

aliv business

CYBER SECURITY SUMMIT 2026

CYBER RESILIENCE
DEFENDING THE DIGITAL FRONTIER

EMPOWER, PROTECT, EVOLVE

MAKE IT MAKE SENSE!

Stop Asking For Tools and Start Selling Outcomes

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Agenda

- The Problem *(Why cybersecurity funding conversations are failing)*
- The Trap *(How we became tools sellers)*
- The Shift *(Moving from tools to outcomes)*
- The Framework *(A simple model that works)*
- The Call to Action *(What changes after today)*



THE **CYBERSECURITY** REALITY



THE **EXECUTIVE** PERSPECTIVE



The Problem



The Trap

The moment technology becomes the foundation of your cybersecurity strategy, you've already narrowed your thinking...



THE SHIFT

So What Test?

Question: So what changes for the business?

 **Answer A:** Better visibility or improved coverage

 **Answer B:** Lower fraud loss or faster recovery

The Metric Integrity Test ?

Question: If your metric improves, does the business risk actually decrease?

 **Answer A:** 5000 vulnerabilities remediated

 **Answer B:** Reduced ransomware propagation pathways

What Executives Actually Care About

Revenue and Growth

Brand Trust

Operational Resilience

Regulatory Exposure



What Executives Actually Care About

Firewall, EDR, SIEM,
MFA, DLP, CASB, PAM,
Email Security,

Trust, Uptime,
Revenue, Shareholder
Confidence

What business element is this control really protecting?

- What business process depends on this system?
- If this system failed for 72 hours, what stops?
- Who cannot work if this control fails?
- Which customers would feel the impact first?
- Does this system generate revenue, protect revenue, or enable revenue?



The Framework

Business Risk

- What business outcome is exposed?

Financial Impact

- What measurable loss could occur?

Risk Reduction Strategy

- How does this initiative reduce that exposure?

Enabling Control

- What technology or process enables that reduction?



The Outcomes Lingo

We need this tool to stay ahead of threats.

This investment reduces our projected annualized loss exposure by \$3.2M.

We're improving visibility across the environment.

We reduced exploitability of internet-facing critical systems by 45%."

We're improving visibility across the environment.

We're reducing undetected dwell time from weeks to hours.



Call to Action

- ✓ Take one active or upcoming security project and rewrite the proposal without naming the tool first.
- ✓ Identify one metric you regularly report that measures activity, not impact.
- ✓ Pick one control and answer: What business does this protect? What financial loss does it prevent?

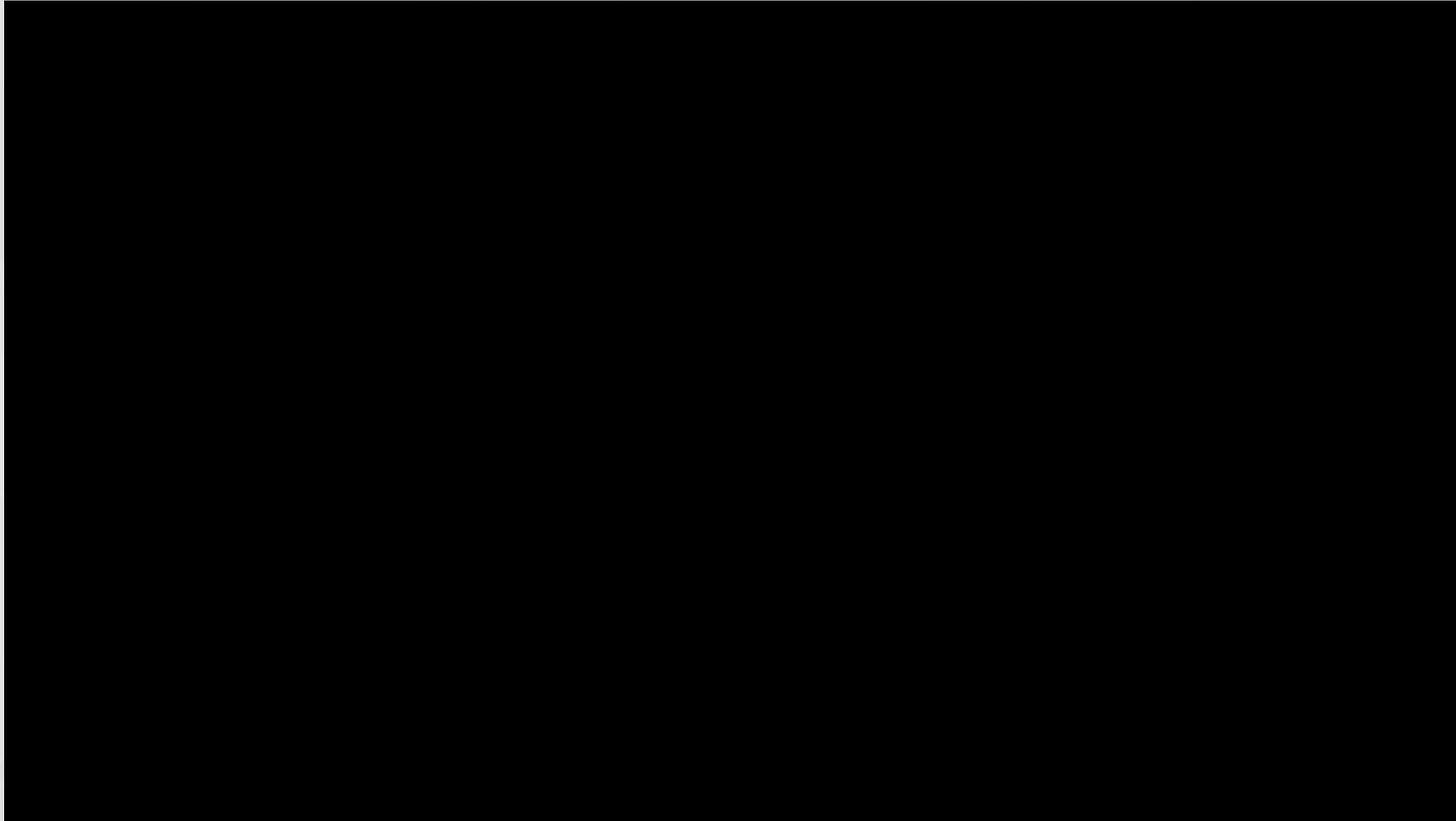
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