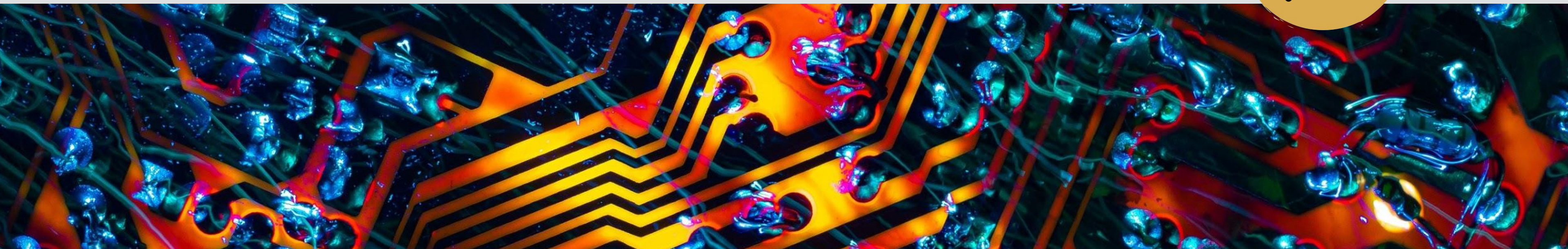


# NOW IT'S NOT THE TIME FOR TECHNOLOGY DEBT

Ivo Rusev  
Chief Commercial Officer, Telelink Business  
Services





# WHO I AM?





# WHO WE ARE?

**15+**  
Years of working  
