

One size to train them all – so oldschool

efficient awareness made @SBB
Swiss Cyber Storm 2023
Ort, Datum

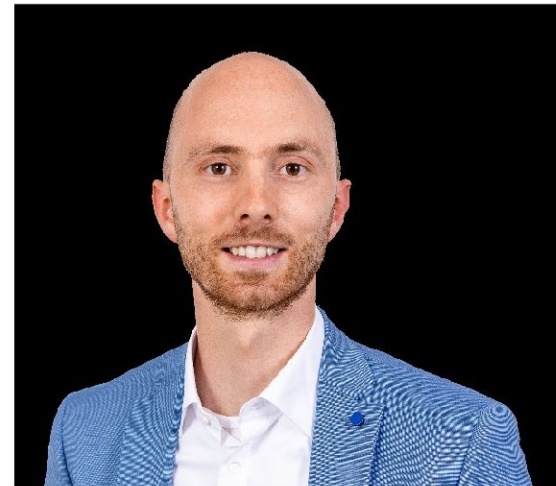


Who we are

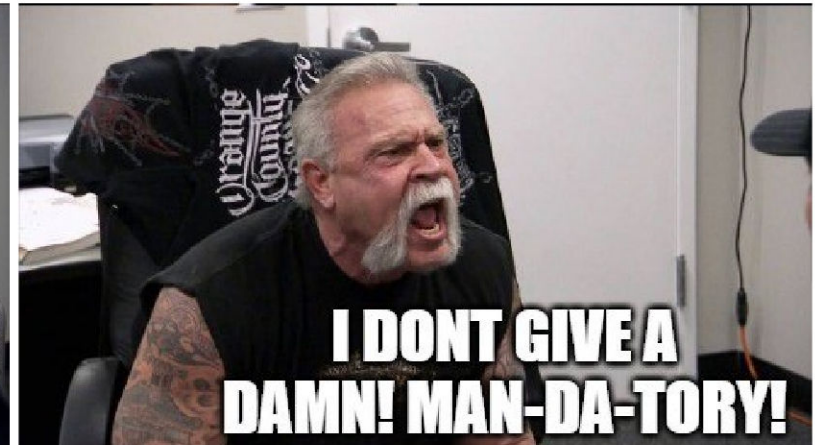
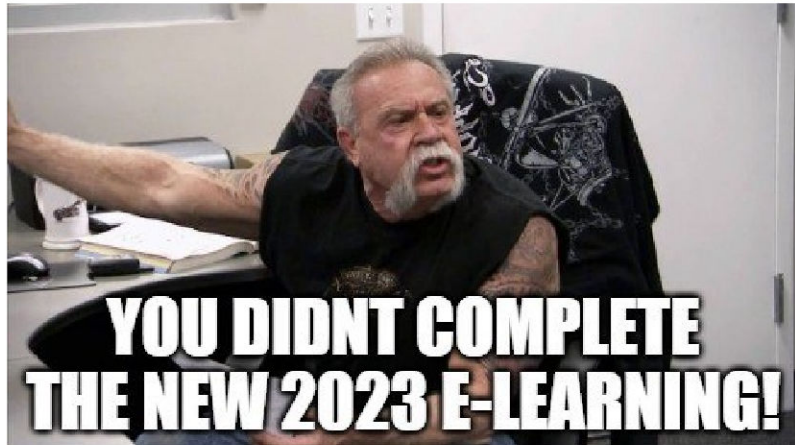
Jörg Jungblut, 54, Information Security Officer at SBB AG, Berne.



Markus Günther, 33, Security Consultant at TEMET AG, Zurich.



