Business Case Study Challenges

Cyber Security Case Study

Agenda

Let's get started

1. **Getting Started**

   – Introduction to the client and their cyber security

2. **The Challenge**

   – You will first conduct research into the nature of the various cyber threats being faced by businesses today and approaches available to combat these

   – You are to then to present a pitch to the client that outlines the key cyber security risks that they face and which PwC cyber team is best suited to address these

3. **Wrap up and reflection**

Session overview

Through the use of a fictional case study, you will explore the nature of the various cyber threats being faced by businesses today and approaches available to combat these. Using what you have learnt about cyber security and the fictional client, you will pitch what you think the top risks they face are and which PwC cyber teams they should use to remedy these.

Objectives

You will be able to:

- Understand the various cyber security threats faced by businesses and approaches available to combat these.
- Work within a team to deliver a pitch to a fictional client.

Introduction to case study

Company Overview

Fledgling social media platform 'Chatter' launched in September 2017. Its main users are 13-21 year olds. Users are able to:

- Share photos and post status updates
- Send messages via a private chat
- Play games with other users, and make in-app purchases

Their head office is in Birmingham, and they employ 30 people. All staff members have a staff pass to enter the building, and have a company iPhone and laptop. All staff have received an email outlining the best practice for cyber security but this was not read by everyone and staff have not undertaken any mandatory training.

Your challenge

Recently, Chatter had a minor cyber security incident. They are therefore looking to improve their cyber security and are looking for a cyber security specialist to help. PwC are in competition with other firms to be selected by Chatter to help them. You are part of the PwC Cyber Team who will have to pitch our proposal to Chatter for how we could resolve their cyber security threats.

In your teams, you will have to **prepare a 3 minute pitch** to Chatter that outlines:

1

Chatter's cyber risks, including which one of these you think they should focus on as a priority.

2

Which PwC team(s) is best suited to address the cyber security risks faced by Chatter and why?

Team roles

1) You should first **assign roles** within your group to make sure you work effectively:

Team leader
To facilitate the discussion and make sure everyone is involved

Scribe
To take notes of the discussions and fill in the relevant tables in your booklet

Time keeper
To ensure you complete the task in time

2) After this, agree upon **three 'golden rules'** to make sure you work together well and produce the best work possible.

Research and background information

10 mins to read and discuss:

- The relevant Government regulation
- PwC's cyber security teams
- Cyber security incidents experienced by Chatter and other companies.

