

November 8, 2018

Strategy Workshop

- 1 Introductions

- 2 Strategy Process Overview

- 3 Current State Overview/Discussion

- 4 Future State Overview/Discussion

- 5 Architecture Overview/Discussion

- 6 High-Level Roadmap Planning



Edgile Security Plan for Q3 2018

Strategies and Timelines

Hallmarks of a Successful GRC Program

The objective is to have a simple but effective GRC program that aligns the different compliance programs providing accountability and consistency

Governance, Risk and Compliance

Simplicity

- Limited amount of controls
- Non-invasive approach
- Standardized methods

Effectiveness

- Efficient resource and costs management
- Use of existing winning practices

Alignment

- Aligned business needs and risks
- Controls related to risks and mandates
- Specific policies and controls
- Relevant best practices to enterprise reality

Accountability

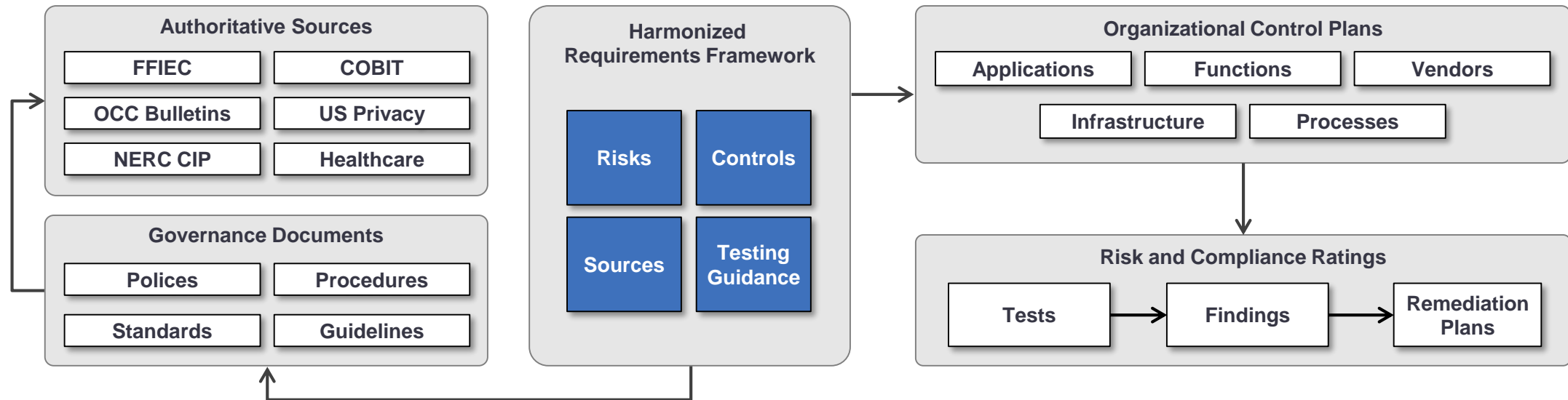
- Defined and balanced roles and responsibilities
- Accountability for any policy or control
- Ownership of any risk

Consistency

- Policy guided by tolerance and risk appetite
- Consistent data/documentation management

The Use of GRC Technology Will Help to Enforce these Principles

Information Security Governance



- Build IS governance documents utilizing an external requirements framework
- Integrate the new documents as authoritative sources into the framework
- Maintain documents as regulatory and internal

- Build organizational control plans functional areas and information assets
- Develop risk and compliance ratings showing inherent and residual risk

