



Keeping the digital society running

2022-09-27

Teemu Salmi, CEO



Introduction of Teemu Salmi

Started as **CEO at Nixu** in August 2022

- +25 years of experience in executive positions for large multinational companies
- Key elements to succeeding with transformation: Cultural respect and personal leadership

CAREER HIGHLIGHTS

- **Stora Enso** | CIO & Head of Digitalization
- **Ericsson** | Head of IT & Cloud
- **Ericsson** | Head of Services

ACHIEVEMENTS

- CIO of the year 2020 in Finland: transformation activities
- Named on the Top 100 IT influencers list, Finland 2020
- Growth of services business with 10%+ CAGR
- Increase of profitability with 1%+, CAGR
- Continuous increase in customer satisfaction, year-over year





**Megatrends & Geopolitical
Turbulence Affects Everyone**



**Securing Supply Chains end-to-
end**



**Ransomware Remains
in the Headlines**



**New Architectural Methods
Need to Be Adopted**



**Skills Shortage Forces
Organizations to Optimize**

FUTURE DEVELOPMENTS IN CYBERSECURITY – 2022 AND BEYOND

nixu
cybersecurity.

Megatrends & geopolitics



DIGITALIZATION OF SOCIETY

- Industry 4.0, IoT and cyber physical systems
- General societal digitalisation
- Technology development, e.g. Artificial Intelligence

GEOPOLITICS

- Increase in general unrest
- Legislation, data localization
- Preparedness, trust and trade restrictions

RISE OF CYBERCRIME

- Ransomware and crypto currencies
- Cybercrime is a “new normal” in society

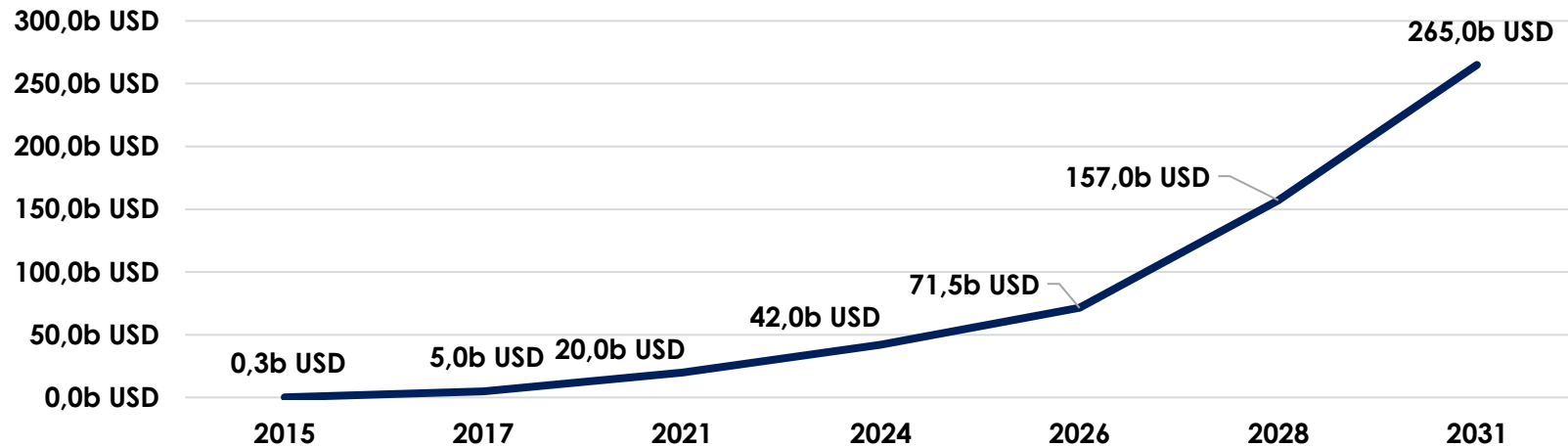


Securing Supply Chains end-to-end

- Nationalization of supply chains
- Benchmarking vendors' cybersecurity capabilities
- Small and medium businesses will face more cybersecurity requirements from their customers
 - Need to prove increases
- Cybersecurity insurances harder to obtain

Ransomware Remains in the Headlines

- Rising topic in boardroom discussions
- New criminal groups, shifting tactics
- Insurance companies requiring more proof of security



