

telkomtelstra

Securing Digital Fintech Platform

Value Proposition and Security Challenges



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Jakarta - 28th Nov, 2018

Securing Fintech



AGENDA

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Introduction

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What Being Platform Means?

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What is Value Proposition for Digital Technology Innovators?

4

Security challenges in the evolving Fintech landscape

About Telkomtelstra

T Telkomtelstra

is a joint venture between PT Telkom Indonesia and Telstra. Leveraging the strengths of both Telkom Indonesia and Telstra, we bring an unparalleled combination of deep local market expertise and global managed solutions experience.



Founded in 2014



Managed large enterprise from various industries



Ready to Sell at May 2015



Supported by 150+ employees with world class certification



Managed Network Services



Managed Security Services



Managed Cloud Services



Unified Communication



Professional Services

CONFIDENCE in DELIVERING SOLUTION :
Telkomtelstra are driven to give new excitement to Indonesia Market in the delivery excellence right from the start



Right Kind of Toolset



World-Class Company Accreditation

Customers



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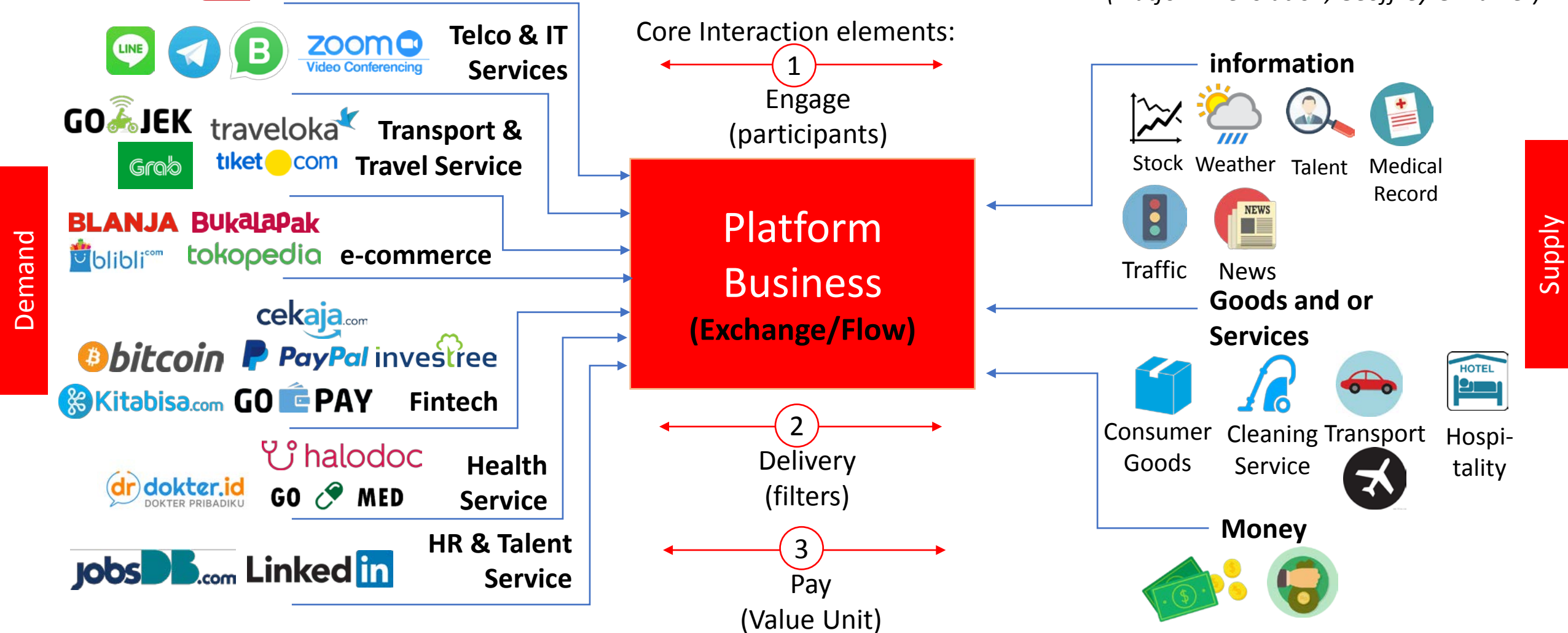
What is Value Proposition for Digital Technology Innovators?

