

# F24

## Plan de comunicación en ciberincidentes: La importancia de un buen plan de mitigación

Panamá 4 de Septiembre de 2018



**#1**

El proveedor europeo líder en SaaS para la gestión de crisis y alertas, así como para la comunicación empresarial crítica

**11**

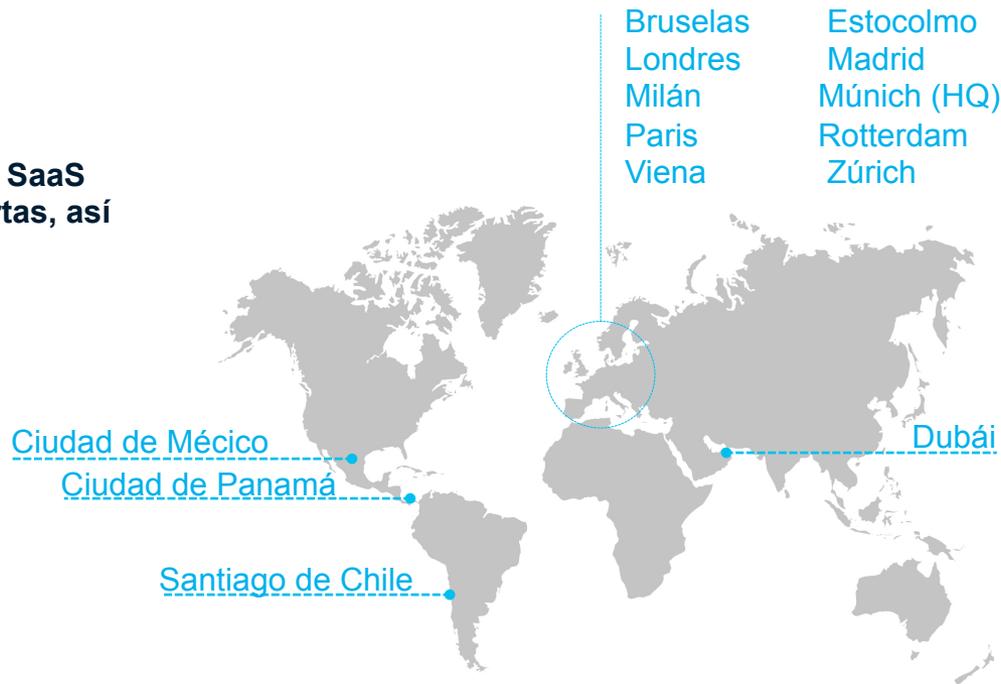
Sedes en Europa

**3**

Sedes en Latinoamérica

**100+**

Empleados en todo el mundo



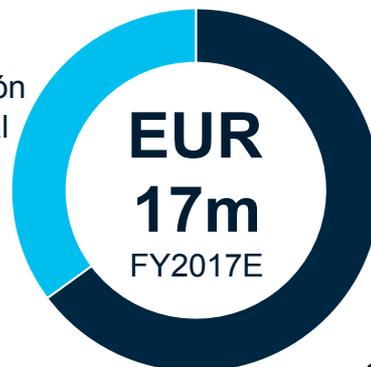
**1500+**

Clientes en todo el mundo

**<3%**

Tasa de cancelación\*)

**35 %**  
Comunicación empresarial crítica



**65 %**  
Gestión de alertas y crisis

Participación en el DAX30

**57 %**

Participación en el Top 500 de Europa

**>10 %**

Participación en el IBEX35

**40%**

\*) media desde 2010

Más de 1500 clientes satisfechos confían en el Grupo F24

F24

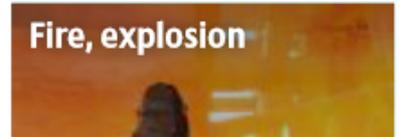
ALLIANZ RISK  
BAROMETER:  
BUSINESS RISKS  
2017