experience

**200+**  
Global  
Employees

**300+**  
Customer  
s

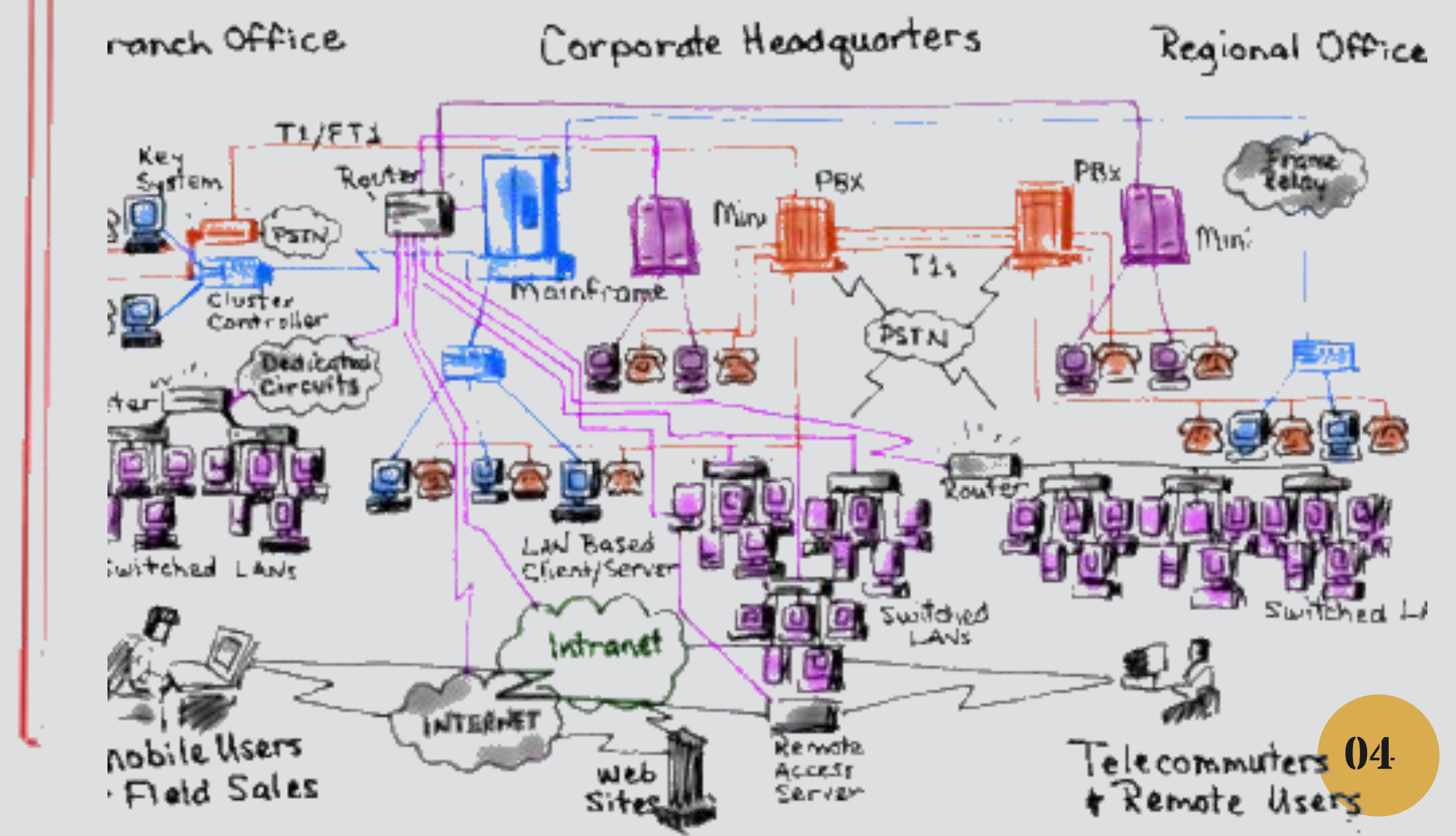
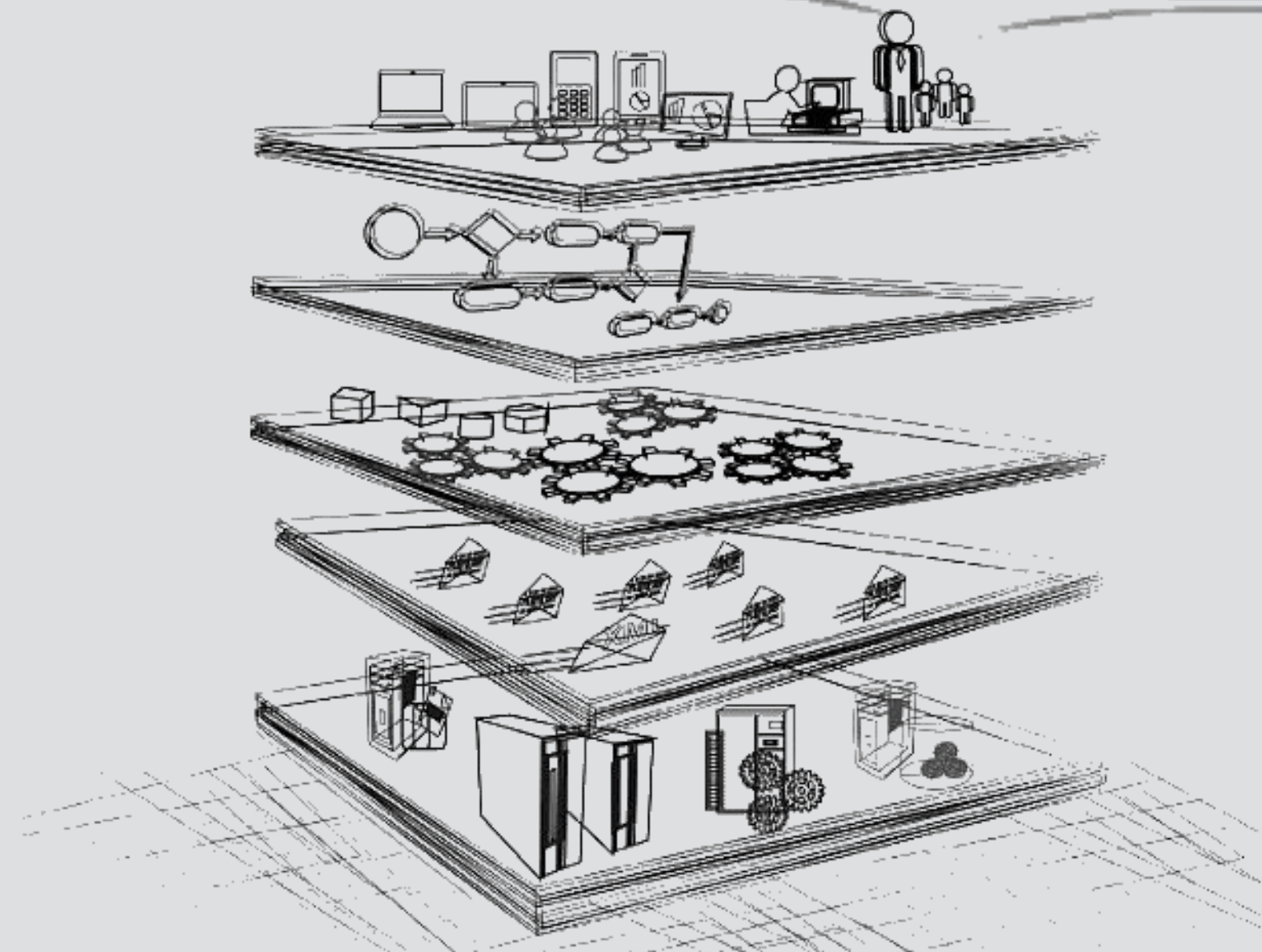
**7+**  
Countries

