



The Standards People

Security Conference

Product Security – Connecting Standards and Regulation to Market Access Opportunities

Presented by:

Dr. Amit Elazari, CEO and Co-Founder, OpenPolicy

ISO/IEC 27402 Co-Editor

Openpolicy

10/16/2023



Openpolicy

Policy intelligence and engagement

Team



Dr. Amit Elazari, Co-founder & CEO

Formerly the Head of Cybersecurity Policy for Intel Corp, Dr. Elazari has served as the Chair of the Cybersecurity Committee for the Information Technology Industry Council (ITI) and several other leading public policy committees.

Amit is a lecturer at UC Berkeley School of Information, Reichman University, and serves as the External Advisor for the Center for Long-Term Cybersecurity. She holds a Doctoral Degree in Law (J.S.D.) from UC Berkeley School of Law, and several graduate and undergraduate degrees in law and business. Amit is a noted industry expert and has presented at events such as RSA, CES, and SXSW. Earlier in her career, Amit practiced law with a focus on hi-tech, venture capital, and M&A at Israel's largest law firm, Goldfarb Gross Seligman & Co.



David Uzan, Co-founder & CTO

Formerly the CTO and Chief Architect of BlazePod, David founded and led BlazePod's R&D, contributing to the company's growth to ~\$20M in annual revenue and ~500,000 users globally.

Prior to BlazePod, David served as software engineer and lead architect at several leading companies in the Israeli technology ecosystem. He holds a B.A. in Computer Science and Economics, and M.A. in Economics from Ben-Gurion University in the Negev.



In a world where future regulation drives technology markets at scale,

OpenPolicy is the world's first AI-powered policy platform, unlocking markets by democratizing and simplifying access to regulatory-based market intelligence and policy engagement.

The regulatory landscape is changing fast, this drives more opportunity but also more complexity



More regulation, complexity, confusion



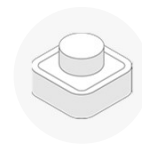
More geopolitical tensions, fragmented landscape



