

Safer tools.  
Better performance.



# PUZZLE Webinar

## **Towards a Cyber-Safer Future – Discovering the Needs of SMEs**

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Project funded by  
European Union

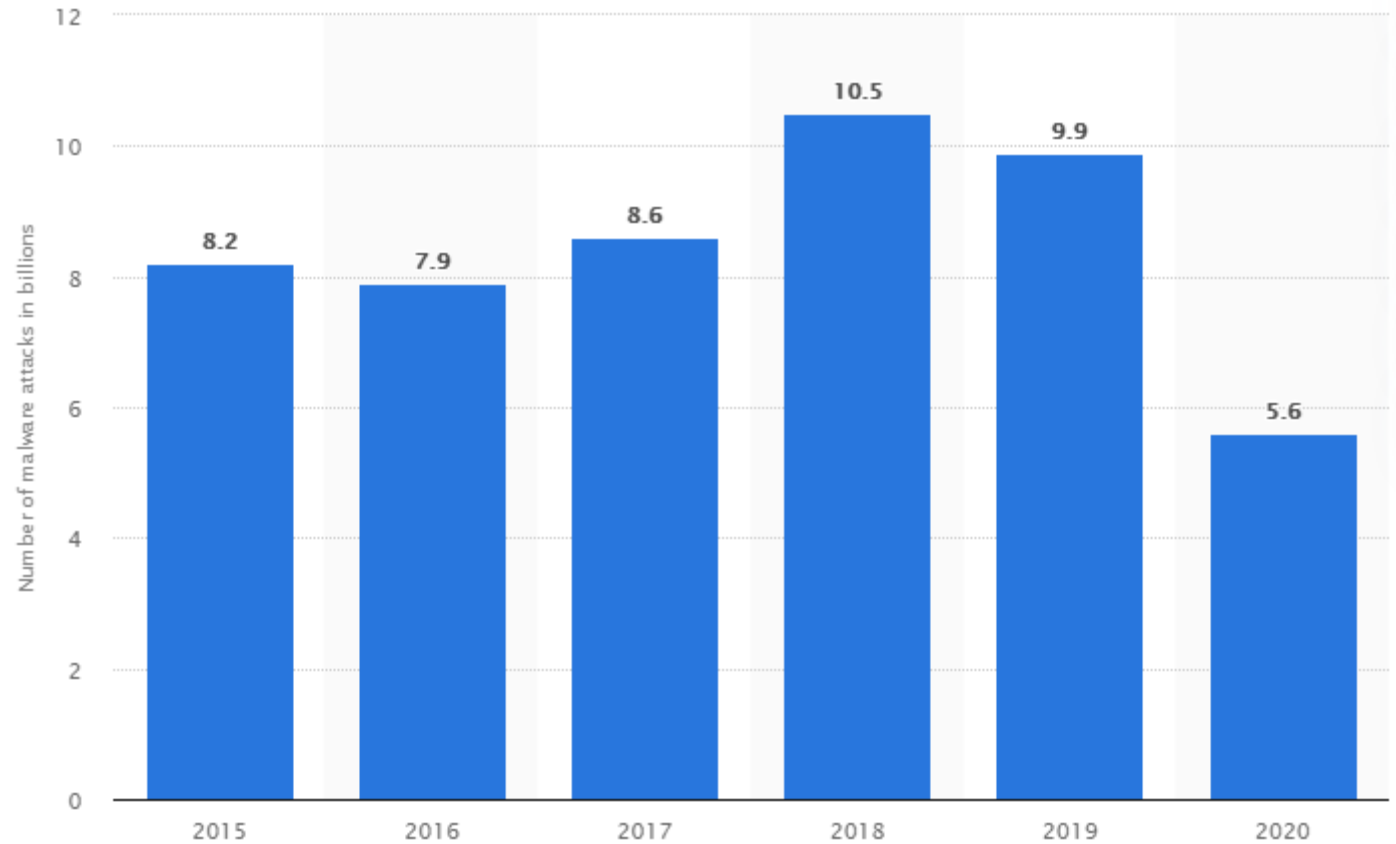


# Cyber Crime & Security

Statista:

Annual number of malware attacks worldwide from 2015 to 2020 (in billions):

- 8.2
- 7.9
- 8.6
- 10.5
- 9.9
- 5.6



Source:  
<https://www.statista.com/statistics/873097/malware-attacks-per-year-worldwide/>



# ENISA Threat Landscape 2020

European Union Agency for Cybersecurity (ENISA) published the 8th annual [ENISA Threat Landscape \(ETL\) 2020](#) report, identifying and evaluating the top cyber threats for the period January 2019-April 2020.

