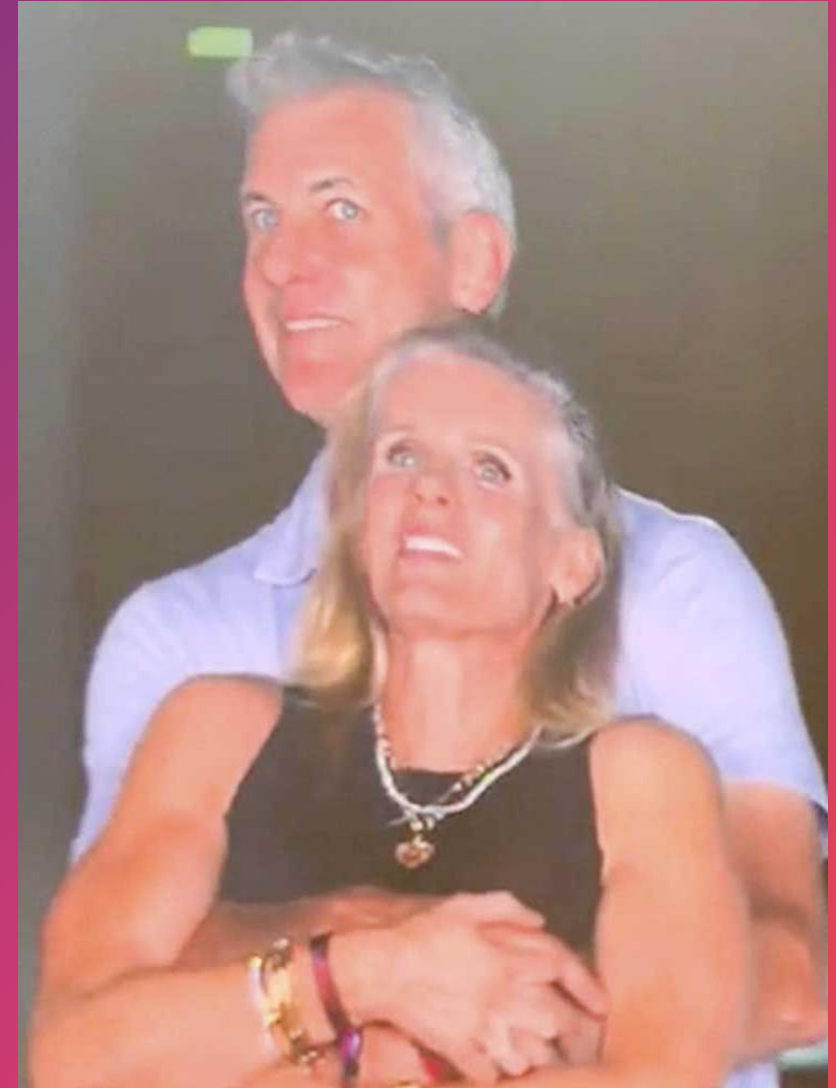
New Vulnerabilities Identified Each Year, 1988-2020



Aviation Safety: Fatalities per trillion RPK



Storytelling & A New Narrative



In Summary

Focus on quality. In everything.

Ask *why*, and *how*.

**Understand the importance
of a holistic approach.**

Simplify – The Power of Platform.

**Build trust, and focus on
what matters most.**



For the Sellers

**New narratives, New thought
leadership.**


**Roadmaps, not products.
Decommoditise.**

Rethink value, rethink shareholders.

***Everything* is in scope.**

Bundle, create touchpoints.





“The significant problems we face cannot be solved at the same level of thinking we were at when we created them.”

-Albert Einstein

Thank you!

Stay notified for OnPoint 2026





Register Interest

