CYBERSECURITY AWARENESS MONTH 2025

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Trust is not a control

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Agenda

- What broken trust?
- What Zero Trust really means.
- Key principles.
- Identity: the new perimeter.
- Protect surfaces, not everything.
- Maturity models.
- Government alignment.
- Practical steps for implementing Zero Trust effectively.

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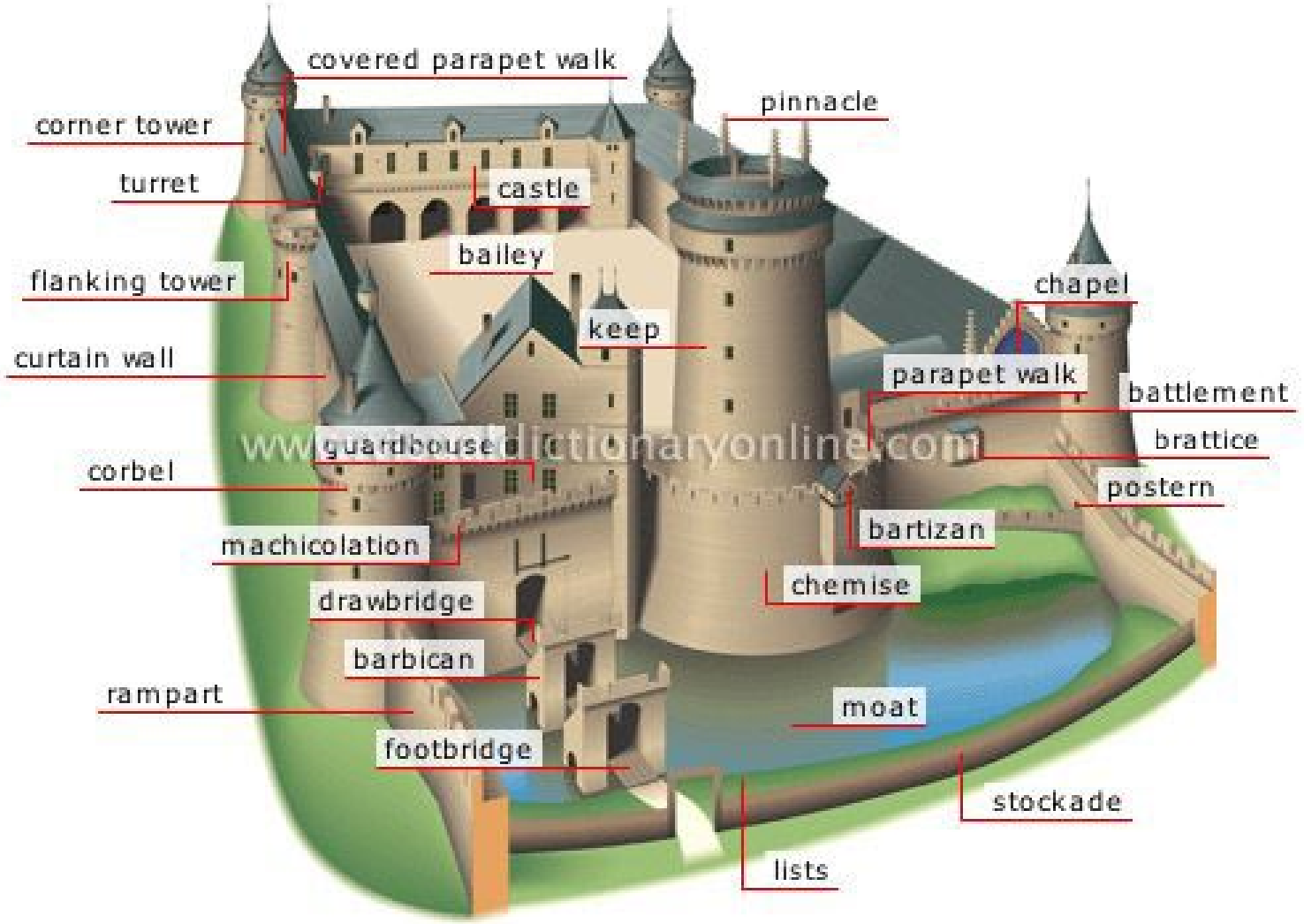
The good old days



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What Broken Trust?

Cloud Technology

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What Broken Trust?

Remote Work

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Mobile Devices and BYOD

What Broken Trust?

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What Broken Trust?

Shadow IT

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What Broken Trust?

Hackers Got Smarter

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What Zero Trust really means.

Never trust.

Always verify.

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Strategic principles.

- Assume breach
- Verify explicitly
- Enforce least privilege
- Monitor everything
- Build from the inside out

Identity is the new perimeter

Every access request should be checked:

- Who is this?
- Where are they?
- What device are they using?
- Does this behavior match their usual pattern?

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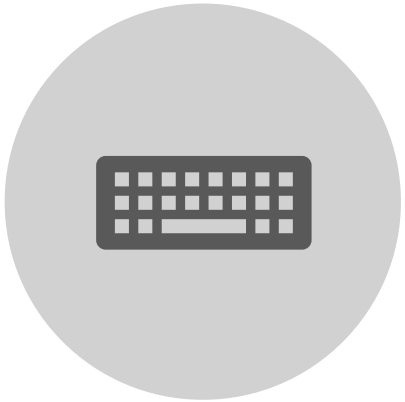
Protect surfaces, not perimeters.