BUSINESS STRATEGY
& MANAGEMENT
EMPLOYEE
MEETING

December 6, 2018



FY19 PAN-HP NARRATIVE

	REINVENTION	AMAZING EXPERIENCES	PURPOSEFUL IMPACT
Corporate	<ul style="list-style-type: none">• Future of tech• AI, VR, 3D print	<ul style="list-style-type: none">• Transformation• Industries and workplace	<ul style="list-style-type: none">• Society• D&I, sustainable impact, security
Personal systems	<ul style="list-style-type: none">• Intelligent / innovative solutions• DaaS, RPOS, VR, gaming, 3D scanning	<ul style="list-style-type: none">• Creating the future• Office, retail, healthcare, classroom	<ul style="list-style-type: none">• Education• Reinventing next gen workforce
Print	<ul style="list-style-type: none">• Print renaissance• MPS, smart and secure, orig supplies	<ul style="list-style-type: none">• Personalization and digital• Packaging, publishing, textiles	<ul style="list-style-type: none">• Community• Sustainability, community, family
3D print	<ul style="list-style-type: none">• From disruption to production• Metals, full color, data and services	<ul style="list-style-type: none">• Customers and applications• Deployments, verticals, brands	<ul style="list-style-type: none">• 4th industrial revolution• Democratization of mfg; sustainability



DEFINE THE SPECIFICS



Requirements?

Length of time
Content depth
Format
Style
Environment



Standard, enhanced or wow?

Visual design
Animation
Video
Guest walk-ons

PREP ESSENTIALS



Rehearse in
a venue similar
to where you
will present



Ensure technology
and/or demos are
seamless



Dress
appropriately
and arrive early



Relax
and project
confidence

SBM All Employee Meeting

THANK YOU



Q&A

Consumer Credit Early Month on Book

Regional Client Webinar

November 15, 2018

VISA



Debit card activation – 5 things to note

Penetration is just the first step

Growing your cardholder base is one thing. Seeing downstream value from that growth is another challenge. Activating new cardholders is essential and you have a specific timeframe to make it happen. Here are 5 go-to pieces of guidance:

- 1 Start early**
New cardholders present the best opportunity to impact activation and usage behavior.
- 2 Educate on benefits**
Basic education messaging around card benefits can be very effective.
- 3 Re-engage at signs of decline**
The longer a customer / member remains inactive, the more costly it can be to re-engage them.
- 4 Don't over invest**
Carefully time your activation incentives / investment, allowing time for early, voluntary activators to emerge.
- 5 Target for potential**
Target cardholders most likely to activate for offers. See the Visa Debit Marketing Playbook: Strategic Targeting "Decision Trees" at Visa Online for additional insights.

Trend #5: Cards drive consumer adoption

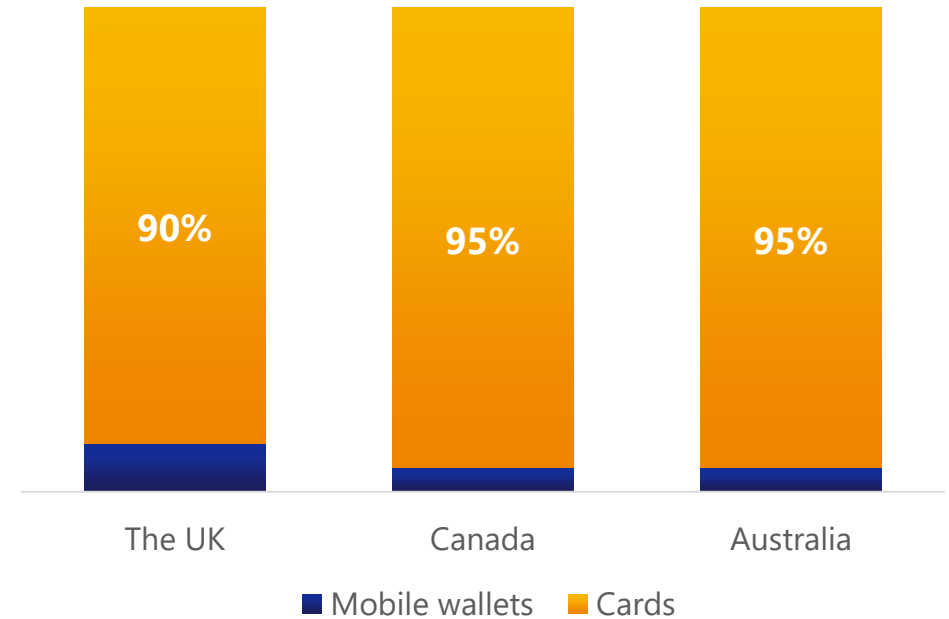


80% of U.S. Visa transactions occur face-to-face¹

<1% of face-to-face transactions originate on mobile²

Mature contactless markets by card vs. mobile³

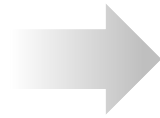
% of contactless transactions, 2018



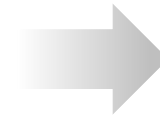
Nearly all contactless transactions today **originate from a card**