62%

Increase in ransomware attacks since 2019, 54% YoY

15,4M

DDoS attacks estimated for 2023

> 45%

of breaches involved hacking

86%

of breaches financially motivated

70%

Of breaches caused by outsiders



74%

Of IT Leaders shifted funds to Cybersecurity

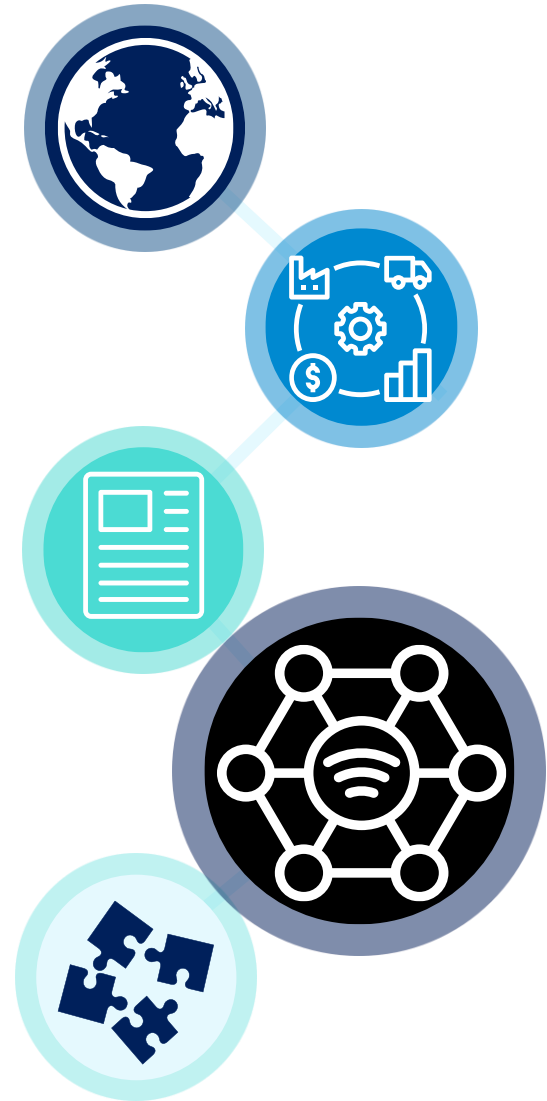
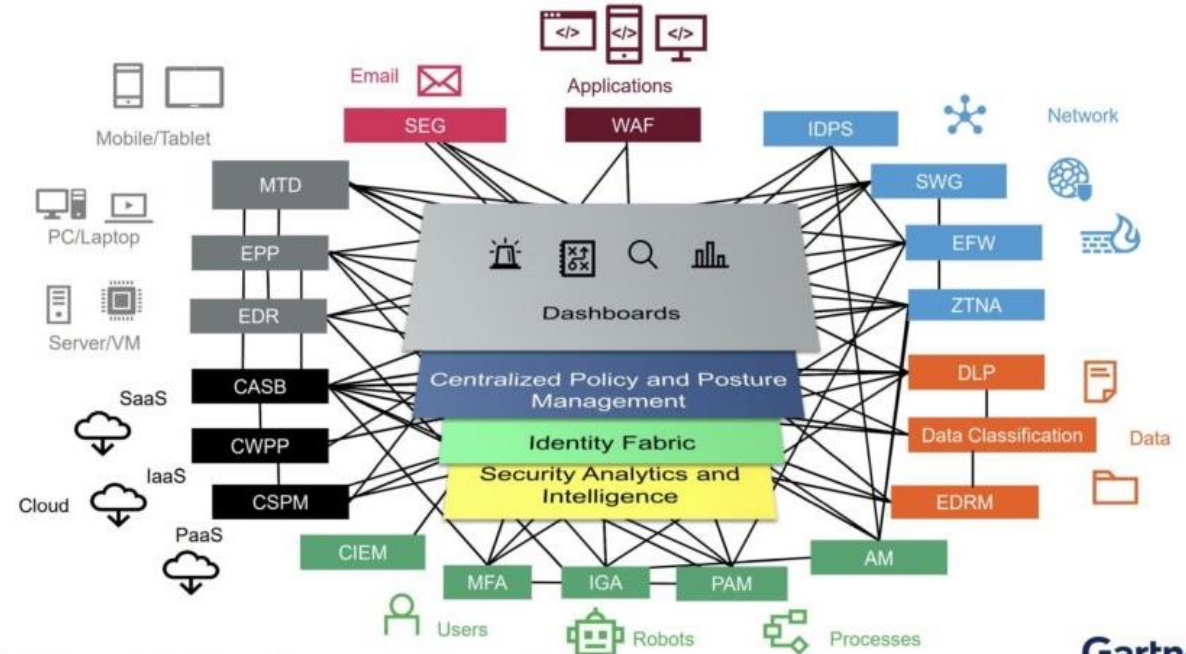
84%

of CISOs focusing on an approach for integrated Hybrid IT / Cloud based cyber defense

