

# Capital Markets CIO Outlook

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## Top 10 Cybersecurity Solution Providers for Capital Markets - 2016

**W**ith capital markets firms generating enormous amounts of sensitive data prone to the increasing cyberattacks, financial organizations have more cybersecurity tools at their disposal today than ever before. Financial institutions are now aggressively upgrading their existing security infrastructures to combat the data breaches at a rate parallel to its escalating intensity. However, budgetary evaluation of each security investment is increasingly pressurizing the IT security teams to identify the core risk areas and implement the right tools to curtail expenses.

To counter today's security hazards cost effectively, capital markets firms are greatly focusing on web security, advanced persistent threat detection, security resource consolidation, and virtual environment security. Grabbing the opportunity, many cybersecurity companies are delivering cutting edge solutions

that assist financial institutions balance the speed of their business and infrastructure security. This again necessitates CIOs to choose and implement the apt tool from the varied array of security solutions available in the current market.

In order to assist capital markets organizations identify the best cybersecurity solution that matches their needs from scores of solution providers, a team of prominent CIOs, CEOs, and analysts, along with Capital Markets CIO Outlook's editorial board has analyzed the strengths and capabilities of the best players in the landscape. The companies featured in this edition showcase vast knowledge and in-depth expertise in delivering cybersecurity solutions that shield the organizations from serious security mishaps.

We present you the Top 10 Cybersecurity Solution Providers for Capital Markets 2016.

### Terranova WW Corporation

recognized by  magazine as

**TOP 10  
CYBERSECURITY**  
SOLUTION PROVIDERS FOR CAPITAL MARKETS - 2016

*An annual listing of 10 companies that are at the forefront of providing  
Cybersecurity solutions for Capital Markets sector and impacting the marketplace*

**Company:**  
Terranova WW  
Corporation

**Description:**  
Providing a complete and proven solution regarding information security positively changing security behaviors amongst organizations

**Key Person:**  
Lise Lapointe,  
Founder

**Website:**  
[terrnovacorporation.com](http://terrnovacorporation.com)

# Terranova WW Corporation

## Assuring Security Awareness

Last year, one of the largest U.S. based financial firms suffered a major data breach that exposed information of over 76 million households and seven million businesses. Cybercriminals are increasingly focusing on a few segments, specifically the financial sector where companies despite being ardent adopters of security strategies and solutions are infiltrated and targeted through their weak spots. There is a growing need to educate employees and increase their cybersecurity knowledge through a complete role-based solution for security awareness, privacy, PCI-DSS, and HIPAA. “Cybersecurity is the top priority in capital markets where risks emerge, largely involving unknown internal and external entities. However, employees are seen as a major vulnerability point that is at very high risk of causing data exposure, and training is an easy way to involve the employees in increasing the security, making them part of the solution,” says Lise Lapointe, Founder, Terranova WW Corporation. “Our complete customizable security awareness platform makes it easy for CISOs to launch an efficient campaign for their employees on the ever-increasing security requirements.” Terranova offers a complete portfolio of online training, communication, reinforcement, and measurement tools aimed at improving information security, privacy, and regulatory compliance.

“**Our complete customizable security awareness platform makes it easy for CISOs to launch an efficient campaign for their employees on the ever-increasing security requirements**”

Terranova’s training solution offers many independent off-the-shelf topics covering the most important risks in information security, for all levels in an organization. Acquainting users with the threats and teaching them how to avoid those can minimize the organization’s operational risks and financial losses. “We ensure that employees become active learners by using diverse educational strategies, including videos, interactive learning activities (serious gaming), and an innovative user interface, that creates high impact modules,” adds Lise. “This increases employees’ interest and motivation, which is crucial to ensuring the success of a cybersecurity

campaign.” Terranova’s awareness platform is highly flexible and allows for advanced customization including text/wording, links to security policies, reference pages, and audio/narration.



Lise Lapointe

Additionally, Terranova is the only provider offering off-the-shelf content in more than 35 languages on all browsers and platforms, delivering an array of enticing communication, reinforcement, and evaluation tools. The tools comprise of posters, newsletters, videos, phishing, and social engineering simulations that can be used in conjunction with their online courses.

According to Lise, the clients have to identify their most crucial cybersecurity risks, define clear objectives, and train the employees accordingly. “Once the client has zeroed in on their risks, identified their strategies and objectives, we can customize the content to those specific needs. The message is then more specific to the employee’s reality in the organization—increasing the engagement. “It will be reinforced throughout the year with marketing campaigns and simulations,” explains Lise. “Our learning management system also involves pre and post assessment quiz that includes security questions which can be modified according to the organizational need, and allows measurement of employee performance before and after training.” Furthermore, Terranova specializes in offering professional and managed services where its team works hand-in-hand with customers to deliver a successful information security awareness campaign.

In an instance, a renowned bank in Canada wanted to train all of their employees worldwide in multiple languages with content customized to their policies and new privacy content within a specific time frame. Terranova rose to the challenge and provided interactive training sessions that exceeded the client’s expectations.

For the future, the company is continuing to invest in R&D projects that answer clients’ evolving needs to fight cybersecurity risks. “We are working globally and analyzing the demands in other countries—making sure to stay relevant and keep our level of service ahead of curve. The success of our clients is our main goal,” concludes Lise. **CM**