Channels: Adopt a blended activation strategy and leverage multiple channels throughout consumer journey

Contactless awareness



Contactless awareness and targeted usage



Contactless card usage

Objective

- Drive **awareness** and **understanding** of contactless cards

- Drive **awareness** and **understanding** of contactless cards
- Drive **usage** of contactless cards

- Drive **usage** of contactless cards

Strategy

- Leverage owned channels to promote mass awareness of contactless and promote effective consumer education

- Continue to refresh cardholder materials to drive awareness and education
- Launch targeted social / digital programs to drive adoption and habituation

- Launch social / digital programs to drive usage of contactless cards

Channels



Update site to feature contactless card and benefits

Digital



Educate call center or retail employees on contactless

Personnel



Display awareness / educational messaging in retail branches

Branch



Send card carrier or statement insert with reissued contactless card

Print



Send confirmation email for activating new card

Digital



Update EMOB / onboarding / engagement materials to reiterate value prop

EMOB / ECM



Develop incentive campaign to drive card usage among segments



Send targeted email to eligible cardholders

Email



Send text notification of offer via mobile

Mobile



Serve targeted display ads while checking balance online or on mobile

Digital



Serve targeted social to eligible cardholders

Social



Include bonus earning on monthly statement

Statements

Aggressive marketing offers are being deployed to win new card relationships and incentivize spend activation and usage



Over a 90 day period, customers are exposed to a series of messages designed to drive activation and usage



Activate

- Activate card
- First card usage
- Online / mobile registration



Reinforce

- Core value proposition
- Promotional offers
- Rang of earn opportunities



Establish

- Relationship of trust
- Cadence of communication
- Positive card behaviors



Grow

- Spend
- Balances
- Rewards

Month on Book 1

Month on Book 2

Month on Book 3

Loyalty metrics

Loyalty metrics include:



Online banking registration / usage



Enrollment in text alert



Penetration / number of authorized users



Mobile application download / usage



Year 1 attrition



Spend penetration across multiple merchant categories



Bill payment



Rewards bonus attainment



Customer satisfaction (i.e. Net Promoter Score)



Rewards redemption

Key takeaways



- Visa is enabling a range of **digital capabilities and partnerships** to help you scale in the high growth world of digital and connected commerce
- Visa is **decomposing VisaNet** into a set of foundational capabilities that can be rapidly combined with your capabilities to create new bespoke payment services
- You can partner through Visa's **innovation center network** and co-creation capabilities to prototype and deploy new offerings for your customers



GO-TO
MARKET
2020

GO-TO-MARKET 2020

Mary Beth Walker
Head of Worldwide Go-to-Market Strategy



HP AND PARTNER COLLABORATION

BY WIN OR LOSE TOGETHER

- **Education, resources and insights** on how to manage through disruption and changing customer journeys
- New **joint value propositions**
- **Data sharing** particularly around customers, customer experience and product usage
- New **measures** of success
- Improved **analytics** and data science
- Consistently excellent **customer and brand experiences**

GOVERNING BOARD STRUCTURE

GTM 2020 Executive Governing Board



**Digital
Data
Customer
experience**

**Omnichannel
and Digital Board**
Kevin Murphy and
Gillian Campbell

**Contractual
Board**
Mary Beth
Walker

GOVERNING BOARD STRUCTURE



Omnichannel and Digital Board

Kevin Murphy and Gillian Campbell – Board Chairs

MB Walker – Worldwide

Pierre Jover – EMEA omnichannel

Scott Basford – APJ omnichannel

Kevin Murphy – AMS omnichannel

Gillian Campbell – Omnichannel enablement

Scope: GTM digital, omnichannel and pricing projects

GO TO
MARKET
2020

THANK YOU



> Corporate Security Strategy and Roadmap



FY18 Cybersecurity Program

- 1** Strategy Objectives and Current State
 - Security Enablers
 - Revenue at Risk and Required Improvements
 - Standards Adoption