Where we come from



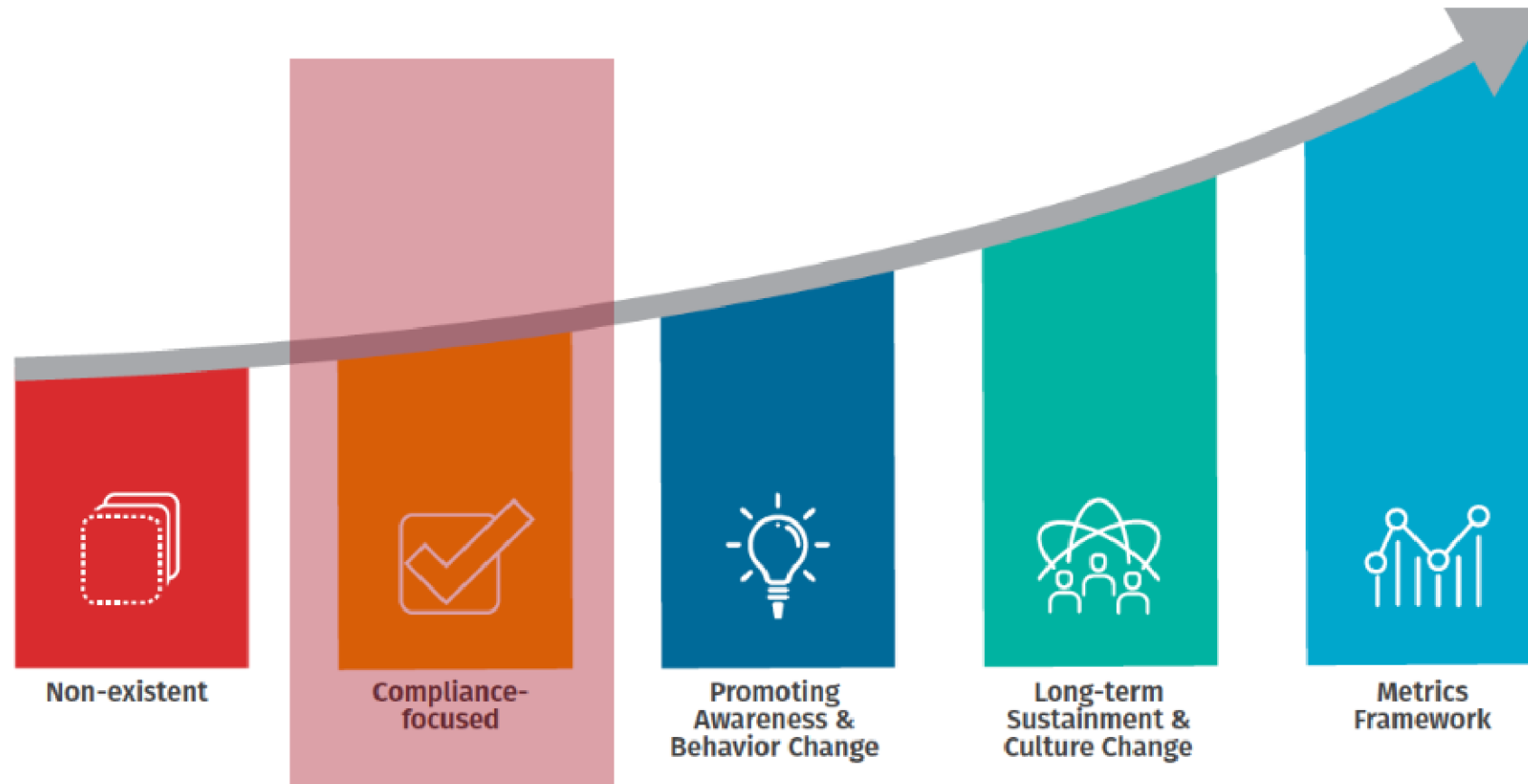
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