More market impact, market opportunity



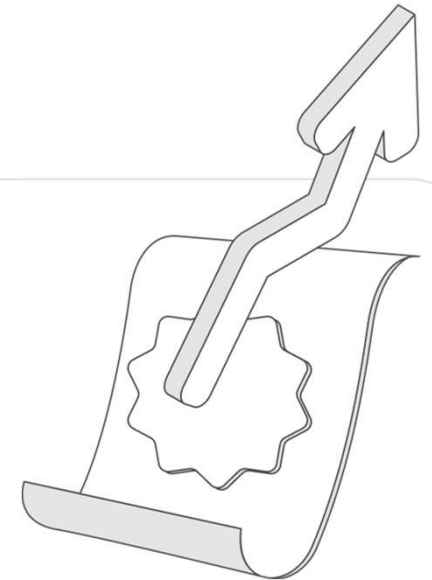
Less access to information



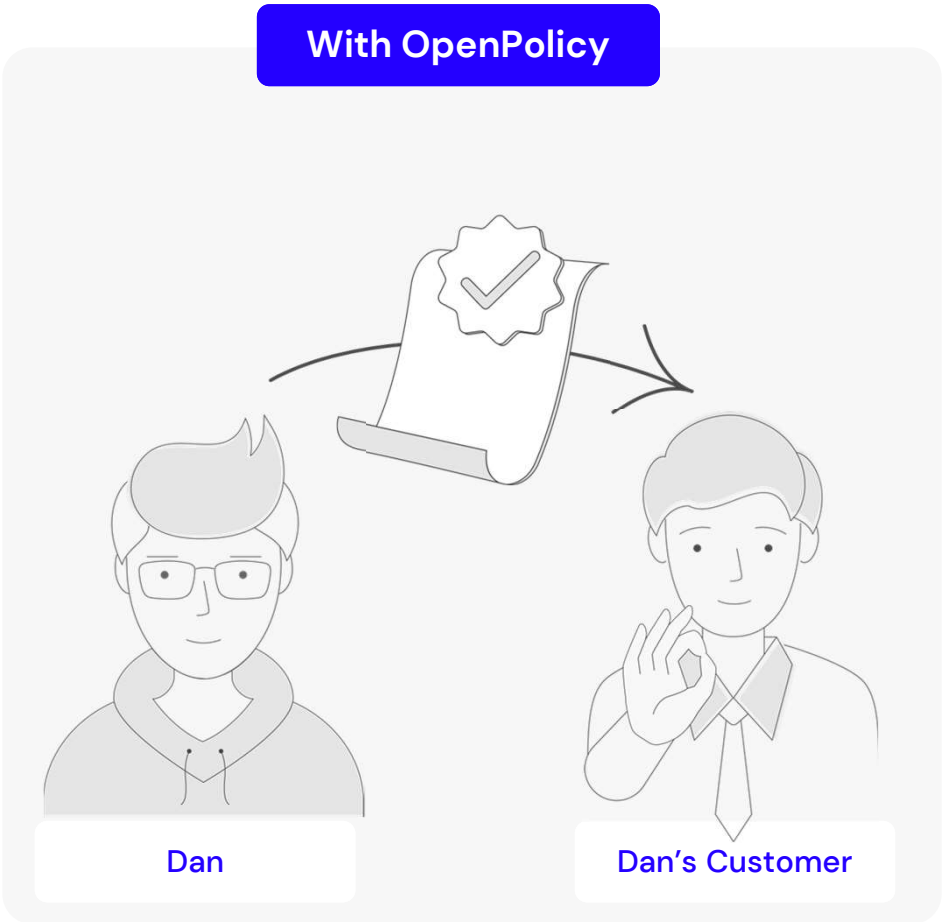
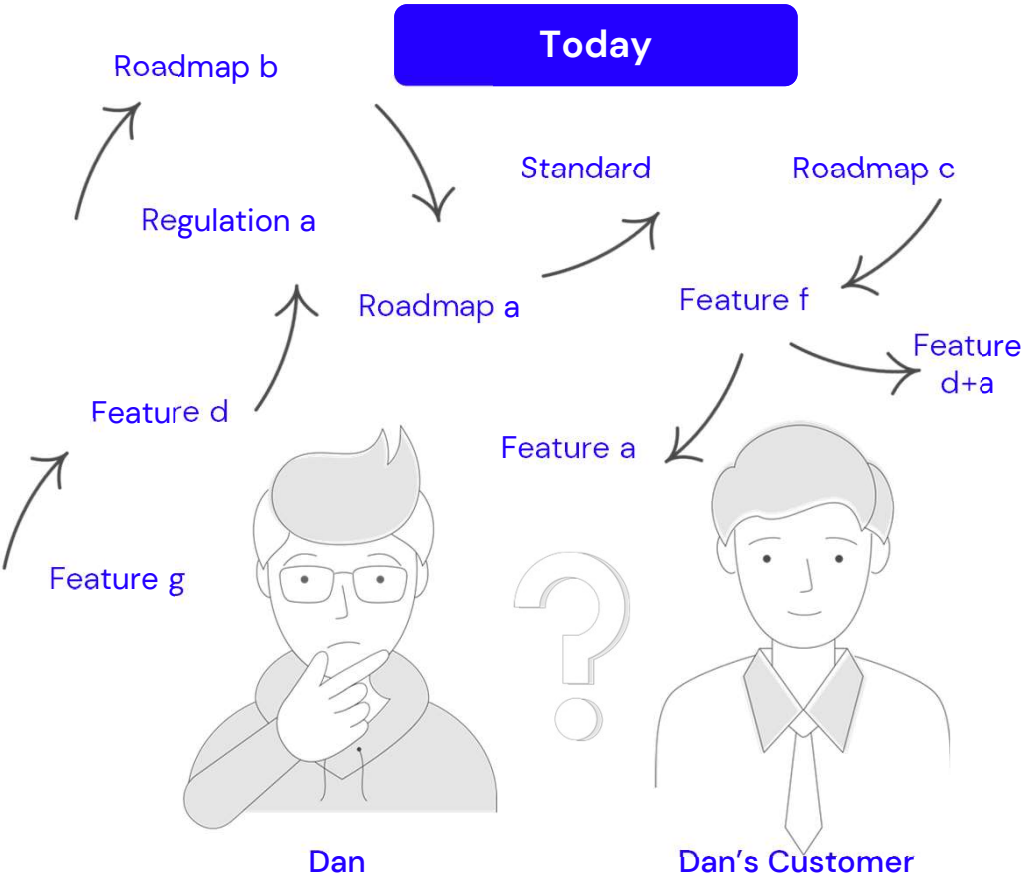
Less ability to engage



Less effectively impact



Simplified access to policy-based market intelligence



OUR SOLUTION



Policy intelligence (SaaS, Subscription)

Curated policy information brought together from currently unavailable sources.



Policy engagement (Tech-enabled service)

Subject focused coalitions that advocate and engage with policymakers.



Policy marketplace

A marketplace of policy professionals, consultations and support for businesses seeking specialized expertise.



Powered by generative AI, curating information - delivered customized in friendly UX

TECHNOLOGY



Collect, store and curate future policy information, to provide users with a holistic understanding of the evolving landscape.