- 2** FY18 Security Project and Funding
 - Project Summary and Timelines
 - Budget Details
 - Staffing Justification

- 3** Funding Recommendations
 - Funding Request – FY18 Budget Increase
 - Staffing Request – FY18 Staffing Increase

> FY19 Cybersecurity Program



1 Year in Review

- Top-Level Objective and Key Results
- YIR-Capabilites and By the Numbers
- Key Security Objectives – Operations

2 Changes in Risk Posture

- FY18 Top Risks and Action Plans
- Top Five Trends and Threats
- FY19 Top Risks and Action Plans

3 FY19 Initiatives

- Focus for Compliance
- Major Cybersecurity Initiatives

4 Additional ISMS Updates

- ISMS Scope and Changes
- Roadmap for Improvement
- Risk and Compliance Schedule

> FY18 – Year in Review, By the Numbers

- 5** Dedicated InfoSec professionals hired
- 3** International Standard Organization (ISO) certifications awarded
- 29** Global security policies and standards written
- 70.3B** Events ingested into SIEM (security information and event management)
- 13** Active Automation use case running
- 12,474** Investigations with automated containment/mitigation actions performed
- 7,000** Unique IP addresses identified performing malicious activity against network; added to blocklist
- +50** Primary and Targeted Risk assessments completed
- 401** Manual security investigation completed; appropriate mitigations performed

> Immediate Needs Required to Reduce Risk to Revenue

Operational Security

- Laptop encryption and centralized management
- Security monitoring and incident response
- Cloud security improvements (AWS, SFDC, etc.)
- Source code/build/release security
- Security evaluation – customer support infrastructure

Governance, Risk and Compliance

- IT risk management framework
- Process and procedure development
- Security awareness training
- EU privacy compliance assessment/remediation
- ISO 27001 assessment/remediation

These improvements set the foundation for the Nutanix Cybersecurity program

Delaying projects will only increase costs

Activities, outcomes and resource requirements are denoted in the FY18 Projects section

> 27001 Certification Approach

To achieve 27001 certification, a joint approach with the Xi team is initially planned. The number and complexity of remediation requirements and actions will determine timing of the formal certification.

1. Prepare Corp IT Now and Collaborate with Xi Team

- Complete 27001 control assessment, ~6 weeks
- Initiate and monitor remediation actions – ~ 16 to 20 weeks