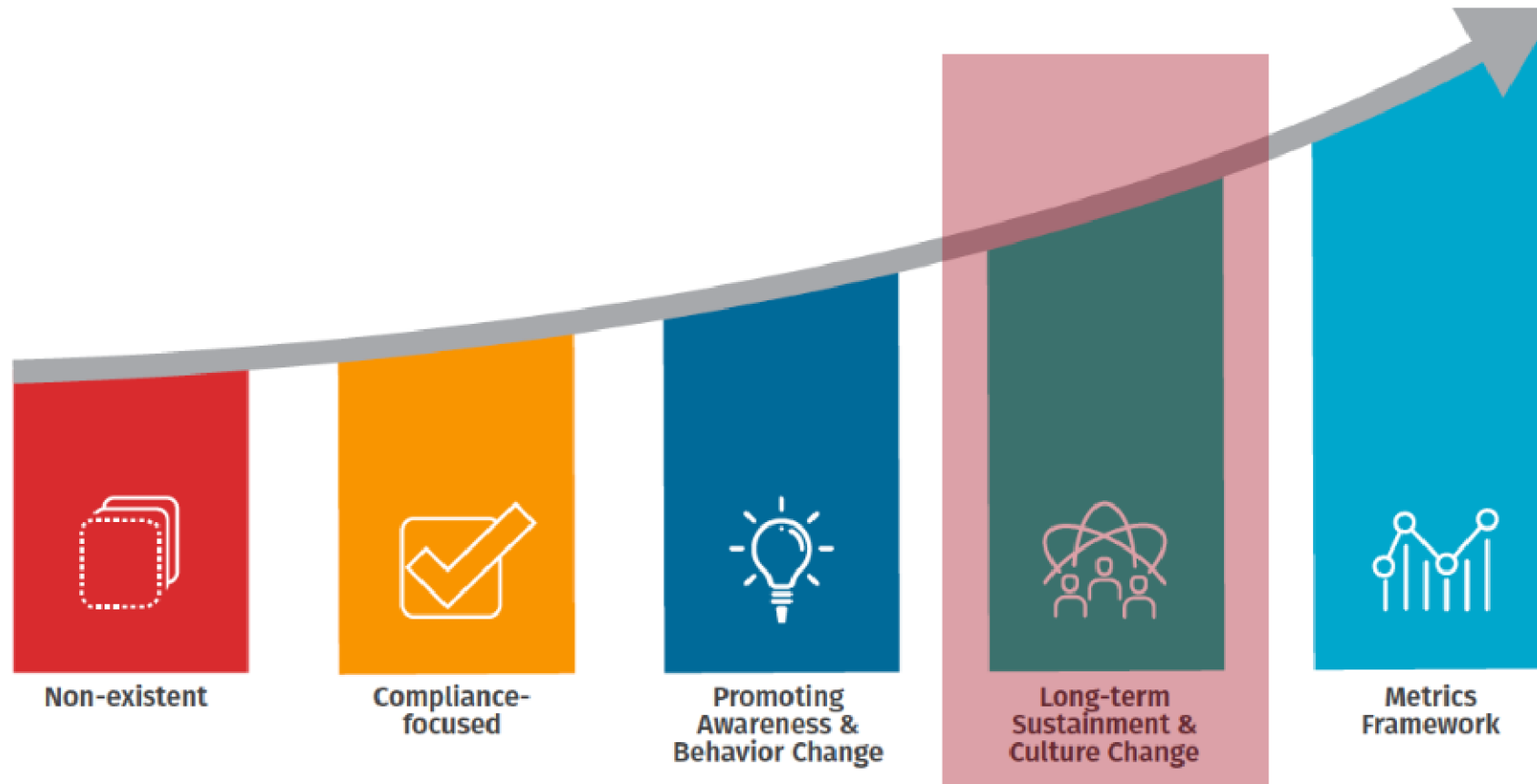
How did you operate your Awareness program in 2023?

