

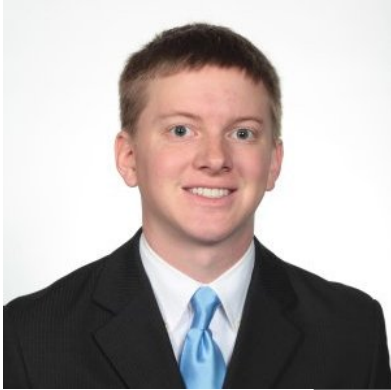
Presented by OuterSafe

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Big Data

About OuterSafe



- 20+ years of Cybersecurity experience
 - ITonCommand > 1999-2015
 - OuterSafe > 2015-present
- Boulder, CO
- Partner with organizations to accomplish security goals
- Vendor Research and Analysis
- Attack Research and Analysis
- Prevention, Detection, Mitigation, Recovery

The Amount
of Data is
Rapidly
Increasing



What is Big Data?

- Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions. – Oxford Dictionary

Poker

- Number of possible ways to shuffle a deck:
- 80658175170943878571660636856403766975
289505440883277824000000000000
- Behavior – Special Hands
- Advantage

SIEM

- SIEM = Security Information and Event Management
- Log Receivers collect digital information from everything
- Events are correlated to gain actionable intelligence
 - Logging in from multiple geographies
 - Chain of events
 - Determining abnormalities

Darknet Scraping

- Collecting as much information from the darknet as possible
- Organizing the data so it can be queried
- Gaining actionable information to serve a purpose
 - Search for code name of secret project
 - Identity Theft – Multiple PII Data Points in close proximity

Big Data in Financial Institutions

- Ideas for Big Data: Equity Forecasting, Geospatial Financial Services, Fighting Financial Crime, etc.
- Architectural Constraints in Investment Banking
- Implementation Challenges
- Data Model
- Future for Financial Applications

Real Estate Big Data Applications

- Ideas for Big Data: Tech-enabled Brokerage (triplemint), List and Search Services (apartmentlist) Data, Valuation & Analytics (ClosingCorp), Property Management (Rentify) Investment/Croudfunding (Property Partner), Agent Matching Services (agentace), Virtual Viewing (ZipMatch), Broker0Free List & Search (NoBroker)
- <http://insideairbnb.com/> Public Airbnb data.
- Trulia and Zillow are other examples.
- Forecasting for Property / Rental Value (estimates on listing address, sales price, rent price, yield %, comparison property, sales history, tax assessments, foreclosures, crime reports, schools, etc.

- If all activity in the world was digitized and logged, what trends would be most useful to discover through analysis of the database?

Discussion Questions