2. Assess Xi Compliance Readiness

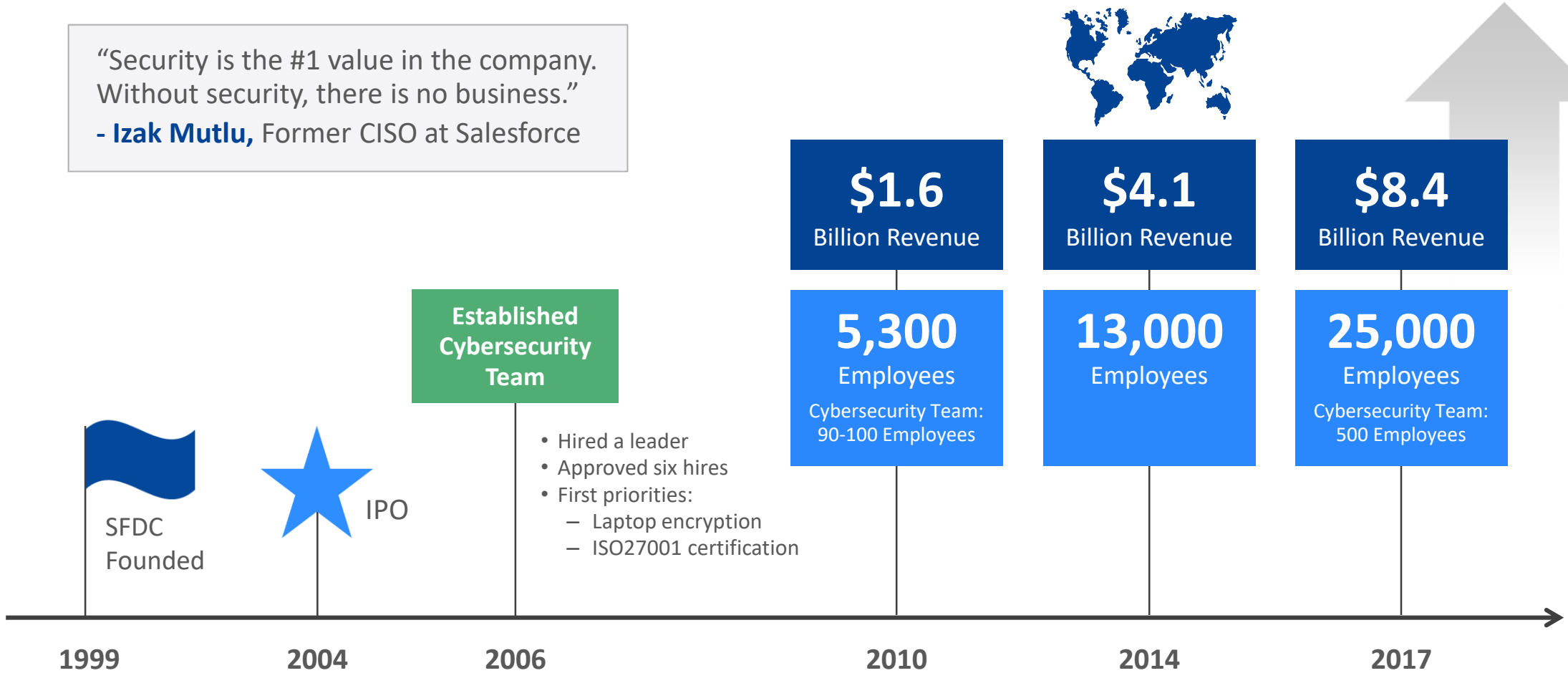
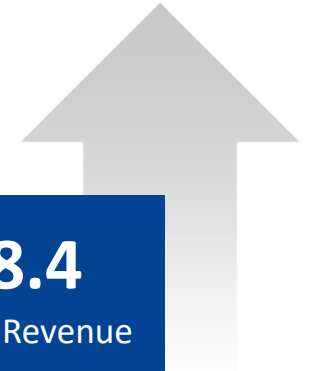
- Corp IT may be slightly behind the Xi Team
- Xi has additional compliance requirements beyond 27001; Xi may need to act sooner

3. Certify Both Environments Together if Possible

- Seek certification by end of FY

> Case Study: Maturity of the Cybersecurity Function at SFDC

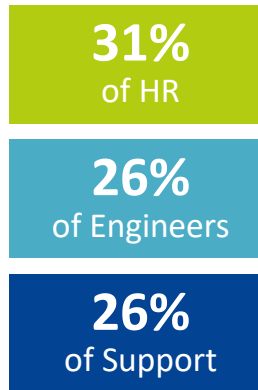
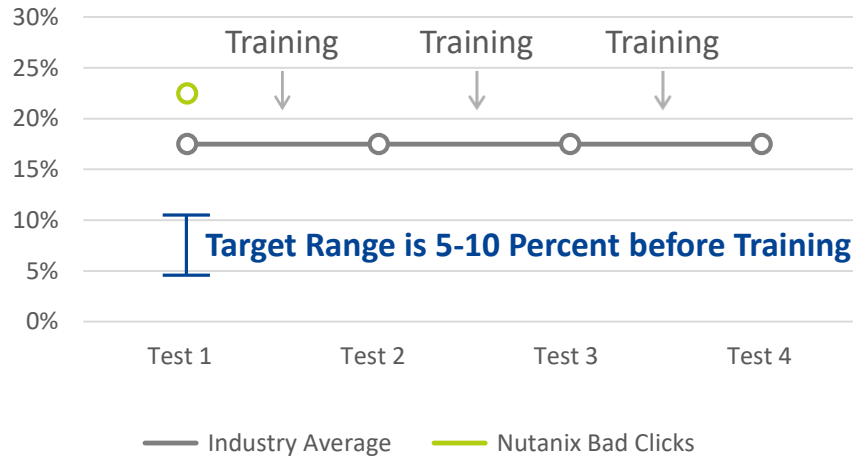
“Security is the #1 value in the company.
Without security, there is no business.”
- **Izak Mutlu**, Former CISO at Salesforce



