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SECURITY STRATEGY DEPENDS ON THE CLOUD MODEL ONE PLANS TO DEPLOY.

Adoption of cloud has increased with service provider providing basic setup for security like secure access, data encryption and basic anti malware protection and guidance to securely segregate the various networks, configure securely and manage log in a centralized fashion, according to Chandra Prakash Suryawanshi, Senior Vice President - India & APAC, Aujas.

In this interview with SME Channels, Suryawanshi shares his insights on cloud security and his company's potential as a pure play cyber security services player.

How have attitudes toward cloud security changed in the recent past?

Cloud security has moved from being in a state of confusion about who owns security both at the service provider end and at customer end, to clear demarcation, clear contracts, shared responsibility and accountability. Now to a large extent there is a clear ownership and accountability established in the business model.

As far as Security strategy is concerned, it is dependent on the cloud model one plans to deploy. Cloud risks are identified based on the same principles of defence in depth, driven by compliance, sensitive data protection, user and access management and logging and monitoring.

Inside the organization too, it is generally experienced that IAAS (Infrastructure as a Service) is distributed to IT team, application development teams and sometime even with client. In few cases we have seen elastic IP, external or web facing structure are managed by corporate information technology teams while development, test and staging environment are controlled and secured by application development teams. Sometimes they follow the guidelines established by IT teams and sometimes it is not wherein it makes a good case

for using CASB. However, adoption of cloud has increased with service provider providing basic setup for security like secure access, data encryption and basic anti malware protection and guidance to securely segregate the various networks, configure securely and manage log in a centralized fashion.

What are some of the major challenges Aujas help businesses overcome?

Aujas is a pure play cyber security services company assisting major banks, telecom providers, financial institutions and select government departments.

Today, organizations are under pressure in balancing business agility and changing technology with protection of critical business data, identity, access and audit trails as it moves with employees, customers, business partners and associates. Coupled with that is the increasing regulatory pressures and customer expectation to manage control over data. In a bid to address and balance this, organizations look at point technology solution but technology alone cannot solve the business problem of data protection, digital identity management, third party access, risk and compliance, privacy etc. Though technology is a phenomenal help, but

it lacks scope without an appropriate strategy and execution plan. Here, Aujas comes with a cross set of service offerings comprising of strategy and governance, technology deployment and control implementation, operations and management.

Aujas services encompasses managing compliance, security and privacy risks, end to end application security lifecycle management, identity and access management, security APIs and digital channels, governance, automation, cloud security and managed security.

With recent security breaches like WannaCry, has this made people more aware of the importance of security today?

The answer is both Yes and No. We have seen people talking about importance of cyber security after every major attack, but we do not see a follow up in terms of control improvisation, investment and even a proper long term cyber security strategy. But organizations are maturing and cyber security is now a board level discussion, therefore it is gaining Executive attention slowly and that too at the highest level. However, I will still say that corporates and governments are underestimating the magnitude of the problem. The truth of matter



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is that cybercrime is happening at an unprecedented pace and growing in complexity. The second aspect is that it is not just the creation of unique pieces of malware each time, the attackers have automated the weaponization platform and dark web offers consumerization of attacks by collaboration, capability sharing and economic motivation.

What is your go to market strategy?

Our GTM strategy is very simple. From a sales perspective, we focus on leveraging existing business relationships to identify and win new logos and deep mine existing accounts to cross sell offerings. Our technology partners recognize Aujas' domain expertise and promote Aujas

value proposition". Also, Information Security Services players also partner with Aujas for their expertise and successful global delivery model.

What do you think is the potential of Blockchain technologies to grow across various domains?

Blockchain technology, also known as distributed ledgers, has a number of potential use cases and the technology has the potential to both disrupt and at the same time enhance processes and systems. Almost every kind of industry can use blockchain for its business and is not limited to financial and technology domains as popularly thought off. Few of the use cases which are already live are smart contracts, remittance, logistics, digital storage and eKYC. An interest-

ing use case was to protect the piracy. Several start-ups, including Ascribe, are working on blockchain-based tools to help manage copyrights, attribution and payment for digital media consumption. The secure distributed ledger system makes it easier to prove authorship of content and possible to track who has accessed content. In fact some of the cyber security problems can also be tackled by using blockchain like secure access, audit trail of all activities of users, data encryption using personal keys, log management etc. Who knows if in a decade you can vote online via Blockchain technology to tackle digital voting challenges of tempering and not being anonymous.

Question- In the crowded security market what sets Aujas from the competitors? 