## Which causes of business interruption (BI) are feared most?

1 Fire, explosion



44%



## Süddeutsche Zeitung

09. August 2017 00:03 Brände

### Großbrand bei Entsorgung Chemiepark

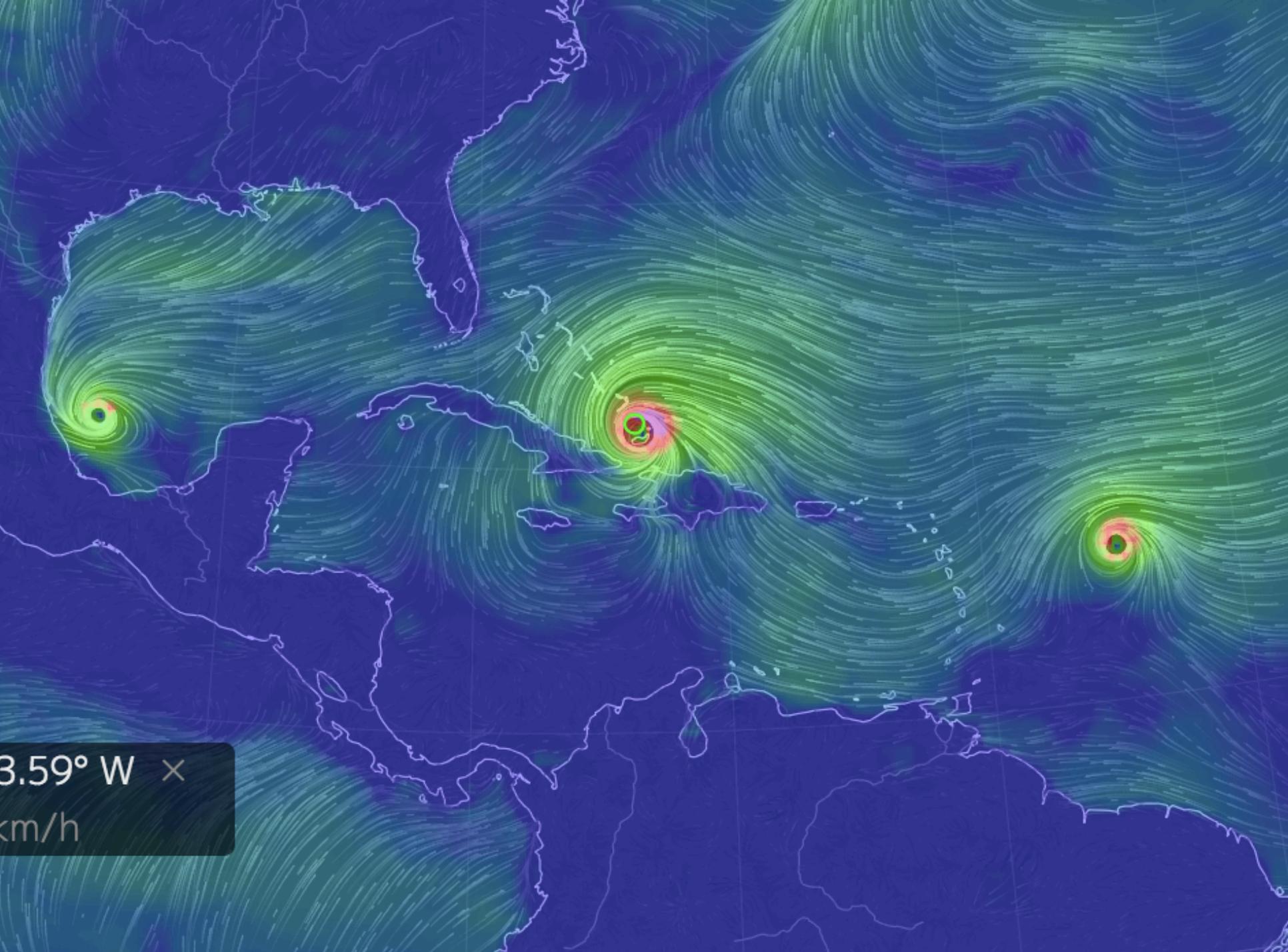
## Le Monde.fr

### Un mort dans l'incendie d'une usine classée Seveso près de Lyon

## THE TIMES

### Chemical plant explosion creates toxic gas cloud near Houston





3.59° W ×  
km/h

theguardian

Massive ransomware o  
nearly 100 countries a

THE  TIME

HEALTH SERVICE HACKED

Hospitals to struggle for days

Doctors hav

Le Monde.fr

Cyberattaque : ce que l'on sait de  
WannaCry, le logiciel de racket qui a

Süddeutsche Zeitung

14. Mai 2017, 13:33 Uhr WannaCry

Europol warnt vor Eskalation der  
Angriffe mit Erpresser-Software

EL PAÍS

ATAQUE INFORMÁTICO >

El ataque de 'ransomware' se extiende a escala global

España, Portugal, Reino Unido y Rusia, entre los afectados. Estos virus informáticos cifran la información de los ordenadores a cambio de un rescate



## Ooops, your files have been encrypted!

English

### What Happened to My Computer?

Your important files are encrypted.