**60m**  
**EUR**  
Income

As of June  
2020 part of  
the Bulgarian  
Stock  
Exchange

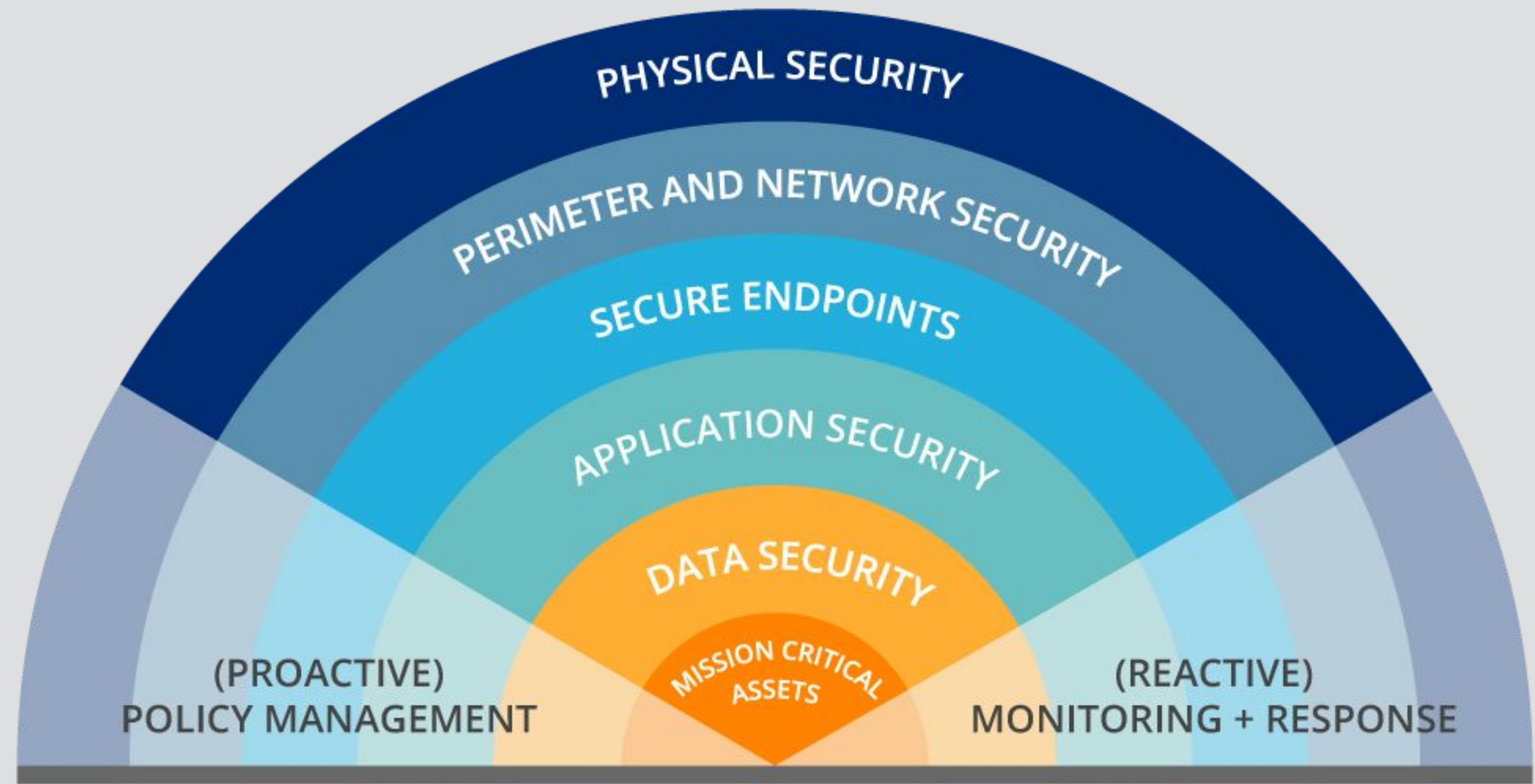
One of the the  
largest  
system integrators  
in Bulgaria