① Start presenting to display the poll results on this slide.

Where we come from



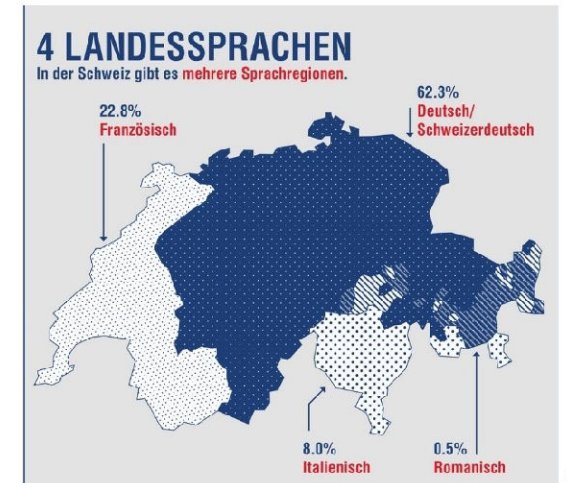
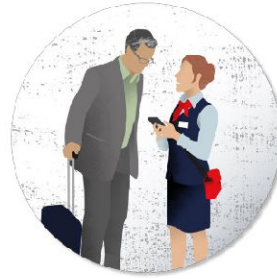
Where we want to go



Obstacles!



Obstacles!

