



**NDIA: Defense Industrial Base Critical Infrastructure Protection (DIBCIP) Conference
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Presentation by:
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National Security Grid**

Why does this matter?

A large company is ONLY as strong as its weakest link



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Greater Risks ←



The further "out"

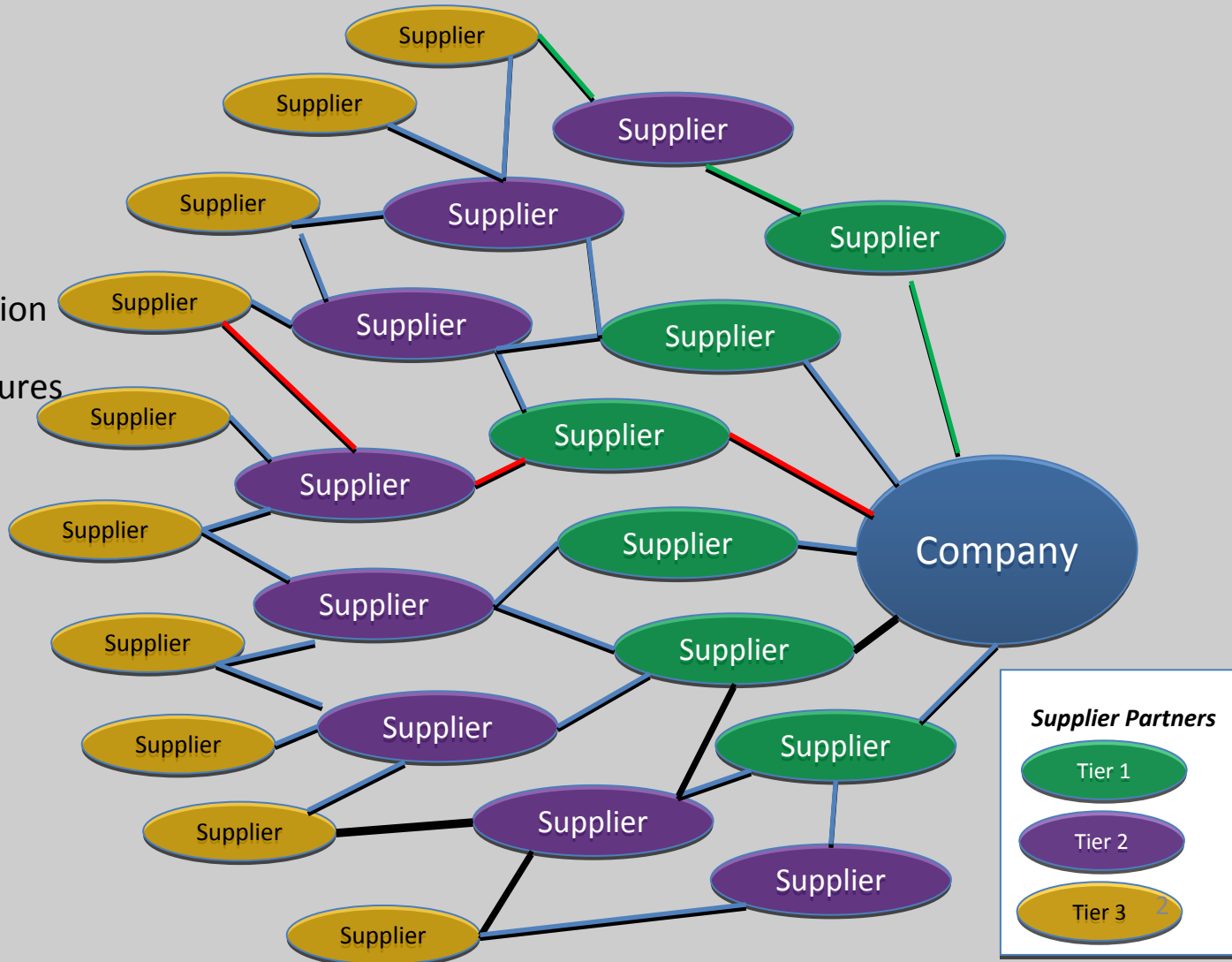
from the center, the:

-**Greater** the vulnerability

-**Larger** the risk

-**Less** the security information

-**Weaker** the countermeasures



**“We must bring our security capabilities into the 21st century
– using the Smart Power of the Internet to protect America.”**



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President Obama



*To Strengthen America’s Critical Million –
enabling the Critical Million small and mid-
sized companies to protect themselves from
terrorist threats, organized crime, and foreign
intelligence programs.*

Protecting the Critical Million Protects America

*Provide the Critical Million the same level of security support, interaction and capabilities as the Fortune
1,000 – at price points appropriate for the Critical Million – using social media, Internet & cloud-based technologies*



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The National Security Grid is a
FORCE MULTIPLIER
for NATIONAL SECURITY interests
throughout the
DEFENSE INDUSTRIAL BASE

The National Security Grid is a
NON-PROFIT ORGANIZATION
delivering and receiving
THREAT & COUNTERMEASURE information
to the **CRITICAL MILLION** companies



CONTENT

25 Sources
across 8 groups

- Federal
- State
- Local
- Associations
- Commercial
- Media
- Blogosphere
- Members

Mass-customization and
post-production
based on criticality, sector,
job type, company size,
geography, & more.

DELIVERY

Nothing to 'join',
we go where they are

- LinkedIn
- Facebook
- Twitter
- iPhone
- Blackberry

ANALYSIS

Serve as feedback loop
for Critical Million executives

- Early warning
- Threat aggregation
- Countermeasure results



Three Step Plan:

1. REACH Go to them, nothing to

join

2. EDUCATE The #1

Countermeasure

3. DEFEND Low touch, low cost



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REACH: NSGrid takes it to the people.



facebook



**more than 80
million people
collectively in
these 5 groups*



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EDUCATE: Education is the greatest countermeasure

- NSGrid takes the best available threat and countermeasure information, then processes it into “Intelligence Drops,” that convey the essence but in a form and language that is specifically tailored for our clients.
- Critical Intelligence Drops are then post-produced, into short-form video or casual gaming, to maximize their impact across our client base.
- A blend of both threat and countermeasure education is delivered, with immediate feedback available, with viral distribution and measurement.



Intelligence Drop: Form and Format

1. Grab them.

On 18 March 2009, a former IT consultant to Pacific Energy Resources (PER) was indicted for temporarily disabling systems designed to monitor oil derrick pipelines along the California coast. He's accused of unlawfully exploiting his knowledge of PER's computer networks for which he had established multiple user accounts.

2. Relate to them.

Your employees and contractors have enough access to significantly damage your IT infrastructure and your company. With the economic recession, there are more layoffs, reductions in force, and terminations than ever before. According to the Feb 2009 "Jobs at Risk = Data at Risk" research report, 61% of laid off workers who felt negatively about their company took data with them when they left. Your company is at risk.

So what can you do about this?

3. Help them.

Your business runs on computers these days, and you've got to protect them. As soon as you have made your decision to lay off a worker, it is critical that all electronic accounts (think voice mail, email, VPN, laptops, servers, partner systems) for that worker must be shut down. If there are shared IDs/Passwords to some company systems, those passwords must be changed. In the old days, this would be thought of as 'harsh', but in today's business climate, it has to be your standard operating procedure, applied evenly to all.

Protect yourself, your company, your sector, and America.



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Intelligence Drop:

Post Production

- YouTube Video
- Casual Games
- iPhone Apps
- Blackberry Apps

The screenshot shows a mobile interface for the National Security Grid. At the top left is the organization's logo, and to its right is the text "NATIONAL SECURITY GRID" with the tagline "REACH · EDUCATE · DEFEND". Below this is a "BREAKING NEWS" header with a "[HOME]" link on the right. The main content area features the title "New Countermeasure" and the date "March 10, 2009". A sub-headline reads "Watch video on ways to safeguard your eMail." Below the text is a video player showing a YouTube video. The video frame displays a search engine results page for the query "mother's maiden name password". The search results include a snippet from "The Rising Digital Sleuths" and another from "Your Mother's Maiden Name Can Lock Identity Theft and Your Passwords from Phishing Scams". Below the video player is a YouTube logo and a playback control bar showing "0:00 / 0:00". At the bottom of the screen, there is a "PRESS 0 FOR BACK" instruction and a banner for Stanford University that says "Fraud Info? Report suspected Stanford criminal activity to the FBI. Click Here".