# WHAT WE DO?





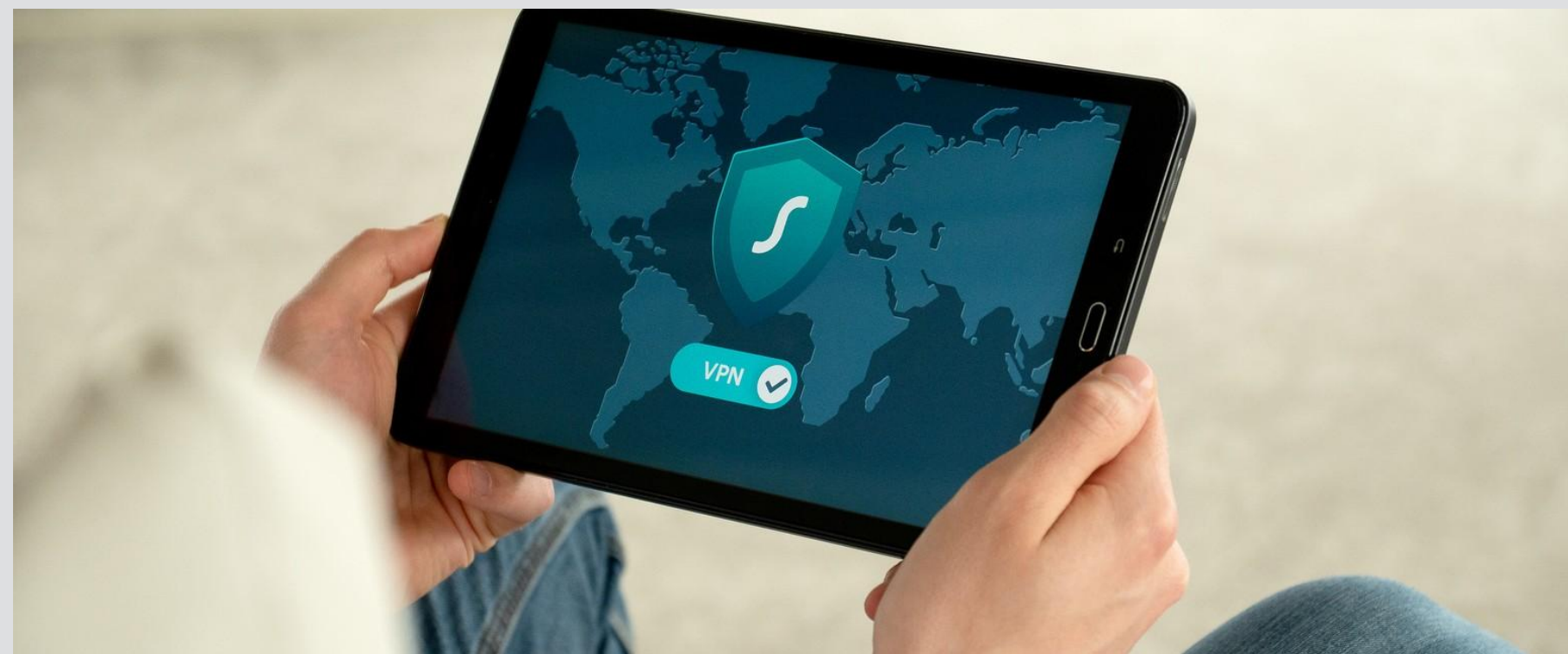
# Cyber security defence in depth



## Technological Debt in the cyber security domain in Bulgaria

- Before and Post COVID-19 - more than 65% of the Bulgarian companies in technological spiral
- The real problem - companies do not assess what the risk of the **non-investment** is (especially in the area of cyber security)
- **Investment** in cyber security = expense line
- Rumours: *"The amount that will be paid against a single attack is much less than what it will have to pay over the years to be able to protect the infrastructure"*