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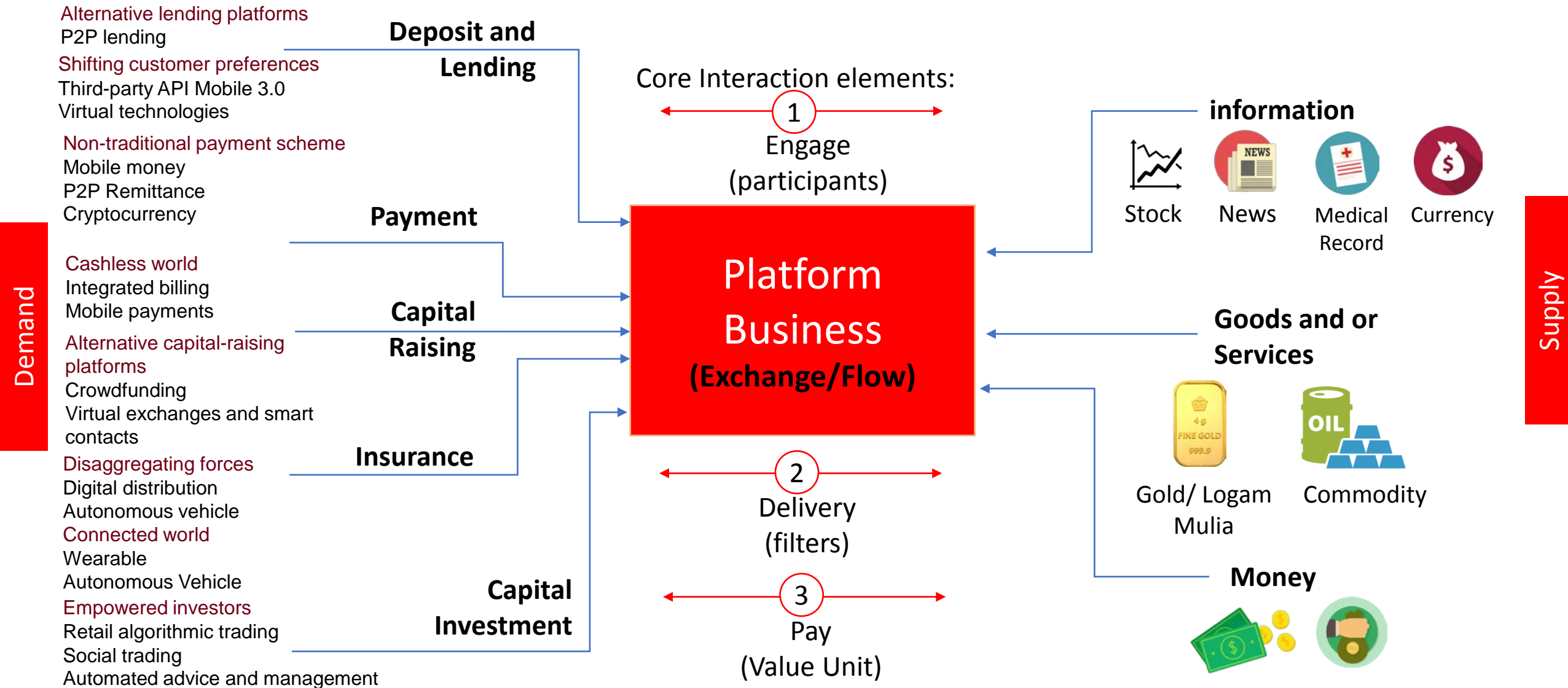
What Being a Platform Means?

New Business Models that uses technology to connect people, organization, and resources in *interactive ecosystem* in which *amazing amount of value* can be *created* and *exchange*
(Platform Revolution, Geoffrey G. Parker)



The rise of the platform has already transformed many major industries and more equally important transformation are on the way

What Being Disrupt by Digital Fintech Platform?



The lending and payments sector is anticipated to experience a high level of disruption with the emergence of online platforms that facilitate lending and borrowing between individuals and businesses, peer-to-peer personal loans, and innovative models for lending to small and medium enterprises.

What Being Disrupt by Digital Fintech Platform?

