



SITA CYBERSECURITY

Customer Presentation

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AGENDA

Introduction

- Industry trends
- Meeting your business needs

SITA's proposition

- Product / Solution snapshot
- Solutions portfolio
- Use cases
- Benefits
- Features

Why SITA?

- What makes SITA CyberSecurity unique?
- Our positioning
- We are creating success with... (references)

In depth

- How does it work?
- What's next?
- In a nutshell

Find out more

Back-up

- [if relevant]



INTRODUCTION



INDUSTRY TRENDS

- Cyber Security is ranked number 1 challenge in the air transport industry by the European Commission
- It is a \$1.2 billion market, with a 9.9% year on year growth
- A 100% growth of malware over H1 2015*
- 81% of large companies have reported breaches
- A complex and growing legal and regulation environment with global and local regulations
- There is a strong trend for “verticalized” solutions addressing specific industry needs

* Source: Fireye

• **63%**

indicate cyber security is a board level responsibility at their airline.

• **72%**

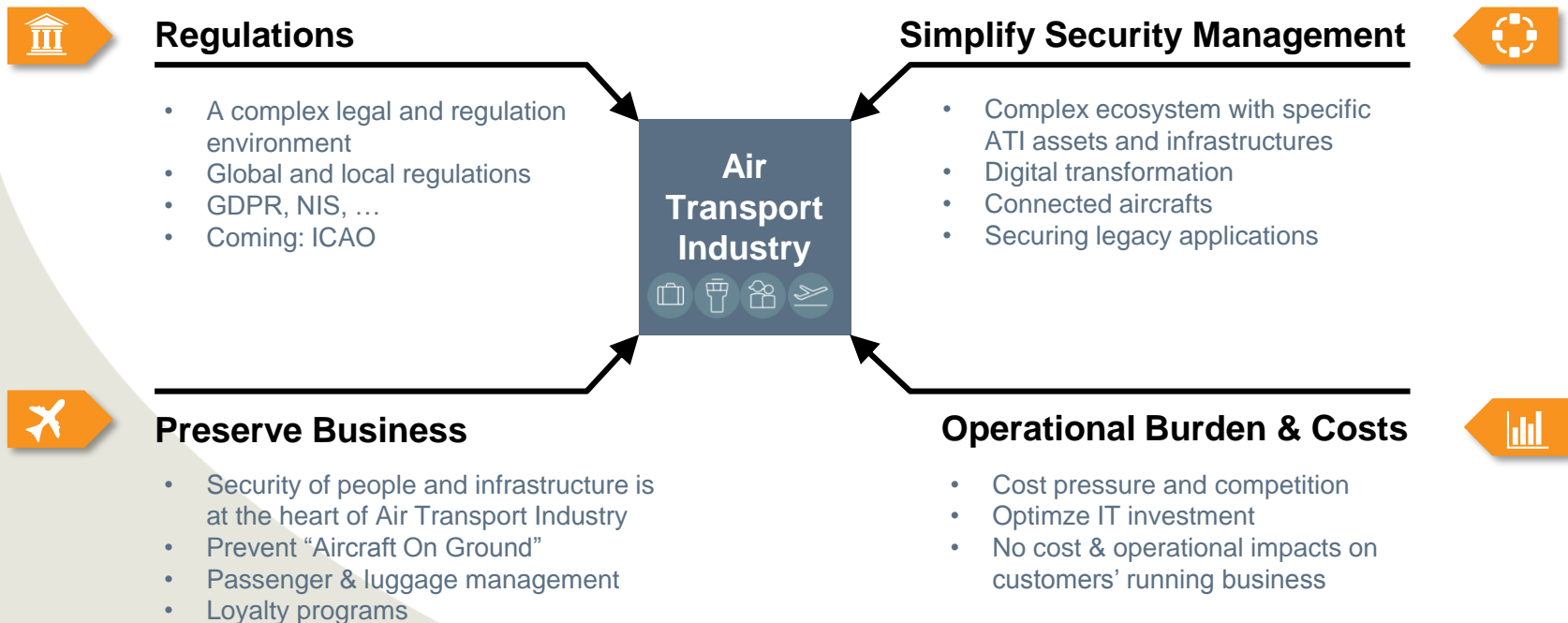
of CIOs are investing in major cyber security projects, with a further 19% engaged in R&D projects.

Source: 2016 SITA Airline IT Trends survey

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AIR TRANSPORT'S UNIQUE SECURITY CONSTRAINTS



MEETING YOUR BUSINESS REQUIREMENTS

- The growing threat of hackers are mainly motivated by three reasons:



- **Ideology:** through information disclosure, business disruption or attack on reputation. These can take the form of an airline's website defacement or a denial of service attack (DDOS)...



- **Criminality:** through theft of personal or strategic data, fraud or ransom including potential theft of passport numbers, loyalty program frauds...