# Cyber Status Quo





## The risks as a result of not taking timely measures:

Depends on the type of company. The risks can be as follows:

- Financial losses
- Repetitional traits
- Loss of trust in customers and/or important partners
- And many many more

## How to minimize and prevent the risks?

- **Analysis and an estimate** of what it would cost the company if its data is the subject of
- attack
- Different businesses have different needs

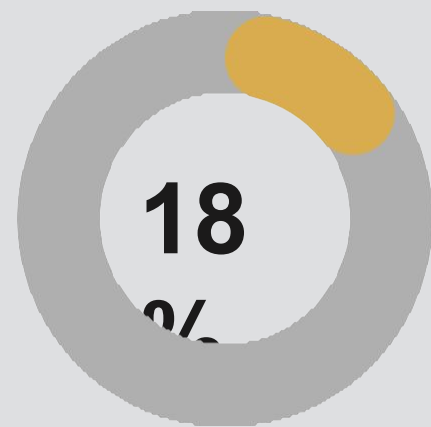
Nowadays technologies allow companies to take advantage of **Security-as-a-Service solutions**, i.e. to outsource the responsibility to an external company with cybersecurity expertise



# Cyber

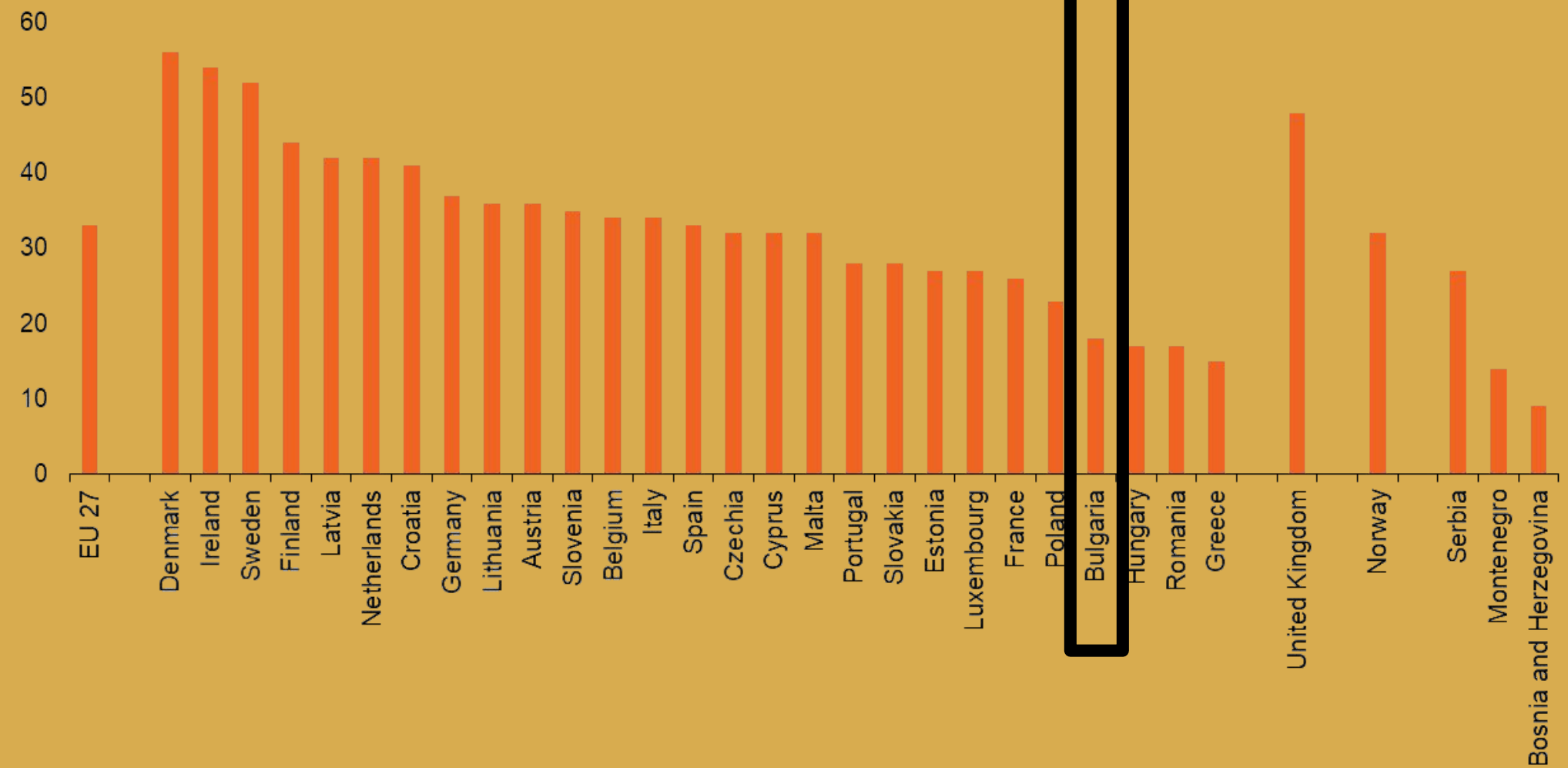
# Status Quo

# Market Analysis



Less than 20 % of the enterprises had documents on measures, practices or procedures on ICT security in **Bulgaria (18 %)**, Hungary (17 %), Romania (17 %) and Greece (15 %).

Enterprises with document(s) on measures, practices or procedures on ICT security, 2019  
(% enterprises)



Source: Eurostat (online data code: isoc\_cisce\_ra)





# Affordable security

## ADEQUATE APPROACH

- An assessment of where the company is in its digital
- journey Precise use and adoption of relevant technology
- Holistic approach and use of different model of providing services. Focus on human capital.



# Looking for a partner...



**Ivo**

**Rusev**

Chief Commercial Officer

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# Market Analysis