Demand



Web & Mobile



QR



Biometric



Face Recognition

Engaging
Customer
Experience

ECX

Machine Learning

Intelligent
Data
Analytic

Artificial Intelligence

IOT

Intelligent
of
Things



Wearable



Vehicle Tracking



Municipal CCTV



alteryx DATAWATCH R Studio



Scaling
Connected
Ecosystem

API

Cloud Applications
(SaaS)



Cloud Platforms
(PaaS)



Security Application
(SecaaS)



Network Application
(NaaS)



Supply

Collaboration



SCM / Digital Contract



HCM



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What is Value Proposition of Digital Fintech Platform?



**Scale more
efficient**



**Unlock new
source of
value creation
and supply**



**Used data to
create
community
feedback loop**

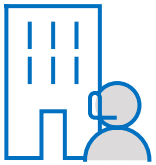


**Shift inside people,
resources and function
that exist outside the
business, either
complementary or
replacing**

*The rise of platform is disrupting because it is reconfiguring **value creation to new source of supply**, reconfiguring value conception by **enabling new force of consumer behavior** and reconfiguring control through **community driven curation**. (Platform Revolution, Geoffrey G. Parker)*

Digital Platform Monetization : What and Whom to Charge

Monetization Principles: Capturing the Maximal Value of Platform and or Services Created



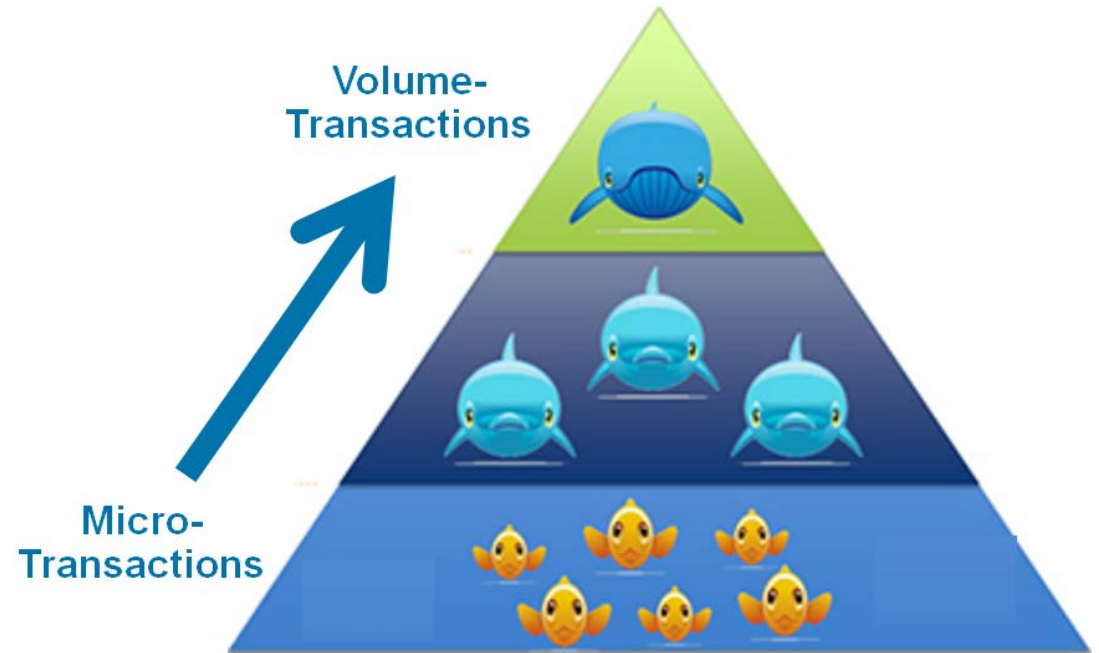
What to Charge:

- Charging transaction Fee to Services
- Charging for access to Platform and or Services
- Charging for enhanced access to Platform



Whom to Charge

- Charging all customers
- Charging most user full price while subsidizing “the stars”
- Charging some user full price while subsidizing who are price sensitive.



Different organisation have different needs, different budgets. Most of revenue can be generated by top spenders.

Propose a catalog of A-la-Carte services paid on a usage based consumption.

Digital Design Transition to Monetize

From FREE to FEE – “**Users First Monetization Later**” –



only after a value unit has been created and exchanged with result that are satisfactory to both the producer and consumer should the platform business itself seek to capture a share of that value.

Key Design Principles:



If possible, avoid charging for the value that users previously received for free.



Also, avoid reducing access to value that users have become accustomed to receiving



Instead, when transitioning from FREE to FEE, strive to create new, additional value that justified the charge



Consider potential monetization strategies when making your initial platform design choices.