Many of your documents, photos, videos, databases and other files are no longer accessible because they have been encrypted. Maybe you are busy looking for a way to recover your files, but do not waste your time. Nobody can recover your files without our decryption service.

### Can I Recover My Files?

Sure. We guarantee that you can recover all your files safely and easily. But you have not so enough time.

You can decrypt some of your files for free. Try now by clicking <Decrypt>.

But if you want to decrypt all your files, you need to pay.

You only have 3 days to submit the payment. After that the price will be doubled.

Also, if you don't pay in 7 days, you won't be able to recover your files forever.

We will have free events for users who are so poor that they couldn't pay in 6 months.

### How Do I Pay?

Payment is accepted in Bitcoin only. For more information, click <About bitcoin>.

Please check the current price of Bitcoin and buy some bitcoins. For more information, click <How to buy bitcoins>.

And send the correct amount to the address specified in this window.

After your payment, click <Check Payment>. Best time to check: 9:00am - 11:00am

CMT from Monday to Friday

Payment will be raised on

5/16/2017 00:47:55

Time Left

02:23:57:37

Your files will be lost on

5/20/2017 00:47:55

Time Left

06:23:57:37

[About bitcoin](#)

[How to buy bitcoins?](#)

[Contact Us](#)



Send \$300 worth of bitcoin to this address:

12t9YDPgwueZ9NyMgw519p7AA8isjr6SMw

Copy

Check Payment

Decrypt

Actúe rápido para evitar daños mayores

Informe y de instrucciones a sus empleados

Reúna rápido a quienes toman las decisiones

Coordine las información de manera segura/  
cifrada



## Detección

- Apagado de sistemas
- Falta de acceso a documentación



## Gestión del Incidente

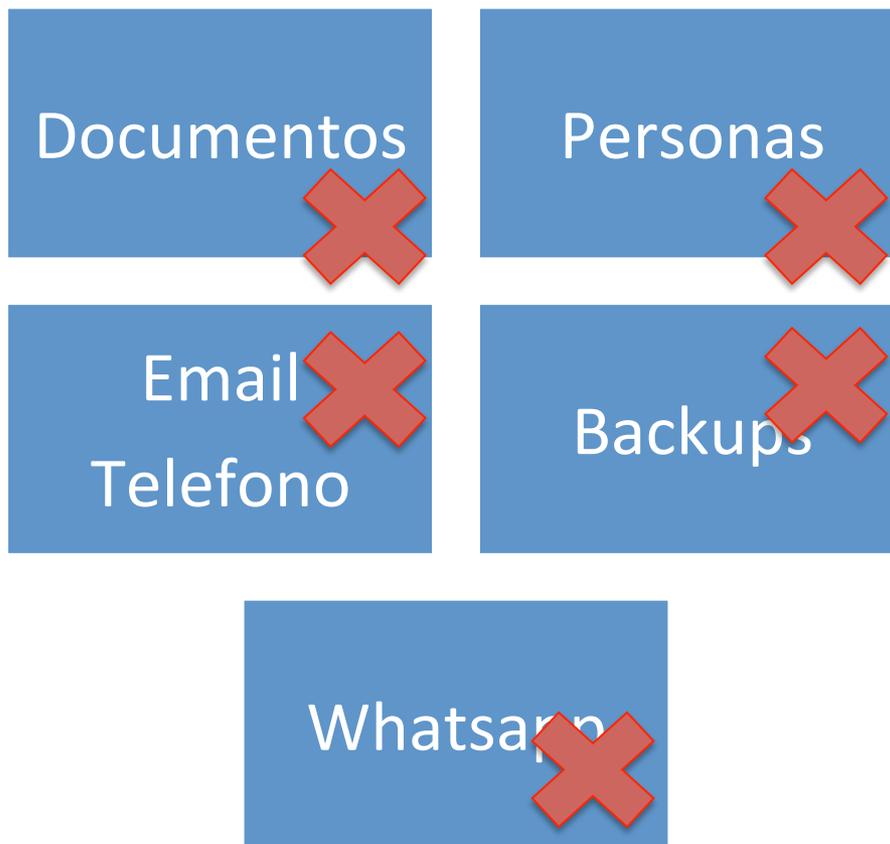
- Alerta temprana de equipos
- Comité de Crisis
- Coordinación

