

# A cyber incident is inevitable... becoming a headline doesn't need to be.

## - THIS IS DIFFERENT -

- The "Old School" approach was to write a 40+ page Incident Response Plan full of words no one ever read, no less understood.
- If the plan was ever exercised, it involved getting everyone physically in a room for a half-day 'gab fest'.
- Meeting notes might have helped identify improvements, but there were never any measures to evaluate the effectiveness, and it became a distant memory days later.
- The challenge became even greater with COVID and 'Work From Home' environments.

Just as a leading sports teams must practice for a successful 'game day' - organisations must also practice the ability to respond to a cyber incident.

They must understand their roles, responsibilities, decisions... and then practice them to execute successful 'plays' when a cyber 'game day' happens.

**“A poor response can be far more damaging than the attack itself.”**

**(McKinsey & Company)**

(<https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/playing-war-games-to-prepare-for-a-cyberattack>)

“ By failing to prepare, you are preparing to fail. ”

Benjamin Franklin

TrustedImpact is well known for its 15+ years of specialist cybersecurity consulting expertise and stands out from its peers by its unique ability to align strategic thinking, practical business objectives and deep technical expertise within the highly specialised discipline of cybersecurity

BeST is a proven computerised crisis simulation tool that helps organisations face potential disasters and deal with them in “simulated” real time – better preparing for the “real thing.”

Our TrustedResponse tool (BeST x TrustedImpact) allows you to:



Create an Incident Response Plan



Extract analytics (expected vs reality)



Import your own Incident Response Plan



Improve with workflows and checklists



Test your plan via simulated scenario



Exercise your plan regularly

BeST is highly practical, engaging and based on real data, real procedures and real scenarios – making it as “close to life” as possible. Our partnership with BeST allows us to combine craftsmanship with leading tools to create the best outcomes!

## FEATURES & BENEFITS



Simulates decision making scenarios focusing on real life interactions



Real time analytics & insights to enhance your decision making processes



Compares real decision making processes to “anticipated” ones



Understands why players act like they do



Helps organizations improve procedures to be better prepared