Less than half of enterprises reported maintaining log files for analysis **after security incidents** (45 %) and use of Virtual Private Network (VPN) (42 %). Enterprises less frequently used encryption techniques for data, documents or e-mails (38 %), ICT security tests (35 %), ICT risk assessment (33 %) and user identification and authentication via biometric methods (10 %)

ICT security in enterprises, 2019  
(% enterprises)

	Use at least one ICT security measure	Have documents on measures, practices or procedures on ICT security	The enterprise's ICT security documents were defined or reviewed within the last 12 months	Make persons employed aware of their obligations in ICT security	Affected by ICT related security incidents in 2018	Have insurance against ICT related incidents
EU-27	92	33	24	61	13	21
Belgium	94	34	27	57	22	25
Bulgaria	85	18	13	51	16	3
Czechia	94	32	26	76	21	8
Denmark	97	56	42	70	10	56
Germany	97	37	27	68	11	20
Estonia	86	27	18	55	8	7
Ireland	93	54	42	76	18	39
Greece	74	15	10	33	7	25
Spain	92	33	25	54	12	33
France	94	26	18	55	15	39
Croatia	90	41	25	47	19	7
Italy	93	34	28	73	10	13
Cyprus	83	32	24	59	11	13
Latvia	98	42	25	68	12	12
Lithuania	93	36	22	67	16	4
Luxembourg	93	27	22	52	17	26
Hungary	86	17	13	48	15	4
Malta	92	32	25	59	24	29
Netherlands	96	42	32	56	11	26
Austria	91	36	28	63	12	18
Poland	87	23	18	49	13	11
Portugal	98	28	21	54	8	10
Romania	73	17	11	49	11	5
Slovenia	84	35	26	53	14	4
Slovakia	90	28	22	64	15	8
Finland	97	44	35	66	18	28
Sweden	95	52	39	66	35	39
United Kingdom	94	48	40	69	6	46
Norway	94	32	22	61	11	33
Montenegro	69	14	11	48	17	18
Serbia	94	27	16	51	17	15
Bosnia and Herzegovina	88	9	7	43	17	17

Source: Eurostat (online data codes: isoc\_cisce\_ra and isoc\_cisce\_ic)