



# CyberSecurity from O<sub>2</sub>

## Protect your organisation's digital identity

Today's organisations are operating in a digital economy. More interactions and transactions are taking place online. But there's a growing threat to your digital presence. And a cyber attack could send shockwaves through your entire organisation. CyberSecurity from O<sub>2</sub> provides you with bespoke insight, minimising the risk from cyber threats.

Your digital presence, or digital identity, is made up of many of your organisation's key assets. It includes product information, intellectual property and customer data.

But if the security of these assets is compromised, it can cost your organisation dearly, both financially and in terms of reputation. In fact, Gartner estimates that the financial impact of cyber crime will grow 10% per year.<sup>1</sup>

The impact of cyber crime can vary from the financial costs of your business-critical online systems being brought down by a distributed denial of service (DDoS) attack, to the compliance risk of customer data being stolen by hackers. Or even the reputational damage caused by the fraudulent use of your brand name or logo by malevolent companies.

### Understanding your digital identity

The first step on the road to protection is understanding the risks and threats that are specific to your organisation. Who might want to harm your organisation, or gain access to your information? Why? And what are the most likely ways your security will be attacked?

We can help. The CyberSecurity service provides you with the answers. We analyse your online digital footprint to ensure that we only extract information that is bespoke to your needs.

### Ongoing global protection

The online environment is constantly changing, with new threats appearing as old ones disappear. So it's crucial that you have a solution capable of rising to the challenges.

The CyberSecurity platform, supported by the Telefónica global security network, collects vast amounts of information from the internet, visiting an average of 15,000 links every day. Our sources include websites, blogs, social networks and P2P sites, the dark web, and private sources that are unique to Telefónica and its alliances.

Our expert analysts then review this wealth of data and transform it into actionable intelligence reports. It's highly relevant and current insight, helping you to proactively strengthen your security.

## Why O<sub>2</sub>?

At O<sub>2</sub>, we have extensive cyber security experience. We securely manage our own digital identity, including the information and systems that help us protect and serve our 23 million customers.

We're also supported by the Telefónica global security network, which gives us insight into emerging threats and helps us to quickly share this information with our customers. So you can be sure you're always protected.

## We'll support you all the way

It's easy to work with us. You get one account team supporting you throughout, and a dedicated local CyberSecurity analyst. They'll know your digital identity inside-out and will be your direct line into the Telefónica global analyst team.

**Talk to your Account Manager to find out more or visit [o2.co.uk/enterprise](http://o2.co.uk/enterprise)**

## What you get with CyberSecurity from O<sub>2</sub>

Consolidated, centralised security consultancy. Key features include:

- Support from a team of local and global experts, and specialists in hacking, fraud, criminology and online communities.
- 24/7/365 vigilance, wherever your business operates – national or international.
- Bespoke reports, containing the data and insight that's most relevant to your business.
- Analysis of new trends and attack methodologies, so you can proactively strengthen your cyber security defences.
- Single bill, managing all your security costs from My O<sub>2</sub> Business.

<sup>1</sup> Summary Report for Gartner's Top Predictions for IT Organizations and Users, 2012 and Beyond (29 November 2011)