**84%** of cyberattacks rely on **social engineering**

**67%** of malware was delivered via **encrypted HTTPS connections**

**230.000** new strains of **malware every day**

**6 months** in average is what it takes to **detect a data breach**

**71%** of organizations experienced malware activity that **spread from one employee to another**



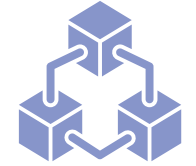
# Why do SMEs & MEs need cybersecurity?



The majority of cyberattacks (86%) in SMEs & MEs are targeted, where financial gain (53%) and corporate espionage (47%) are the main motives.

In spite of the current cyber threat landscape:

- **68%** of SMEs & MEs have **no systemic approach** toward ensuring cybersecurity
- **60%** of them who **were victims of cyber attacks** did not recover and thus shut down within 6 months,
- while **less than 3% have cyber insurance.**



# What is the core of the PUZZLE?

It is an EU-funded project, a part of the Horizon 2020 programme, set to design and implement state-of-the-art cybersecurity, privacy and data protection management framework.

## **Marketplace:**

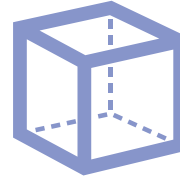
PUZZLE is going to provide monitoring and visualisation tools, as well as a dashboard where information regarding the set of assets, vulnerabilities, identified threats and risks is going to be made available to end-users; mainly the people responsible for cybersecurity issues management within SMEs & MEs.

# Safer tools. Better performance.



## Cybersecurity

Cybersecurity is a complex and fast-evolving field, security professionals and experts working for SMEs & MEs need constant learning.



## Innovation

Through state-of-the-art technologies including AI, trusted computing and Blockchain, SMEs & MEs will enhance their security posture and efficiently process information flows and online collaboration knowledge sharing.



## Challenges

Malicious online activity can cost enterprises everything. Protecting organisations is the paramount for the PUZZLE project.

# Innovative. Reliable. Empowering. Trustworthy.



# The Vision

PUZZLE's novel approach of providing cybersecurity services through a marketplace, **easy to adopt and deploy** within SMEs & MEs network and computational infrastructure, leads to a bigger picture of improved security awareness of SMEs & MEs in the areas of **security, privacy, threats management, and personal data protection.**

Selected as one of the **most innovative new approaches in cybersecurity by the European Commission**, PUZZLE aims to strengthen cyber-safety also considering post-threat mitigation revolving around optimal security policy recommendation, thus, filling an important security gap for many SMEs, citizens and IT infrastructures on post-threat mitigation, filling an important security gap for many SMEs and citizens.

# Innovation Contest: € 10.000 Coupon

PUZZLE will support SME-onboarding and ensure that the final solution benefits SME users, for instance by contributing to an **Innovation Contest**.

The moment PUZZLE issues an **Open Call of Expression of Interest** will be the starting signal for interested parties to present their ideas, potential and creativity on how the PUZZLE Marketplace could complement the development activities of a product/service they are already providing to customers.

“ Teams who manage to meet criteria framed around a problem will be granted with an **Innovation Coupon of €10.000** but not before the end of the successful implementation of each case thanks to which the PUZZLE will collect feedback.



# The partners behind PUZZLE



The PUZZLE consortium contains some of the **strongest European players in cybersecurity**, and brings together multidisciplinary competences and resources from the academia, industry and research community, multi-dependency cyber-physical risk assessment, edge trust assurance services and remote attestation, distributed processing, programmable networking mechanisms, cybersecurity analytics, deep analysis and distributed machine learning, threat intelligence and blockchain technologies.

It consists of **13 partners** representing research institutes, universities, technology providers, infrastructure providers and industrial partners from **9 EC member states and associated countries**.

# Towards a Sophisticated SIEM Marketplace for Blockchain-based Threat Intelligence and Security-as-a-Service - PUZZLE

Stay tuned for more info about PUZZLE in the coming weeks!

 <https://puzzle-h2020.com/>

 Newsletter? Get started! [info@puzzle-h2020.com](mailto:info@puzzle-h2020.com)

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