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DEFEND: Do something about it.

- The NSGrid Countermeasures group will provide an extensive array of optional offerings to help threatened companies defend themselves.
- All NSGrid countermeasures will cost less than \$50/month, and they will not require sophisticated security personnel to implement or assess.
- The first NSGrid Countermeasure is Automated Assessment. This tool will allow clients to request an electronic interrogation assessment, and sign up to be educated and measured on their security understanding and posture.
- Additional NSGrid Countermeasures planned include employee screening, data loss prevention, deep packet inspection, and more.



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NSGrid – Automated Assessment

- The NSGrid AA system is different from previous attempts to educate and assess security in Tier 2 – 5 supply chain companies.
 - Nothing to join
 - No security officer needed
 - No security training required
 - No forms, tests, or penalties
- The NSGrid leverages what they already do on a daily basis.
 - Every time they consume an Intelligence Drop, using any of their favorite formats, social media or mobile systems, they gain security points.
 - NSGrid tracks the number of security points in their account automatically, and reports that to our Tier-1 members monthly.
 - Tier-1 members can determine the mix of intelligence drops (threat, countermeasure, general security, sector specific, current events) for their supply chain partners.
 - Supply chain partners gain points every day, and must maintain a current level of points to be qualified.



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Sponsor or
Government
Advisory
message

See how many
Assessments
Points you
have earned

Discuss
YOUR
issues with
Peers

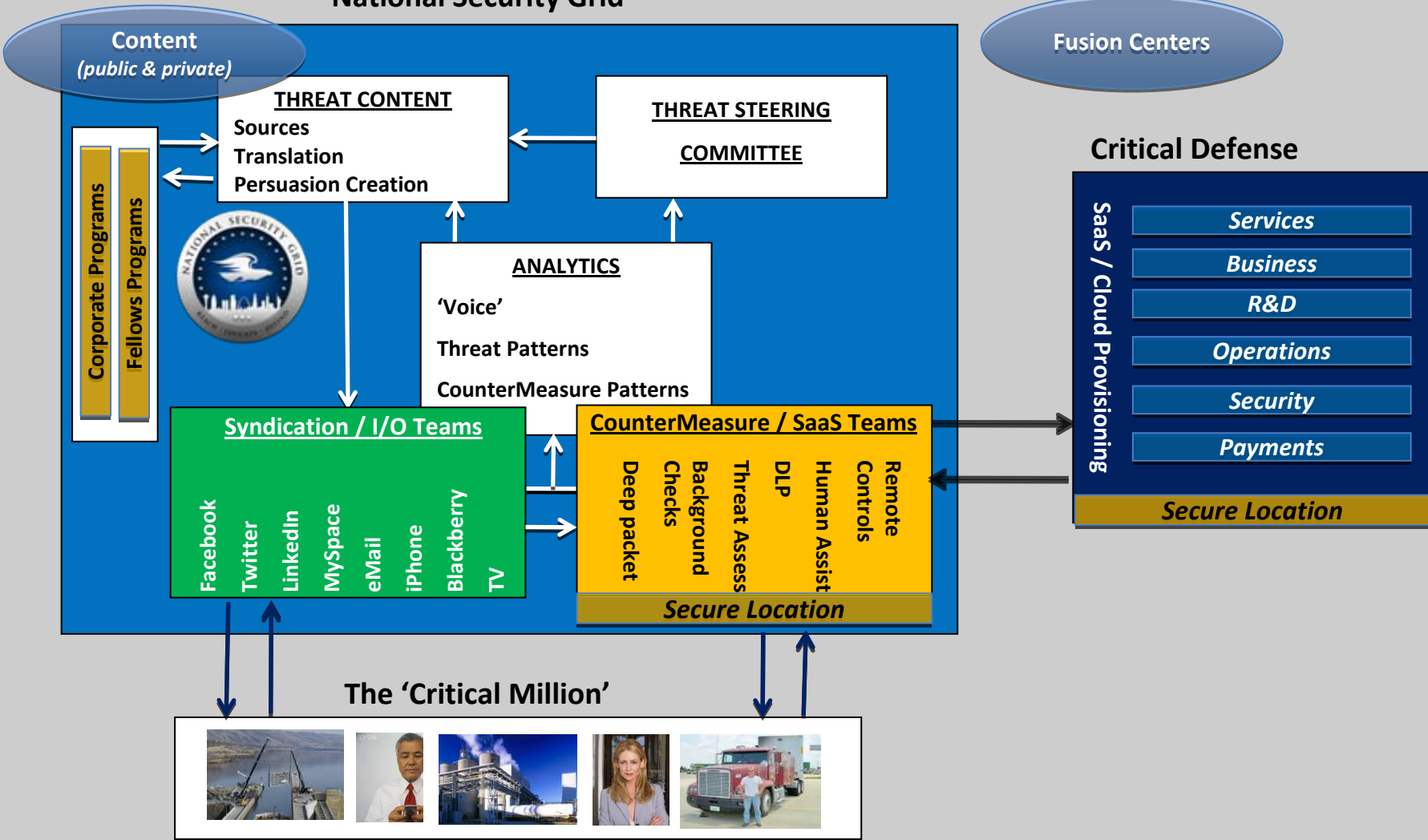
Breaking
Threat or
Countermeasure
news. In
this case a
video
vignette
launches.

