Agenda

• BlueCross BlueShield of WNY
• The Team
• Adversary Obstruction Defense
  – Zero-Trust Network and Impact on BYOD
• Cyber Controls, Regulation, Standards, and Guidance
About Our Company

- Headquartered in Buffalo, NY since 1936
- $2.8 billion revenue (2018)
- $625 million in reserves (2018)
- 1,900+ employees (1,600+ in WNY)
- 950,000+ members served
- $6.9 million in community investments (2018)
Our Markets

- Sacramento, CA
- Blue Bell, PA
- Headquarters: Buffalo, NY
PARTICIPATION:

96% of hospitals

93% of physicians

107 MILLION MEMBERS:

1 in 3 Americans

BlueCross BlueShield Association governs the system

36 independent, locally operated licensees

Most recognized brand
The BlueCross BlueShield System
## Enterprise Information Assurance: Framework

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<tr>
<th>MANAGE</th>
<th>PROTECT</th>
<th>DETECT AND RESPOND</th>
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| • Align security initiatives with business priorities  
  • Maximize operational efficiency | • Minimize the attack surface  
  • Complicate unauthorized access | • Rapidly detect, respond to, and contain incidents |
• Team and Culture
  • Source the right talent
  • Keep people engaged
• Relationships
  • Internal
  • External
Adversary Obstruction Defense Capabilities:

Malware prevention and detection capabilities that do not rely on traditional signatures and apply a defense in depth principle.

Detection and response capabilities that bolster the ability to collect and perform real-time analysis of security intelligence and respond to threats derivative of that analysis.

Obstruct lateral movement and protect systems from semi-trusted endpoints (e.g., end user devices).
Adversary Obstruction Defense

- Segment End-User Networks
- Restrict Lateral Workstation Communication
- Network Activity Monitoring
- Egress Filtering
- Network Anti-Malware
- DNS Black holing
- Endpoint Exploit Mitigation
- Retain an Incident Response Firm
- Endpoint Incident Detection & Response
- Privileged Account Management
- Document Network and Flow of Sensitive Data
- Regulated Data in Non-Production Environments
TRUST NO ONE

EXCEPT MULDER. YOU CAN ALWAYS TRUST MULDER.
FRAMEWORKS
THANK YOU!
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