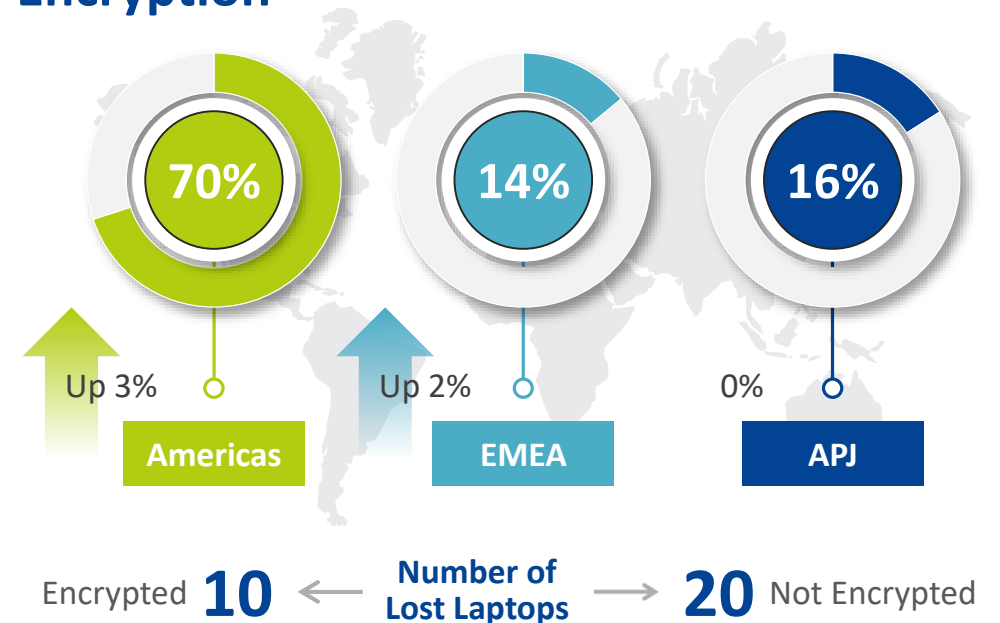
Cybersecurity – End User

As of December 15, 2017

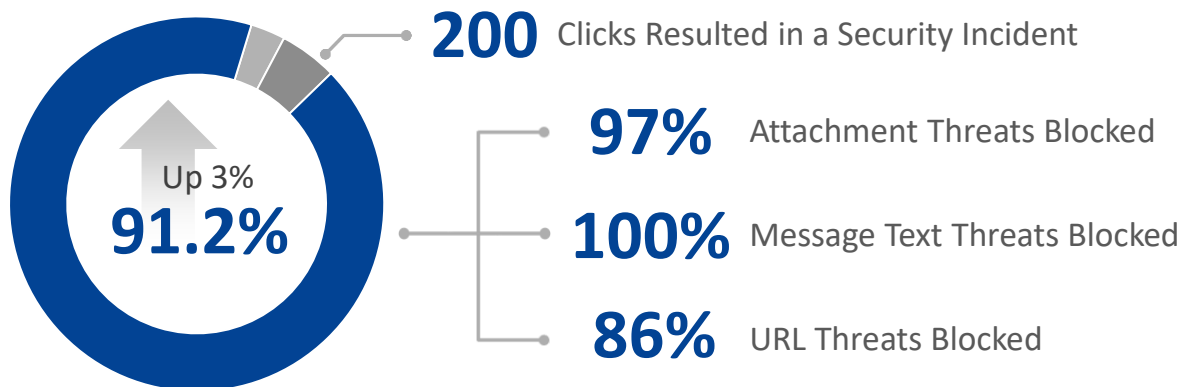
Phishing Results – Bad Clicks



Encryption



Phishing Results – Messages Blocked



Anti-Virus Software





Overview

FY19



FY19

Intro page example

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Intro Page Example

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Overview

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