1. COST-EFFECTIVELY IMPROVES YOUR PROTECTIONS AGAINST CYBER-ATTACK

To limit the financial harm from cyber-attacks like data breaches, ransomware, and digital IP theft, every organization should wisely use each of these five cyber risk mitigation tools:

01	02	03	04	05
Leadership, Structure & Incentives	Cybersecurity	Computing Continuity	Risk Transfer via Contract & Insurance	Secure Partnerships

Often the two most important tools for are:

(1) **Cybersecurity** – the technologies, people, and processes used to protect your computing operations and digital data from cyber-attack, and

(2) **Computing Continuity** – the technologies, people, and processes that restore your computing operations and digital data after an attack.

Therefore, Practical Cyber offers a cost-effective High-Level Cybersecurity and Computing Continuity Improvement Roadmap that delivers the benefits described below.

2. THE MAIN BENEFITS FROM OUR CYBERSECURITY & COMPUTING CONTINUITY ROADMAPS

Remedy Exigent Weaknesses: Unless your organization has invested significant effort and resources into implementing world-class cybersecurity and computing continuity, it will have some exigent weaknesses that make it susceptible to cyber-attack. Our Roadmap helps you identify and remedy these weaknesses quickly and cost-effectively.

Plan for Long-Term Success: Our Roadmap delivers prioritized improvement recommendations that give your organization a plan for long-term success.

Reduce Defensive Costs: Our Roadmap includes practical advice about how to reduce your defensive costs while improving your defenses.

Develop Valuable Long-Term Relationship: We learn enough about your organization to become a valuable long-term partner to help with everything cybersecurity and privacy that arises.

3. OUR 3 STEP ROADMAP METHODOLOGY

01

Initial Assessment

Via online meetings, customized questions, and review of documents, we assses the cybersecurity and computing continuity of your unique business model and computing operations.

Prioritized Roadmap

We provide a prioritized High-Level Cybersecurity & Computing Continuity Improvement Roadmap with clear, prioritized improvement recommendations you can use to make cost-effective improvements.

02

03

Improvement Guidance

We provide guidance to help you cost-effectively implement your Prioritized Road Map. The goal is to strengthen your defenses at the lowest possible costs so that you can spend more on product development and sales.

DOWNLOAD A SAMPLE ROADMAP

YOUR ROLE: EASY & PAINLESS – We make it as easy for you to provide us the critical information we need to provide the best possible Roadmap. This process does not include time-consuming, more expensive, and possibly unnecessary testing methodologies such as vulnerability scanning and analysis. Instead, it is a high-level exploration and analysis yielding the information needed to help you cost-effectively improve your current cybersecurity and computing continuity.

OUR ROLE: STRONG MULTIDISCIPLINARY EXPERTISE – We deploy the talented, highly experienced multidisciplinary team detailed on the next page. Our team's abilities exceed that of any single Chief Information Security Officer your organization could find. And we make it easy to cost-effectively leverage our high-end expertise, which you only need in small doses.

VERY COST-EFFECTIVE: We customize each Roadmap to the size and needs of each client. This enables us to charge as little as $5,000, which makes our Roadmaps very cost-effective.

4. Our Multidisciplinary Core Team

We are a **multidisciplinary** cyber and privacy risk mitigation firm driven by the cost-effective integration of these three proven, top-flight experts:

Cybersecurity & Computing Continuity Expert – Dr. Marc Rogers.

Internationally known cybersecurity expert and founder of MKR Forensics.

Tenured Cybersecurity Professor and Executive Director of the graduate and undergraduate cybersecurity programs at one of the top university cybersecurity departments in the world.

25+ years practical cybersecurity experience enhanced by academic career & access to talented graduate students (e.g., Alissa Gilbert) and alumni with excellent practical experience.

Cyber & Privacy Law + Cyber Risk Transfer Expert – Elliot Turrini, JD.

Former federal cybercrime prosecutor, cyberlaw/privacy attorney in private practice, & tech company General Counsel.

Cyber risk mitigation & transfer expert – both insurance and contract.

Co-Editor & Author of [Cybercrimes: A Multidisciplinary Analysis.](#)

Cybersecurity Researcher, Practitioner, & Pragmatist – Alissa Gilbert

Nationally ranked ethical hacker. Highly skilled vulnerability tester.

One of the top cybersecurity researchers in the United States. Many years of practical experience protecting organizations from cyber-attack

COO of CircleCityCon, an elite cybersecurity conference.

Ph.D. candidate and instructor at Purdue University.