- **State destabilization:** through espionage, service disruption or data destruction such as airport disruption, national airline hack etc...

There is a strong trend from governments and authorities to protect the strategic companies that operate on their territory. Airlines and airports are at the heart of this trend.

Thus, we see several emerging new regulations and standards (ISO 27, GDPR, NIS, NISTS...), driving the need for airlines and airports to adopt Cyber Security solutions, and comply to these emerging regulations.



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SITA'S PROPOSITION



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SITA CYBERSECURITY SNAPSHOT

A unique and innovative cyber security portfolio tailored to the air transport industry designed to address increasing number and sophistication of cyber threats.

KEY BENEFITS

- Increased business continuity and data protection.
- A unique collaboration between community members. This results in improved intelligence sharing allowing clients to target their cyber security efforts to vulnerable areas of their business.
- Improved support in the prioritization of security alerts by evaluating their business impact.
- Swift first response following an attack thanks to a unique presence at airports
- Improved and simplified structure when implementing changes to comply with new regulations and security standards.

FEATURE / FUNCTION

SITA CyberSecurity is articulated around four pillars:

1. **Identification** of the cyber threat: consulting offer, supporting companies from assessment to advisory
2. **Protection** of company assets: a set of services protecting company's key assets from cyber attacks
3. **Detection** of cyber attacks: services enabling advanced monitoring of companies assets to prevent cyber security attacks
4. **Reaction** to cyber attacks: a team of experts able to mitigate major attacks and support companies in the response process

SITA CYBERSECURITY PORTFOLIO

1. Identify the cyber threats

Consulting offer supporting companies from assessment to advisory.

2. Protect company assets

A set of services protecting a company's key assets from cyber attacks.

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CyberSecurity

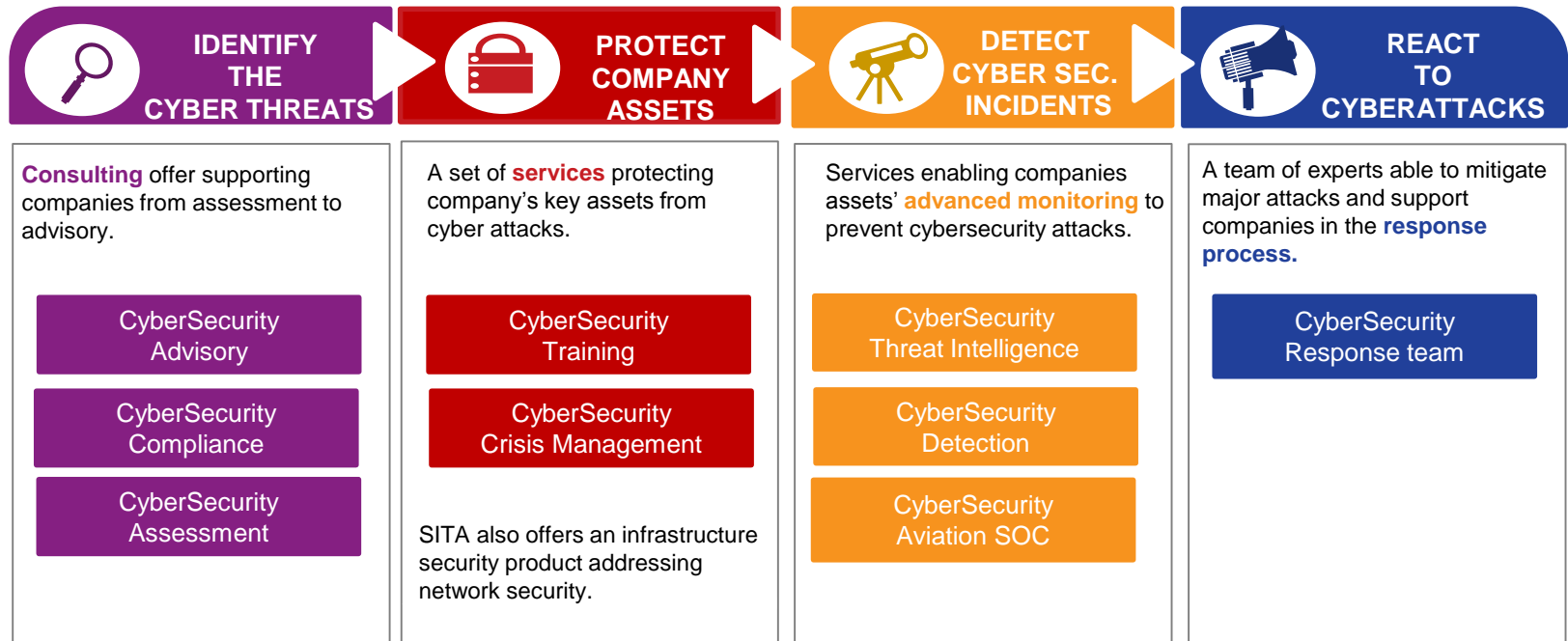
3. Detect cyber security incidents

Company assets' advanced monitoring to prevent cyber attacks.