New Architectural Methods Need to Be Adapted

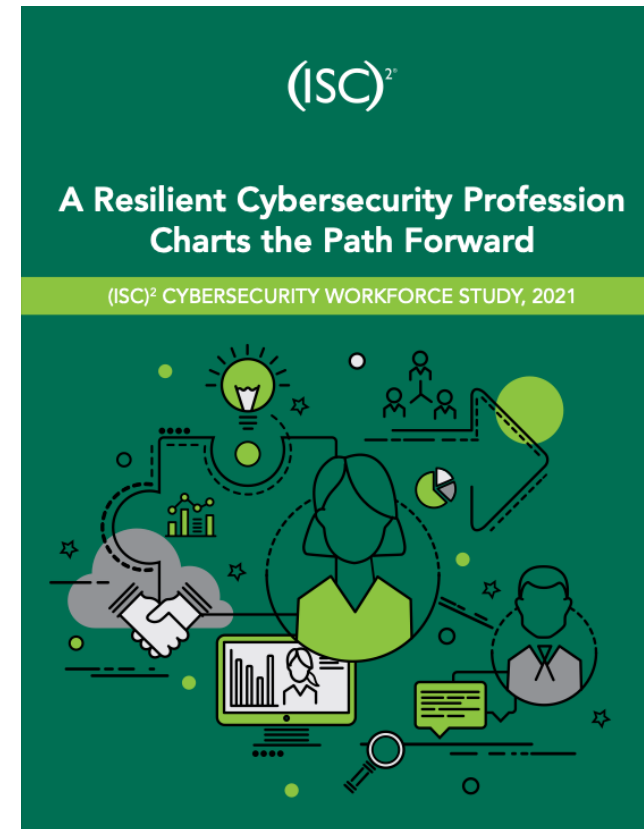
- DevOps
 - Shift Left
 - DevSecOps
 - SecDevSecOps
- Cloud First
 - Distributed Defense
- Zero Trust
 - Identity

Cybersecurity Mesh Architecture Complete



Skills Shortage Forces Organizations to Optimize

- 2,72m specialist shortage
- Recruit, train & retain talent
- Flexibility required to keep cybersecurity development programs up to speed
- Alliances and partnerships



**So... what is Nixu
doing keeping the
digital society
running?**



TRUSTED GO-TO PARTNER FOR CYBERSECURITY SERVICES

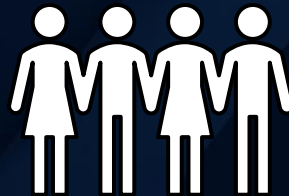
Mission:

Keeping the digital society running



Approx.

400
Cybersecurity
specialists



Locations:

Finland, Sweden,
Netherlands,
Denmark and
Romania



360° Cybersecurity services
from board decisions to
deep forensic investigations

Vision:

Being the trusted go-to
partner for cybersecurity
and the best place to
work for cybersecurity
professionals

Founded in:

1988

Publicly listed:

2014



70 NPS



Customer
satisfaction
score 2021*

*Source: Nixu Client satisfaction survey QR4/2021, N=291

NIXU'S SERVICES



Security engineering

Building trustworthy systems that keep bad actors out.



Digital Identity

Securing your digital transformation.



Cloud Transformation

Enabling you to leverage the benefits of cloud.



Compliance and Certification

Providing a wide variety of information security and privacy audit services.



IoT

Enabling your innovation by securing your intellectual property, customer data ecosystems and privacy.



Cyber defence

Protecting your core processes and people 24/7.



Cybersecurity outsourcing

Managing your cybersecurity environments.



Safety and reliability

Securing your industrial environments in digital transformation.



Security Awareness

Raise awareness of threats and promote the ideal behaviour models to protect company assets.

**So... what is Nixu
giving back to
society?**

EUROPEAN CYBER SECURITY CHALLENGE 2022

Generation Z Hack



- Nixu supporting:
 - Creating challenges
 - Facilitating boot camps
 - Coaching the national team of Finland

Global Cyber security competition in Vienna 9/2022



- Team Finland included 4 Nixuans in the competition



STRENGTHENING THE CYBERSECURITY OF FINNISH SECURITY OF SUPPLY

- Indirect industrial cooperation in the acquisition of F-35 fighters
- Nixu coordinates an ecosystem of cyber experts – consisting of companies, higher education institutions and research institutes
- We will work with Lockheed Martin to develop national cyber-capabilities in several projects.



A NATIONAL AUTHENTICATION SERVICE FOR FINLAND

Sinuna (formerly Sisu-ID) is easing the login to digital services

- *The solution utilizes the Managed Identity and Access Management (MIAM) service by Nixu*
- *Nixu, together with Yleisradio, Alma Media and Digital Living International, established Finland's Authentication Cooperative (Suomen Tunnistautumisosuuskunta).*



"The goal of the new cooperative is to function as an enabler of digital services."

-Liisa Lundström, CEO of the Finland's Authentication Cooperative.

NIXU CASES



SCAN THE QR CODE TO PARTICIPATE



Participants will receive a full survey report and an invitation to an online event with the results. We will also raffle off one half-day workshop with Nixu's cybersecurity expert on a topic of winner's choice.

Nixu Cybersecurity Index 2022

Be the first to receive
the benchmark data
Take part now!



WE KEEP THE DIGITAL SOCIETY RUNNING

The #1
cybersecurity
specialist in
Northern Europe.

Nordic heritage.
Founded in Finland
in 1988. publicly
listed in 2014.

Impressive track
record in critical
industries. NPS 70.*