# 2030: Backcasting the Rise and Fall of Cyber Threat Intelligence

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# Backcasting

- An analytical technique that establishes an imagined future scenario, and then moves backwards to understand what caused that outcome.
- Can be used for a variety of purposes.
- Fundamentally different to forecasting.
- Untapped potential for cyber security.
- A useful communication tool.

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# BACKCASTING – TIMELINE ANALYSIS

WE, PHARMACEUTICAL COMPANY X, WILL HAVE SUFFERED A SIGNIFICANT BREACH OF IP THIS YEAR, WHICH LEADS TO A FALL IN OUR SHARE PRICE AND THE COLLAPSE OF OUR MERGER.

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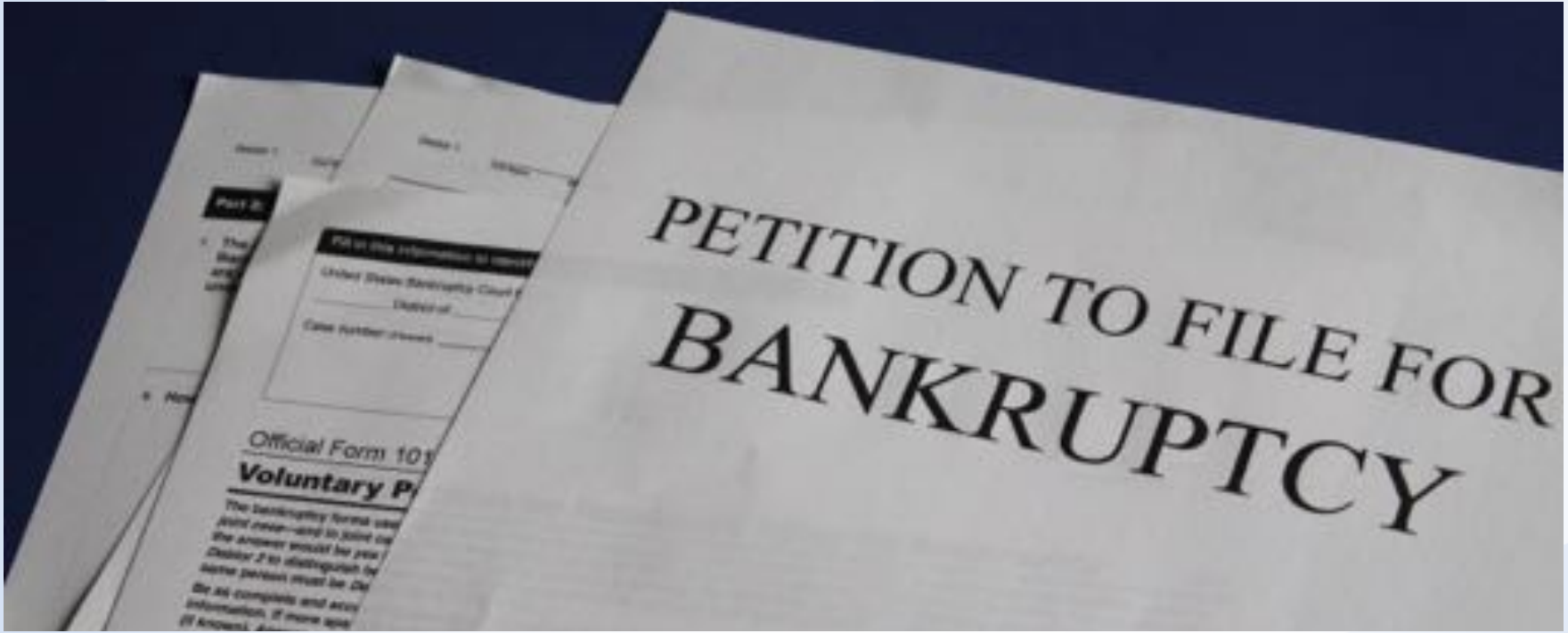
# Backcasting the Turbulent 2020s

FUNDING ROUND

MOET & CHANDON
MOET & CHANDON

THE UNITED STATES OF AMERICA





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# Dissecting the Crash

# Distorted threat landscape

- Threats exaggerated and a focus on novelty.
- Fear-based narratives.
- Exaggerating threats became counterproductive.
- Threat landscape also distorted by analysts own pet interests.

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# Talent shortage

- The CTI community failed to overcome the industry's chronic skill shortage.
- The skill shortage also took a heavy toll on those working within the CTI industry.
- Caused by three factors:

1. Recruitment focused on technical disciplines.
2. Private sector too passive in fostering talent.
3. Lack of support for non-profits and academia.


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# Market conditions

- A more crowded marketplace.
- Rise of vendors across the globe.
- Provided unique perspectives.
- Also saw a rise of specialist firms.

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# Preventing the Fall of CTI

the CTI industry to continue to thrive through and approach that delights customers and delivers year-on-year growth.

# Provide practical advice

- Clear “so what” in intelligence products and external content.
- Emphasis on practical advice and actionable steps.
- Perspective over panic.
- Downplay when needed.

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# Adopt a collaborative approach

- CTI should be applied across a cyber security function and aligned with broader business strategy.
- Integrate feedback effectively and view the process as a two-way street.
- Intelligence capability development.


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# Embrace intelligence as an educational tool

- Emphasis on engaging with intelligence consumers.
- Strive to create an approachable atmosphere.
- A "no stupid questions" approach.

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# Building the pipeline

- Train talent internally.
- Embrace a variety of skillsets.
- Provide career path transparency.

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# Conclusion

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- Industry not about to collapse, but important to take these issues seriously.
- Vital to guard complacency.
- As a young industry, we want to be hyper reflective.
- A few bad apples can spoil the barrel.
- Industry and community bodies can play an important role.

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