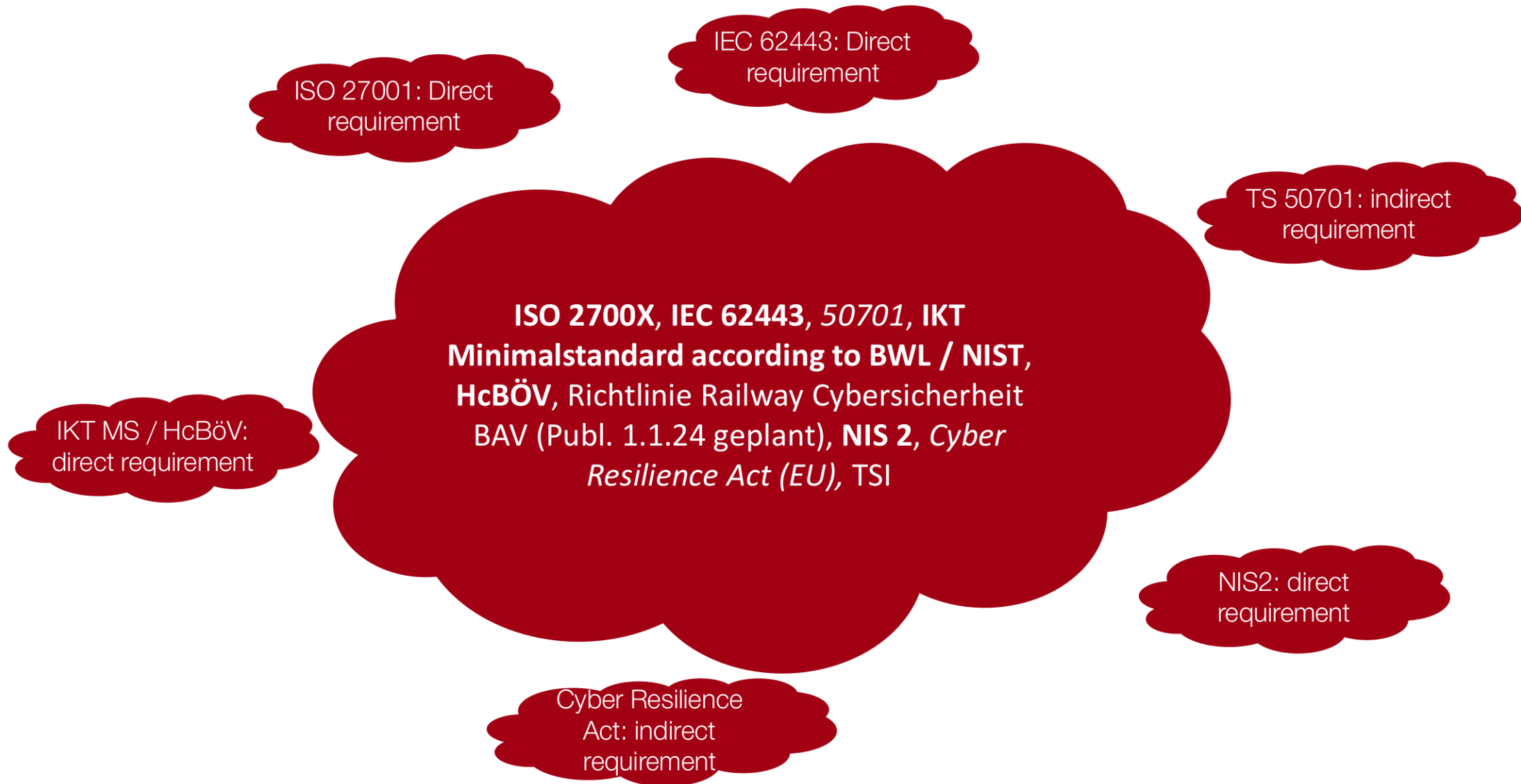


Even worse - risks

Dealing with ...

- Visitors
- MS365
- Mobile devices
- Social Engineering
- Passwords
- Privileged accounts

Not enough pressure for awareness



Possible solution: One size fits all



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In your opinion, what does it need to establish a decentralized, leadership led program?

① Start presenting to display the poll results on this slide.



The SBB way

For us: Less commanding, more enabling by acting as a business partner, delivering tailor-made content.

Our Leadership: Gaining transparency and the power to decide who receives what content at which point in time.

The SBB way

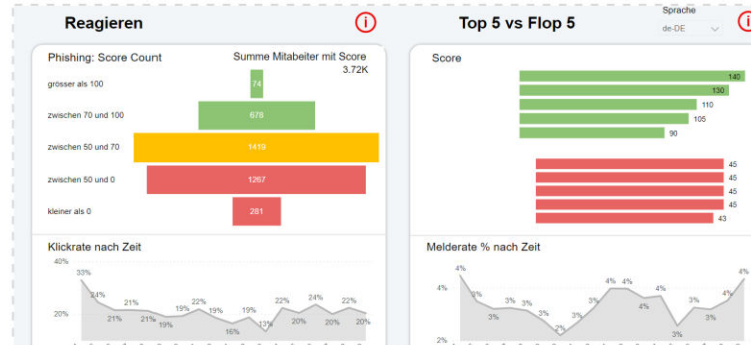


Everyone receives exactly what (s)he needs.

Essential elements for decentral awareness



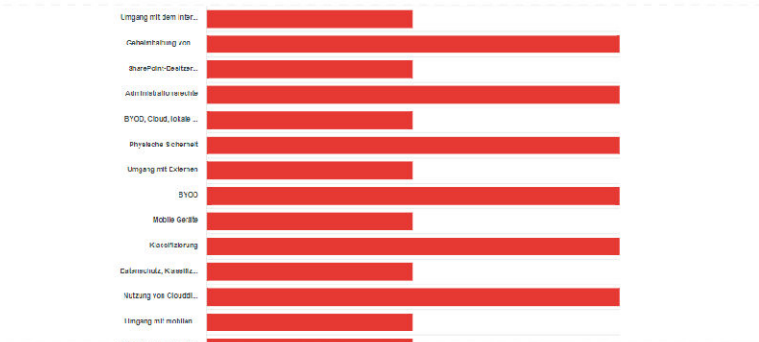
Leadership awareness, participation and encouragement.



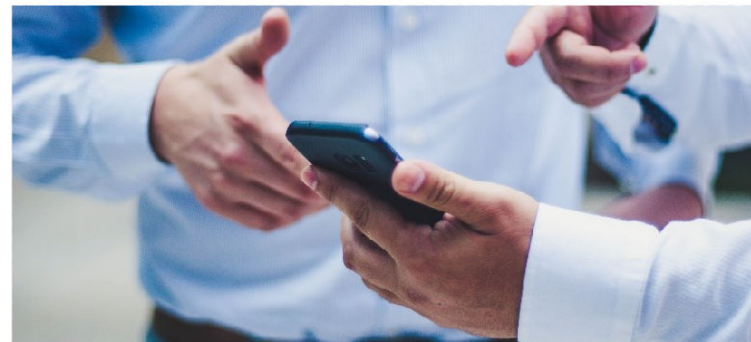
Dashboard filled with actionable data, interpreted.

