

TOP 100 Executives

ACCELERATE DIGITAL TRANSFORMATION AND STAY AHEAD OF GROWING THREATS

Q. Digital transformation is gathering pace across North America. What is RSA doing to help partners manage digital risk?

A. (RG) The world is going through a massive digital transformation. As organizations adopt next-generation technology -- such as machine learning, artificial intelligence and Internet of Things -- managing digital risk will become a paramount issue for the channel. Digital risk management means understanding those risks, identifying what matters most to an organization and aligning the security strategy with the overall business strategy. Failure to manage digital risk will sabotage an organization's digital business and expose the organization to potential impacts beyond a simple opportunity loss.

RSA is focused on bridging the gap between digital transformations and protecting an organization's critical data through Identity and Access Management (IAM) systems. The RSA SecurID® Suite is the only IAM solution that meets the dynamic access needs of today's modern workforce. It offers a comprehensive set of capabilities including access management, authentication, risk analytics, identity governance and lifecycle management to prioritize identity risks and protect assets accordingly.

Q. How is RSA using incident response services to strengthen the channel's security offerings?

A. (FS) Security breaches and incidents are inevitable. The costs and damage to a business and their reputation can be massive. Implementing a surge-resourcing model using Incident Response (IR) retainers has become an industry best practice. This approach complements an organization's in-house resources with top-tier security analysts who will help reduce dwell time and mitigate the impact, and enhance the overall security posture for targeted attack defense.

RSA offers a portfolio of IR Retainer services that provide access to NSA-accredited, battle-tested resources to address incident-related intelligence gathering, research and analysis. It also facilitates requirements for host and network-based forensics and malware analysis, leveraging the RSA NetWitness Suite of technologies for proactive threat detection, incident response and remediation. RSA believes surge access to technical expertise is a key component of an incident management program and partnering with RSA will enhance your capabilities with specialized expertise, strengthen your position as a trusted adviser for your clients, and lead to additional sales opportunities and recurring revenues.

RSA

Top 25 Most Influential



Rohit Ghai
CEO

Top 25 Sales Leader



Faraz Siraj
Regional VP - Americas
Channels, Distribution, and
Alliances



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