Team work approach: will you all read everything, or might you break the reading down into small groups and share what you have learnt? Which approach will you take?
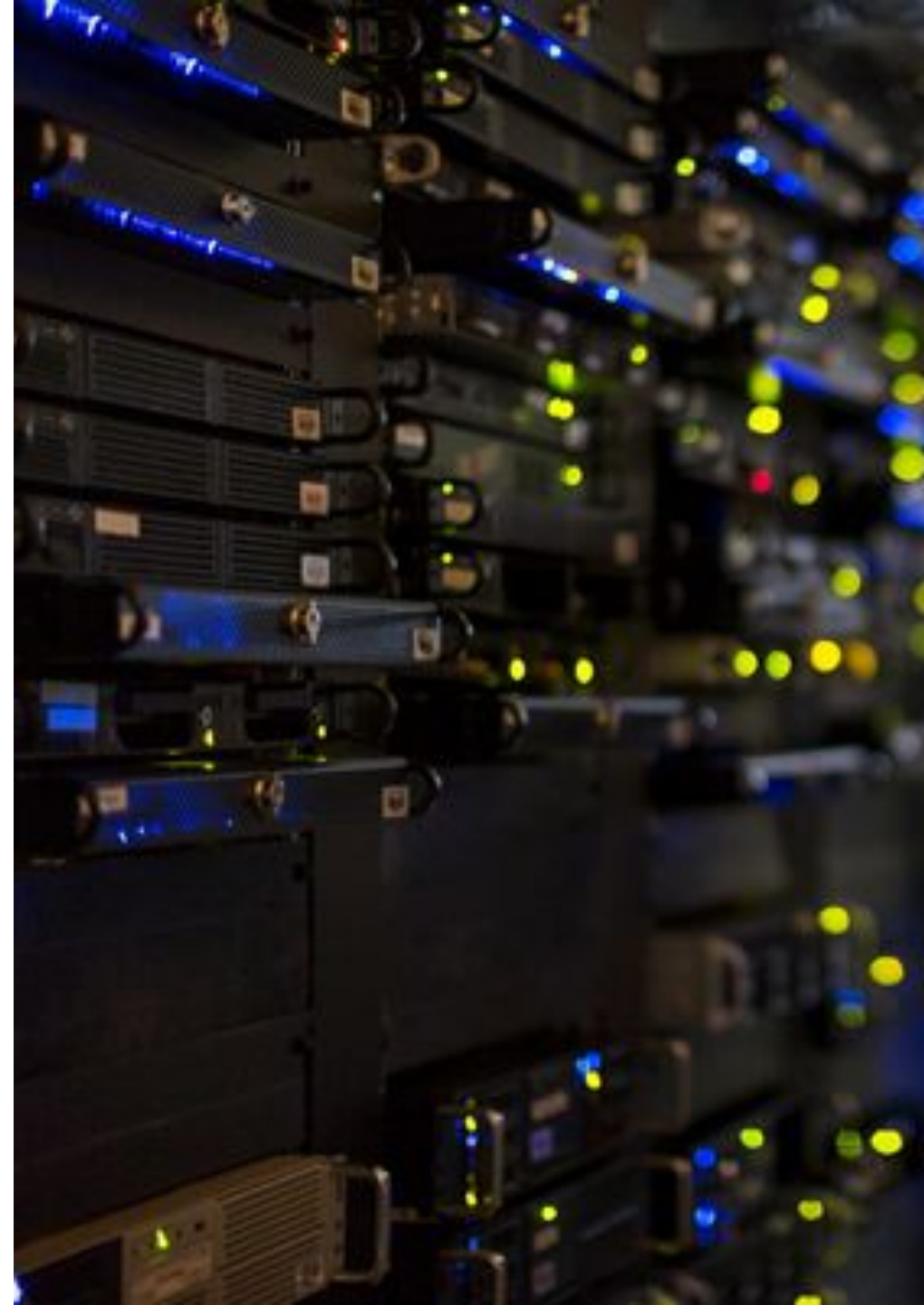
Pitch planning - deciding your recommendations

10 mins to:

- Complete the tables on *pages 11-13*
- Agree upon your recommendations:
  - What you think is the **main area of cyber security improvement** that Chatter should consider?
  - **Which one of the PwC Cyber teams do you think can help them?** If you think multiple teams could help, pick the one that you think they should prioritise and use first.