Alle	1x1 Datenschutz Mitarbeitendaten (ELEARN 47624)		Aktualisiert	
Mobile Endgeräte	Lernmedium: E-Learning Zeildauer in Minuten: 30			5/8/2023 ★★★★★
Office 365	Bearbeitungs- & Auswertungsgrundsätze Mitarbeitendaten Lernmedium: Dokument Zeildauer in Minuten: [unbekannt]		Aktualisiert	1/20/2023 ★★★★★
Homeoffice	Checkliste Privacy by Design Lernmedium: SharePoint Zeildauer in Minuten: [unbekannt]		Aktualisiert	1/20/2023 ★★★★★
Operational Technology	Citrix Workspace via Android Lernmedium: E-Learning Zeildauer in Minuten: [unbekannt]		Aktualisiert	11/21/2022 ★★★★☆
Datenschutz	Cyber Quiz Büro Lernmedium: Quiz Zeildauer in Minuten: 10		Aktualisiert	3/16/2023 ★★★★☆
Beschaffung	Cyber Quiz Unterhalt Lernmedium: Quiz Zeildauer in Minuten: [unbekannt]		Aktualisiert	3/16/2023 ★★★★★
	Cyber Risiko Check Lernmedium: Cyber Check Zeildauer in Minuten: 5		Aktualisiert	3/23/2023 ★★★★★

Collection of learning nuggets covering relevant topics in various formats, actively managed.



Support tools to identify their relevant material.



Security Champions supporting their line locally.



Continuous improvement for content and KPI.

Where we're heading to

1. Security culture @SBB is more than just information security: Combine all security KPIs into a single dashboard
2. Adopt measures for today's reality: New work brings new challenges as well as new risks.

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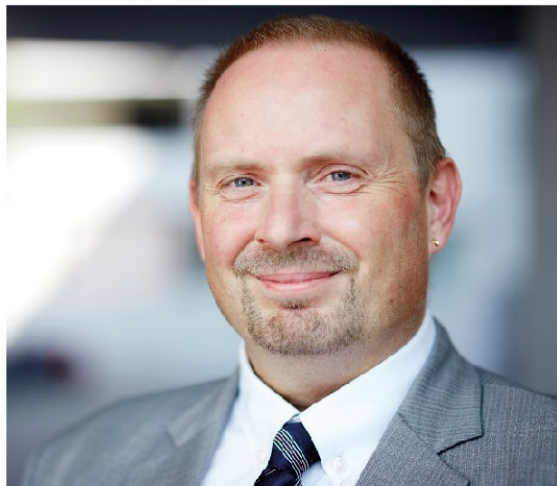
What do you think about the last 30min?

① Start presenting to display the poll results on this slide.

Stay in touch if you want.

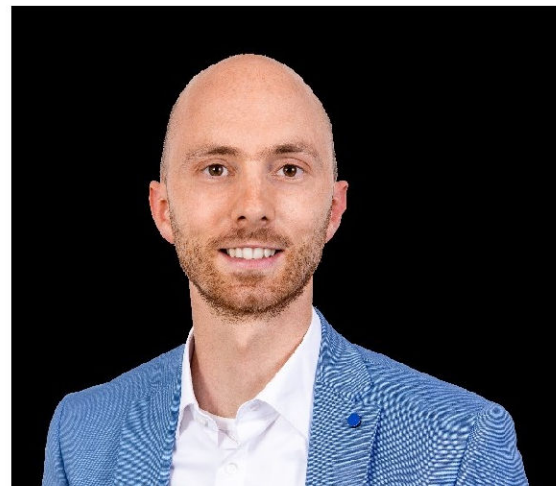
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Joerg.Jungblut@sbb.ch



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MG@temet.ch





See you later!