
CYBERSECURITY: AN ATTACKERS PERSPECTIVE

Jeremy Schwartz — Global Chief Investment Officer

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Last week's Behind the Markets podcast featured Liran Grinberg, co-founder of venture capital firm Team8, which has a deep focus on cybersecurity-related issues and who collaborated with WisdomTree to create the [WisdomTree Team8 Cybersecurity Index](#).

We discussed the unique background of many Team8 members, and how the company built a village of technology specialists to establish, grow and invest in the cybersecurity ecosystem.

Grinberg was a member of an elite unit known as 8200, which is the largest intelligence operation within the Israeli military. Grinberg shared lessons from 8200's recruiting and its fast pace—how the turnover every three years leads to a wide acceptance that most missions will be a failure, but they can keep giving the same missions to new teams to see if they can be innovative. Being very “failure tolerant” is one principle of 8200 that leads to so much success—and the rotation from 8200 to industry helped Israel become known as the “Start-up Nation.”

Team8 believes there are seven themes driving the future of cybersecurity, and one unique insight Team8 brings is the attacker's perspective—with a number of former intelligence team members who applied the offensive side of cyberattacks. But Team8 also has the practical perspective of chief security officers as part of their village of specialists.

Below are details on the seven themes Team8 uses to evaluate cybersecurity companies and trends.

Team8's 2021 Cyber Themes		
Theme	Description	Impact
Cloud Security	Cloud adoption is on the rise, and enterprise cloud migrations are expanding from experiments to business-critical initiatives. Security capabilities are evolving so that enterprises can retain control over their security posture, data protection programs and application integrity.	Security solutions must be architected for the cloud, combining control and integrity with scalability and agility.
Security of Things	IoT device connectivity unlocks new business value in the industrial economy. But as IT networks and operational technology (OT) networks converge, the attack surface expands, and adversaries can move from stealing data to threatening health and safety.	Ransomware and 5G are changing the OT threat landscape. To mitigate risk, new models and mindsets are needed.
Perimeterless World	The enterprise perimeter is nearly extinct, and the shift to remote work during COVID-19 is accelerating its demise. Identity and zero trust architectures will become increasingly important in governing access management.	Security strategies must change to support new ways of doing business that drive growth, productivity and competitive advantage.
Privacy & Digital Trust	Globalization and growth of the digital economy are colliding with emerging privacy regulations and consumer preferences, providing users with more control over their data. Architectural design and business processes must accommodate new privacy- and zero trust-driven strategies.	Knowing what data you have, storing only what data is needed and technologies that enable business without sharing data will become critical.
Resilience & Recovery	Digital infrastructure is now business critical, and therefore, recovery from cyberattacks is now a core tenet of risk mitigation and business continuity. Any sound security strategy necessitates capabilities that enable rapid recovery and reconstitution of assets and capabilities.	Companies need a reboot plan designed for the digital age, to build resiliency and accelerate recovery from damage or disruption.
Shift-Left	Developing and managing software is becoming more agile and faster than ever. Security can't come after the fact but needs to be shifted-left to the developers, embedding security considerations from the start in a DevSecOps model.	Security professionals must understand coding, and developers must be able to code with security in mind.
Smarter Security	Response capacity is stretched to its limits as organizations face immense security complexity—dozens of products that aren't integrated, an expanding enterprise network, a cyber talent shortage and an adversary leveraging increasingly sophisticated capabilities. Smarter security can plug the gaps.	Smarter security solutions can leverage automation, data and AI to handle routine tasks, so humans can focus on managing exceptions.

Source: Team 8.

For definitions of terms in the table, please visit our [glossary](#).

In addition to the above themes, our podcast also touched on important topics, including:

1. The relationship between [cryptocurrencies](#) and [Bitcoin](#) to ransomware.
2. How important quantum computing will be, especially with regard to encryption, and how software companies are already preparing for the future when quantum computing becomes widespread. Grinberg mentioned that a lot of work in quantum computing is happening in Europe, which surprised me as the region is not often known for technology leadership.
3. What you can do to protect your own data—it's always great to hear what the true cybersecurity professionals do.

This was a great discussion on the important issues in cybersecurity, all through the attacker's perspective lens that Team8 brings to the space. Please listen to the full conversation below:

Behind the Markets on Wharton Business Radio · Behind the Markets Podcast: Liran Grinberg

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DEFINITIONS

Cryptocurrency : a digital or virtual currency that is secured by cryptography, which makes it nearly impossible to counterfeit or double-spend.

Bitcoin (the currency) : A digital currency (also called a cryptocurrency) created in 2009, which is operated by a decentralized authority as opposed to a traditional central bank or monetary authority.