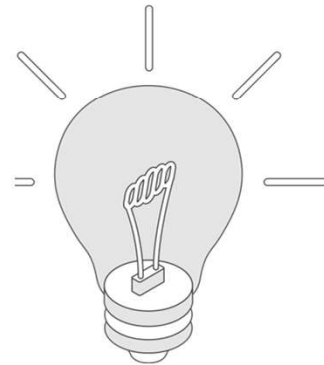
Using the latest Gen-AI, natural language processing (NLP) transform policy documents into actionable insights, providing technical, granular, and in-depth intelligence.



Scale the engagement process, enabling users to apply/join a subject focused coalition or even a specific cause within that coalition.



Creating a set of tools to manage the coalition - organize initiatives and facilitates smooth communication among coalition members.



The Security Policy Landscape is Changing



Reporting, Requirements
and Measurable Security



Supply Chain Security and Vendor Assessment



"Baseline security measure"
and product security



Vulnerability and Incident Reporting, Hacker
collaboration



Frameworks Standards, Zero-Trust



Operational Collaboration and info Sharing

Evolving IoT Security Policy Landscape

U.S.

- IoT Cybersecurity Improvement Act (Passed)- Guidelines on CVD, IoT Device (technical, process)
- NISTIR 8259, SP 800-213 in development
- May 12 Executive Order on the Nation's Cybersecurity -FTC and NIST led Consumer IoT Pilot Labeling Program and IoT Criteria - NISTIR 8425
- FCC Cyber Trust Mark NPRM
- Connected Devices Laws in CA/OR State in effect (Reasonable Security) (SB 327)
- Expected additional agency guidelines (NERC/DOE,NHTSA,FDA), CISA Secure by Design
- Section 5 under the FTC Act

GLOBAL

- EU Cybersecurity Act
- EU Cyber Resilience Act
- U.K. PTSI - Product Security Law
- IoT Security "Codes of Practices" mature to proposed regulations/ voluntary schemes - Australia
- Singapore Labeling Program
- Brazil Act 77, Australia labeling proposal
- EU Radio Equipment Directive (RED)
- Enterprise regulations (EU NIS 2.0)

STANDARDS, BEST PRACTICES

- NIST Core Baseline for IoT Security NISTIR 8259 A/B, 800-213, 8425, CSF 2.0, SSDF
- International ISO/IEC Standard (27402), ISO/IEC 27402 (draft) and EN 303-645 (ESTI Cyber)
- C2 Consensus effort on IoT Security baseline > CTA 2088
- Role of vertical standards on the rise (e.g. ISO/ISA 62443)
- CSA Scheme development for the IoT cyber mark label

ADJACENCIES

- Supply Chain Security and Software Provenance (e.g. SBOM), Security Updates and Coordinated Vulnerability Disclosure (CVD practices , Update Support, Confidence Measures including Labeling and Certification, AI/ML Data Protection and Privacy, AI security and governance

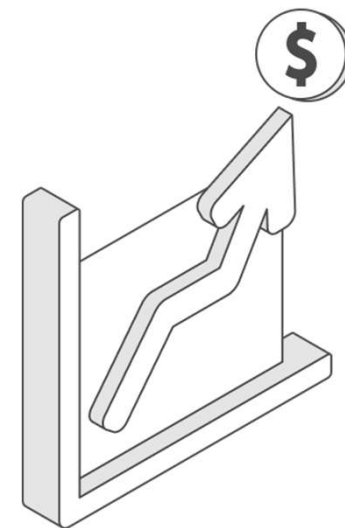
Market Opportunities for innovation

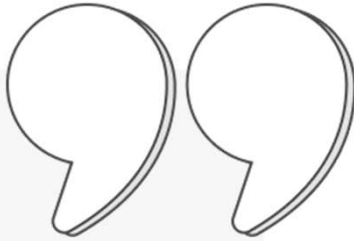
If we achieve common standards and baselines, and cohesive regulatory framework – Innovation can support:

- Control assessment and mutual recognition
- Third-party monitoring
- Reporting and testing
- Proposals for new controls
- Effective convergence of OT and IT
- Holistic enterprise risk management
- Usable transparency, per sector, per risk

Overall – more security...

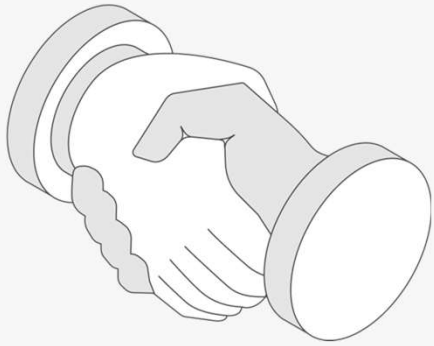
Openpolicy





"Open Policy changed my perspective, even to the level of managing the product of Cybeats... you think you know and have seen everything. Then you understand that there's an entirely different dimension."

Dmitry Raidman, CTO & Co-Founder
Cybeats (OpenPolicy Customer)



Thank you

Openpolicy

openpolicygroup.com