Team work approach: how will you make sure everyone contributes to the discussion? How will you make sure everyone is listened to? How will you manage any conflicts of ideas, or differences of opinions?
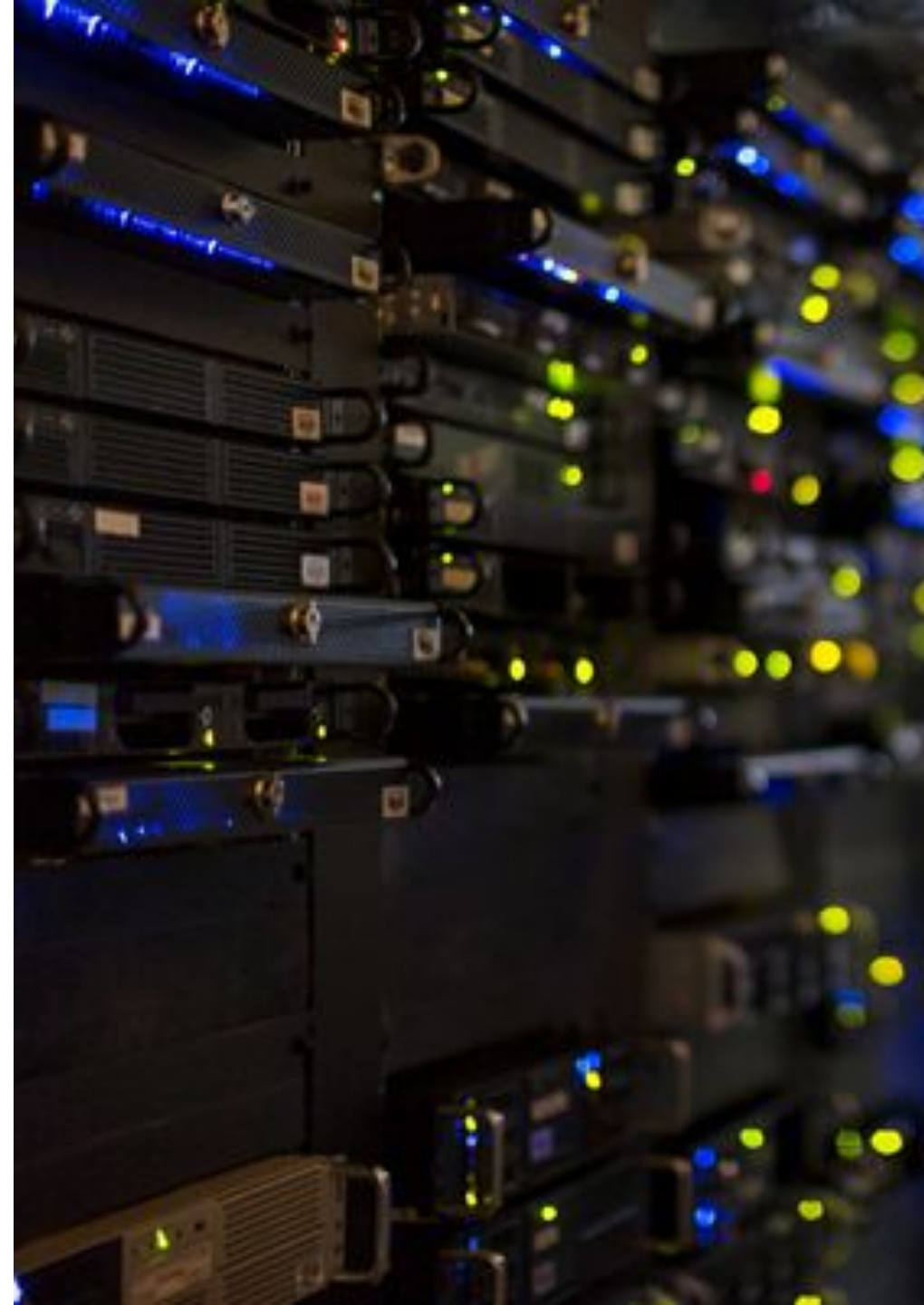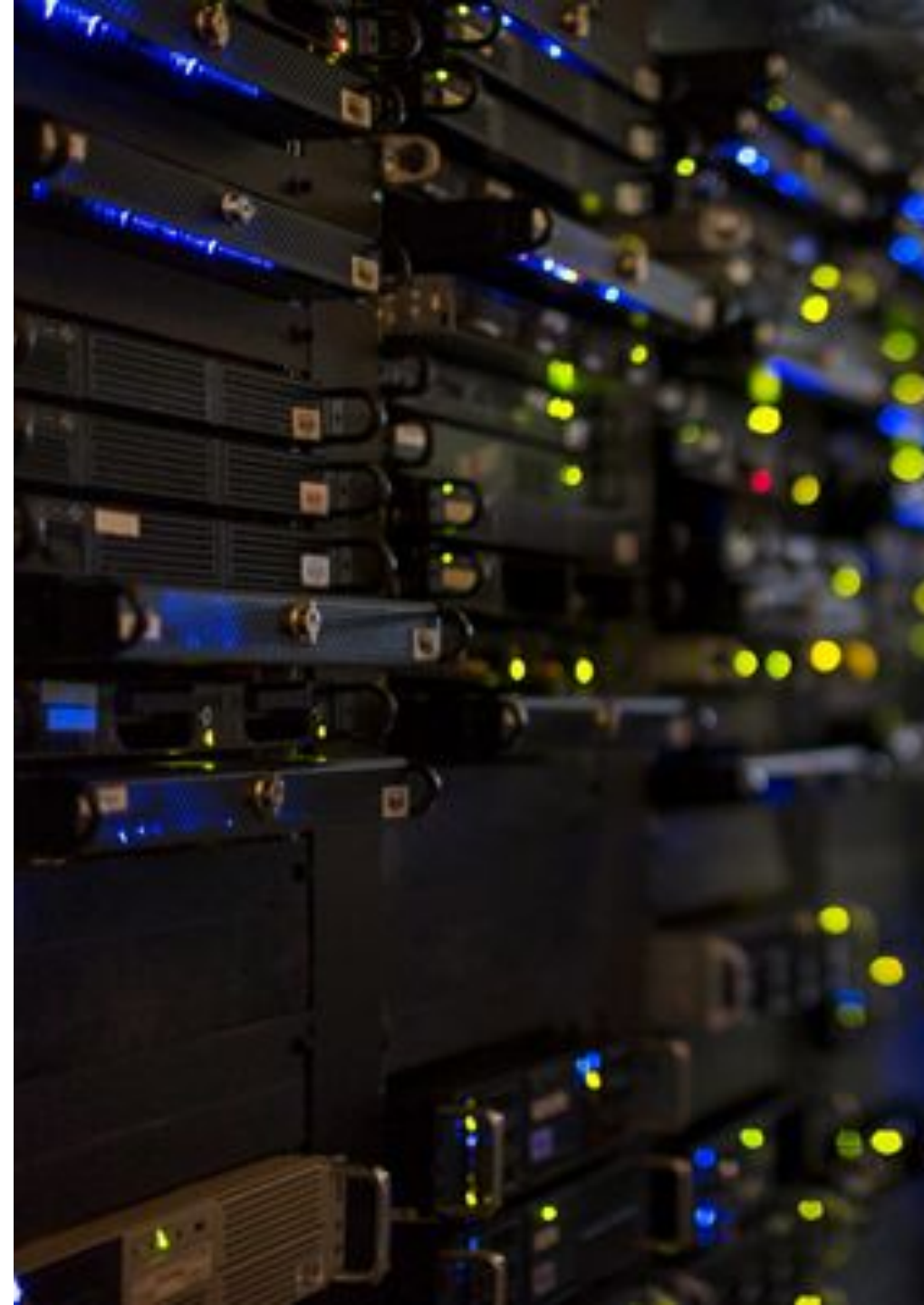
Practising your pitch

10 mins to:

- Prepare a three minute pitch (see *page 13* for pitch structure).
  - **Everyone** must speak

Team work approach: how will you divide the pitch? How will you make sure the pitch is professional and persuasive? How will you make sure you have enough time to practice it out loud before delivery?

Deliver your pitch!

You will give be asked one question at the end of your pitch and be given some feedback.

Wrap up and Reflection

What employability skills have you developed in this session?

Leadership

- Teamwork
- Problem solving
- Decision making

Business minded

- Quality in everything you do
- Improvement
- Thinking commercially

Technical capabilities

- Your knowledge of potential jobs you could apply for
- What have you done you are proud of
- Ability to learn

Global acumen

- Seeking new perspectives
- Sharing ideas
- Coping with change
- Open minded

Relationships

- Communication skills
- Building relationships
- Working with others

Thank you