4. React to cyber attacks

A team of experts able to mitigate major attacks and support companies in the response process.

SOLUTION PORTFOLIO



CYBER SECURITY STRATEGY



Fully tailored cyber security solution taking into account the risks inherent to your business.

A tier 3 airport or airline is reviewing its cyber security strategy. It needs to assess the risks related to a cyber attack, prioritizing them in terms of business impact and allocate its limited budget and effort into an effective cyber security solution to mitigate identified risks.

CHALLENGES

- Identify major security risks that could impact business.
- Prioritize customer investment in security solutions primarily addressing major security risks.
- Advanced detection of cyber threat attacks targeting the air transport industry specifically.
- Analyze business impact for each security decision, including evaluation and prioritization of security alerts.

SITA SOLUTION

- A comprehensive portfolio from risk assessment to security incident response.
- SITA CyberSecurity leverages its knowledge of airlines and airports' critical business processes, as well as IT assets.
- This enables to define the business impact of each security risk & incident, and prioritize investments and actions.

The SITA logo, consisting of the word "SITA" in a bold, blue, sans-serif font.

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WHY SITA?



WHAT MAKES SITA CYBERSECURITY UNIQUE?

SITA CyberSecurity addresses the specific needs of the air transport industry through:

- 1. Knowledge of airlines and airports' critical business processes.** Focus on addressing risks and optimizing customer's time, resource allocation and budget.
- 2. Knowledge of airlines and airports' critical IT assets.** Critical processes rely on air transport specific assets (Passenger systems or baggage systems for instance).
- 3. Collaboration between members** of the air transport community to foster information sharing amongst members. The later facilitates industry responses to cyber security threat and helps mitigating risks of business disruptions.
- 4. Knowledge of air transport & security standards and regulations,** supporting airlines in the delivery of their activity globally.
- 5. Local presence at airports** to perform first actions following an attack (first responder).
- 6. Partnerships:** to both acquire the best of cyber security expertise but also strengthen SITA's industry know-how. (i.e. Partnering with Airbus)



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OUR POSITIONING



ADDRESSING THE AIR TRANSPORT MARKET SPECIFICALLY

- Identification of business critical **processes**
- Identification of business critical **assets**
- Monitoring of **critical assets** and alerting
- Development of **air transport specific detection scenarios**
- Sharing of **best practices and intelligence**
- Crisis Management capability to **ensure business continuity**
- Staff **training and certification**
- Adopt a **risk management approach**
- **Local presence at airport**: first responders
- Anticipate and implement **changes to comply with regulation and security standard** (especially at airport)



IN DEPTH

HOW DOES IT WORK?

- SITA CyberSecurity portfolio is composed of nine products, all specific to the air transport industry.
- The solution is delivered from a common set of capabilities and is structured around a unique aviation cyber security center of expertise.
- Capabilities include:
 - A core team which is in charge of capitalizing the aviation and cyber security expertise, to constantly ensure SITA's offering always addresses specific market requirements. The team also leads consultancy engagements, drives the portfolio developments and defines methodologies.
 - A team of experts and consultants who will deliver the different offers globally.
 - A set of tools, databases and web portals (enabling for instance the reporting on security alerts, or information sharing amongst community members)



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IN DEPTH: PORTFOLIO DELIVERY MODEL

AIR TRANSPORT EXPERTISE



SITA CYBERSECURITY'S EXPERTISE

People

Core Team

- Knowledge & Practice Management
- Products development
- Innovation

Experts & Consultants

Customer facing:

- Managed Services
- Training
- Consultancy

Tools

Web Portal

Security Tools and App.

Knowledge Databases

CUSTOMER SEGMENTS



Partners capabilities

WHAT'S NEXT?

A GLIMPSE INTO THE FUTURE



H1 2017

- CyberSecurity Advisory launch
- CyberSecurity Compliance launch
- CyberSecurity Assessment launch
- CyberSecurity Response Team launch



H2 2017

- CyberSecurity Threat Intelligence launch
- CyberSecurity Training launch
- CyberSecurity Detection launch



2018

- CyberSecurity Crisis Management launch

IN A NUTSHELL

- Cyber security is a major topic to our industry, and investments in this area are growing by 10% year on year.
- The major challenge airlines and airports face is to have an efficient solution to address sophisticated threats.
- SITA acts as a pioneer in the cyber security landscape by building a unique portfolio addressing air transport requirements.
- SITA has a unique position to endorse this role, through its unique capabilities, position in the industry, and through partnering with key actors like Airbus.



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THANK YOU