Earn
Assessment
Points by
reading,
watching,
or playing.





National Security Grid



Leadership Team & Advisors



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Intelligence Advisors

- **Mr. David Szady**, Former FBI Deputy Director, founding NCIX for White House
- **Mr. Amit Yoran**, fmr White House 'Cyber Czar' , CEO of InQTel
- **Mr. Gene Brissette**, IC professional, intelligence analyst

Technology Advisors

- **Mr. Tom Fisher**, Co-founder of PayPal, former CTO of eBay, now an expert in cloud computing
- **Mr. Ken Rutkowski**, A leading tech entrepreneur social media expert

New Media Advisors

- **Mr. Jay Samit**, CEO of Long Beach Studios, former EVP of Sony Digital, business leader in Hollywood
- **Mr. John Pattyson**, Long time Hollywood producer, working on our scripted TV show with Ridley Scott and use of Paramount Studios for post-production
- **Mr. Nolan Bushnell**, Founder of Atari and Chuck-E-Cheese, helping us use games to educate

Business Advisors

- **Mr. Brett Kingstone**, Founder of Super Vision International (NASDAQ: NEXS). Mr. Kingstone won the largest single jury verdict in Florida history for an intellectual property crime, \$42 million, against a Chinese counterfeiter. Regular lecturer at FBI Domain conferences throughout the U.S.
- **Mr. Jim Armstrong**, Leading venture capitalist , ClearStone
- **Mr. Beau Laskey**, Former Seal Team Eight member, venture capitalist, Steamboat

Leadership Team

- **Mr. Tom Patterson**, Current TS clearance, successful venture CEO, consultant to IC, FBI, security and business communities. Author of Mapping Security, former head of Security for Deloitte in Europe, Middle East, Africa, and former chief eCommerce strategist for IBM. *NSGrid Founder.*
- **Dr. Ralph Welborn**, Former Managing Partner & SVP of KPMG, BearingPoint, Unisys, eCommerce start-ups, author, expert in Strategy, Organizations



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Please encourage your supply chain companies to join us. A better defense is finally cheap & easy, good for their business , and imperative for America's economic well being.

That's where National Security Grid comes in



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