CRITICAL DATA



KEY APPLICATIONS

HIGH-RISK USERS OR TRANSACTIONS

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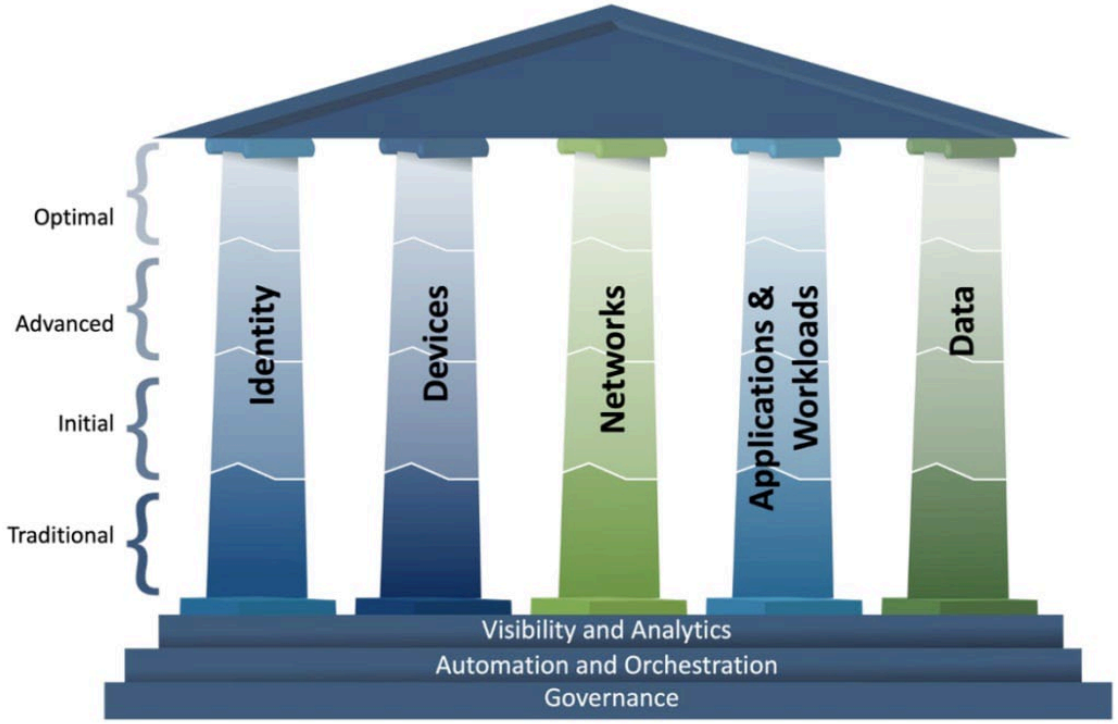
Maturity models

Stages

1. Traditional (shared passwords)
2. Initial
3. Advanced
4. Optimal (we sleep at night)

Pillars

- Identity
- Devices
- Network
- Applications
- Data



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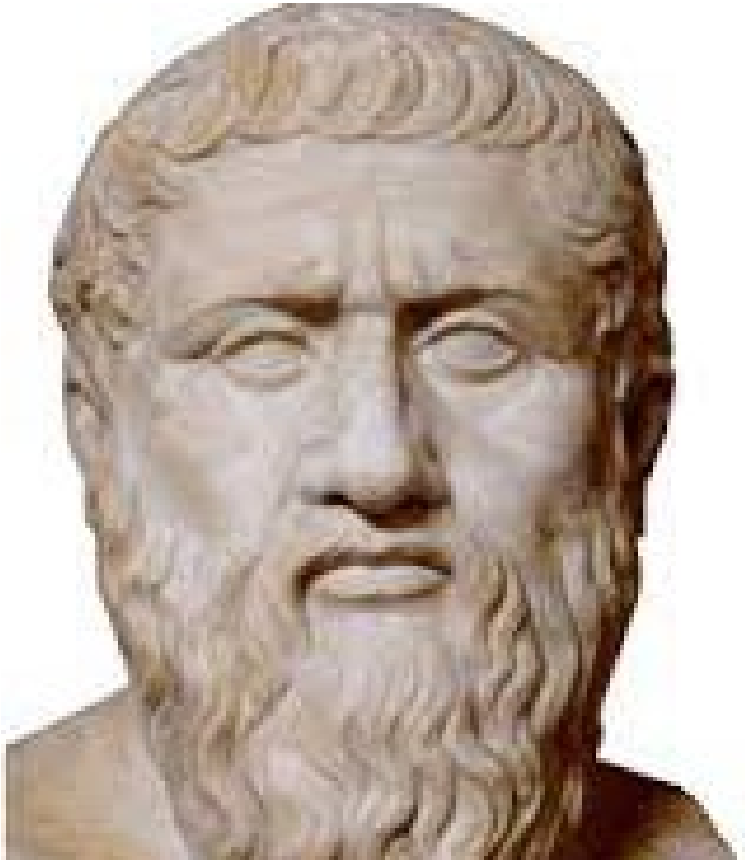
From philosophy to strategy.



Zero Trust isn't just a security upgrade. It's a business strategy.

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Implementation without burnout.

- Start small.
- Pick a protect surface.
- Focus on identity.
- Align to a use case.
- Track progress with a maturity model.

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What Does Success Look Like?

- Faster threat detection.
- Lateral movement is limited.
- Audit trail for every access event.
- Knowledge of who did what, when, and why.

Trust is not a control.
Proof is.


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Questions