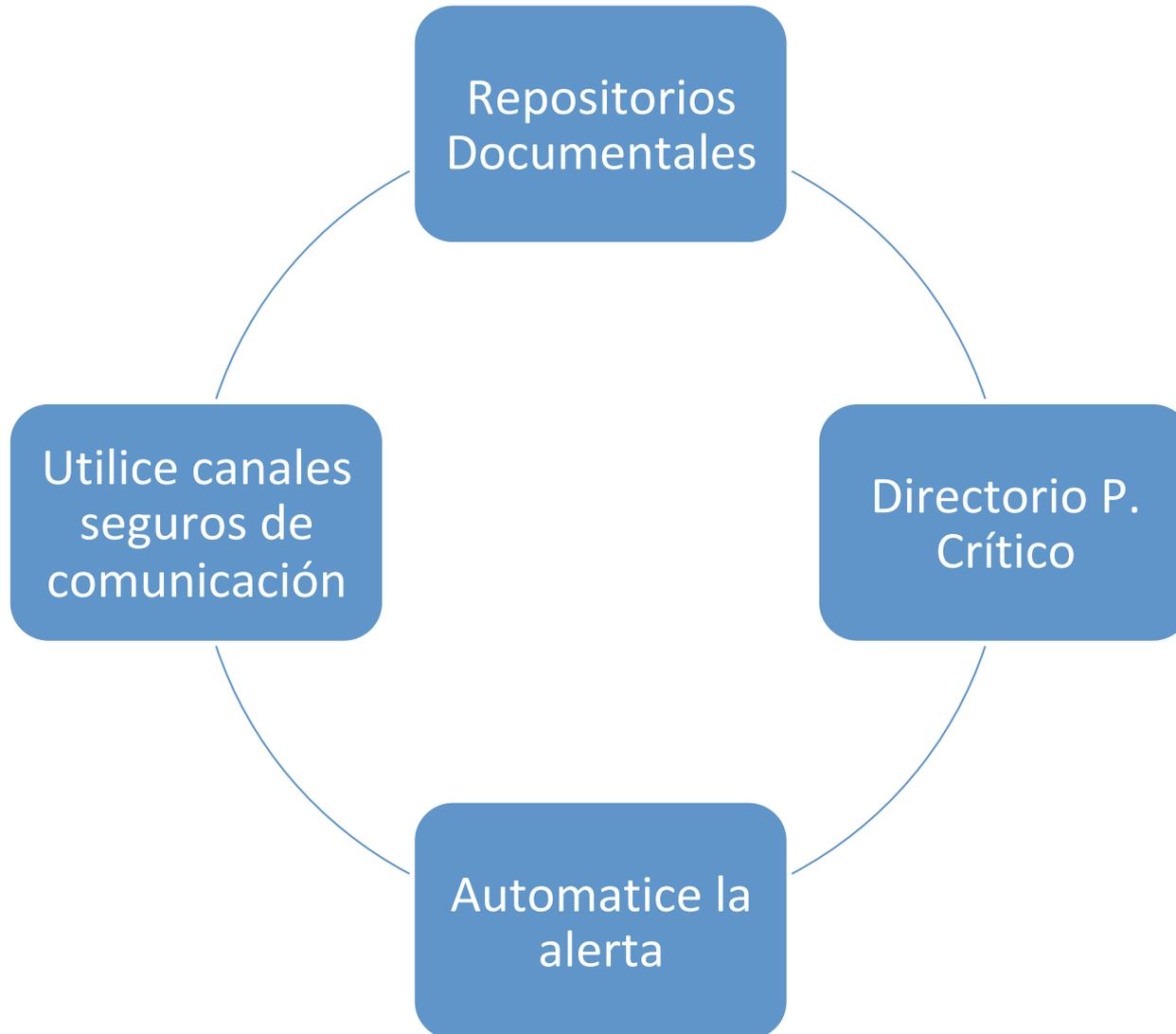


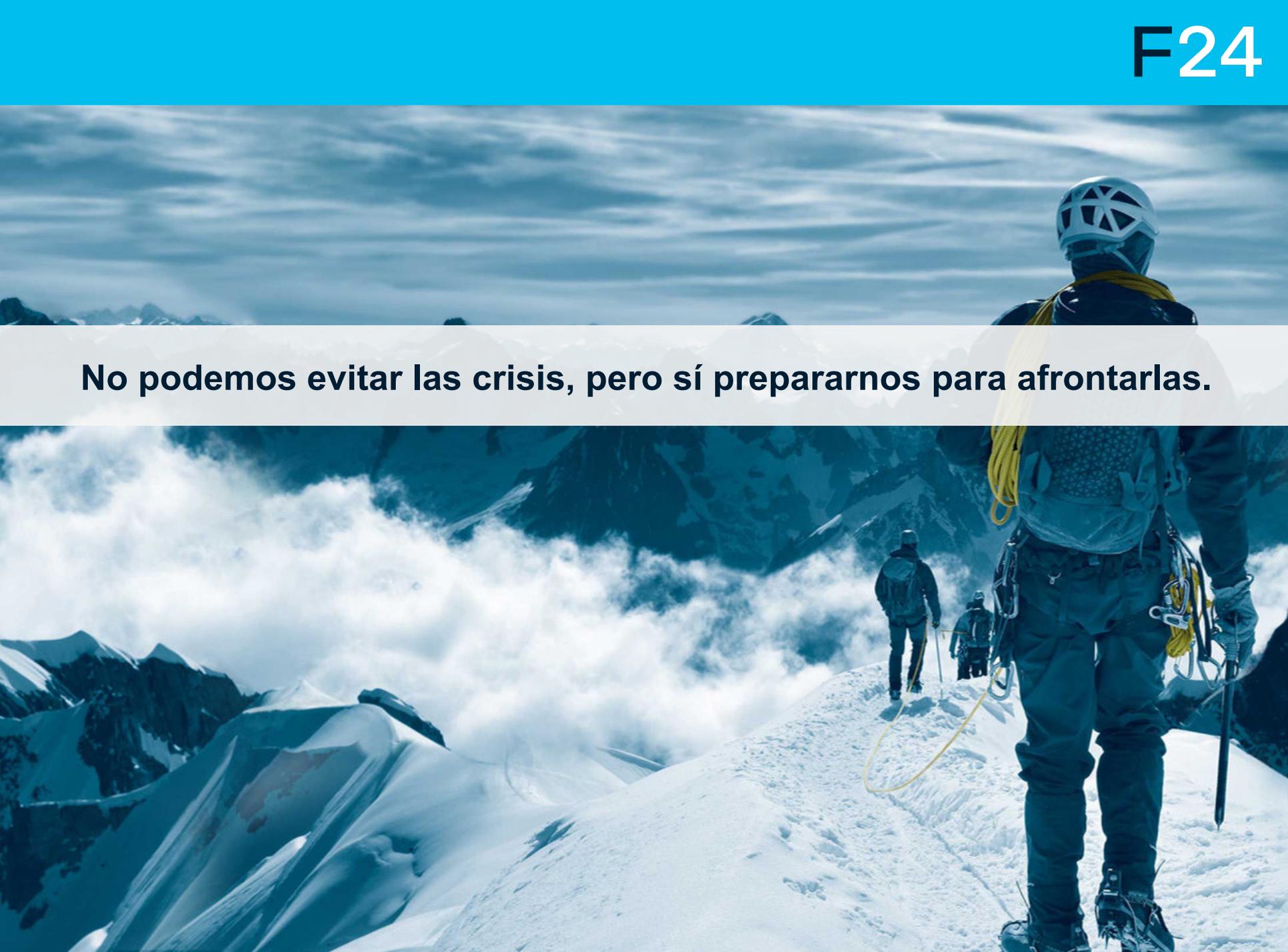
## Gestión del impacto reputacional

- Centralización de la información y respuesta
- Gestión de la información a los empleados







A high-altitude mountain climbing scene. In the foreground, a climber is seen from behind, wearing a white helmet, a dark jacket, and a yellow rope. They are standing on a snowy ridge. In the distance, other climbers are visible on the mountain slope. The background features snow-capped peaks and a cloudy sky. The overall color palette is dominated by blues and whites.

**No podemos evitar las crisis, pero sí prepararnos para afrontarlas.**