

**A Love Affair: Cyber Security, Big-data, and Risk**

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Professional Techniques – T31

**Session Abstract**

From understanding customer behavior, to creating operational efficiencies, to redefining security/compliance, Big Data presents a massive opportunity for organizations prepared to take advantage. Armed with this capability, organizations gain the depth to fully understand the usage patterns and behaviors of people, systems and their infrastructure. This session will demonstrate how applying Big Data analytics to terabytes of data helps uncover potential fraud and malicious insider theft using IT risk scenario thinking and monitoring patterns seen in 'normal' machine/IT data collected across the enterprise.

**Target Audience**

Skill Level – Beginner, Intermediate, and Advanced

Occupation -- Audit, Security, Finance, Insurance, Health Care, and anyone interested in Health Care regulations, privacy, and security, etc.

Occupational Experience – Entry to Senior level Auditors, Managers, and Directors in all industry verticals

**COBIT Objectives**

- PO1 – Define a Strategic IT Plan
- PO3 – Determine Technological Direction
- PO9 – Assess and Manage IT Risks
- DS5 – Ensure System Security
- DS7 – Educate and Train Users
- DS10 – Manage Problems
- DS11 – Manage Data

**Speaker Bio**

**Mark Seward**, CISA is currently Senior Director of Security and Compliance Solutions at Big-data company Splunk, Inc. and has over 10 years of experience in the IT security management profession as a security practitioner and product manager with experience in log management and vulnerability management. Mark has a Masters of Science in IT and a Federal CIO certification from the University of Maryland.