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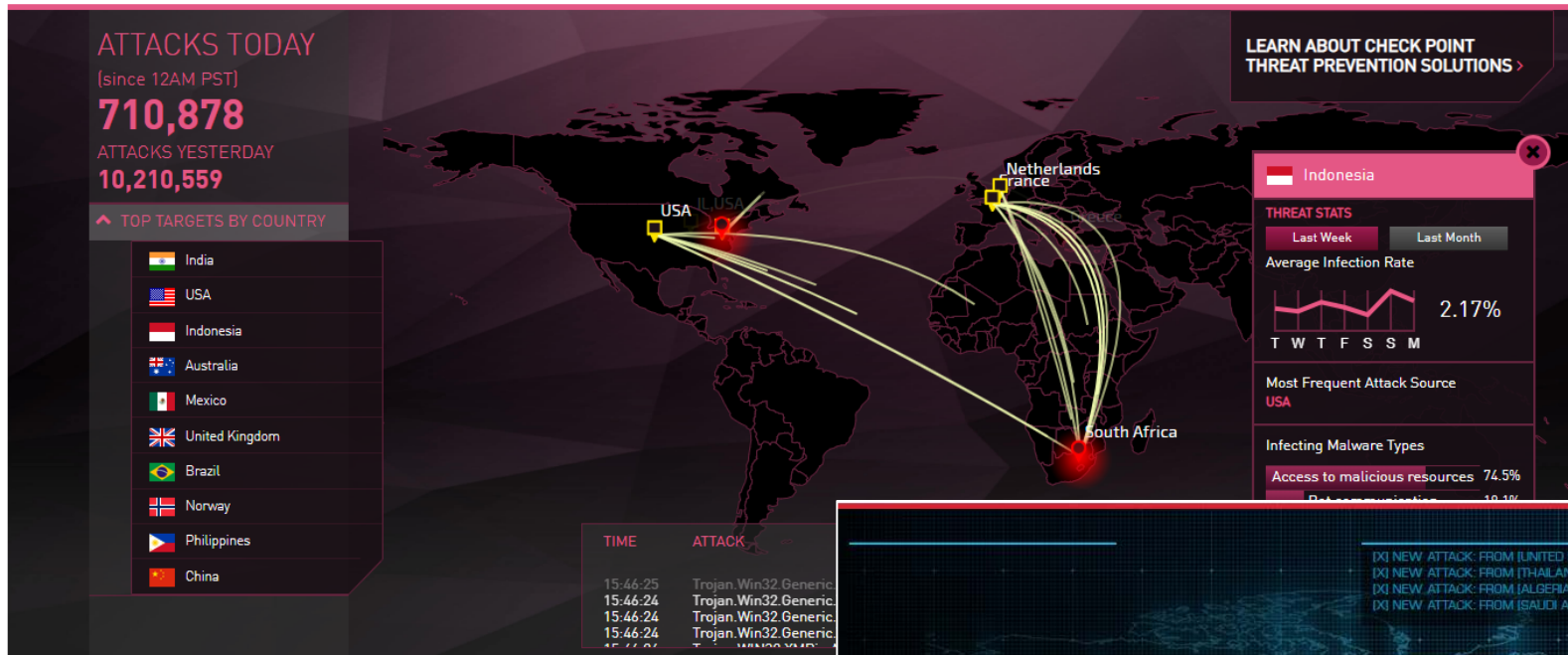
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Potential Security Attack and Breach to the Digital Fintech Platform?



Indonesia is the third most targeted country after India and USA



Financial Service the most targeted industry



Potential Security Attack and Breach to the Digital Fintech Platform?

Email : Phishing, Spam

Web : Malware, Phishing, Deface

Mobile Apps : Malware, Rootkit, Worm

Socmed : Phishing, Malware, Fraudulent Accounts, Account Takeover

AV/VR : Denial of service Attack

Sensor : DDoS Attack

Devices : Mirai Botnet, DDoS Attack,

Performance : Resource hijack, crypto-miner

Interface : Session hijack, Account enumeration

Network : Buffer overflow, UDP exploit

Engaging Customer Experience

ECX

Intelligent of Things

IOT

Intelligent Data Analytic

Scaling Connected Ecosystem

API

Digital Work Place

ITO

URL : Man in the middle, DDoS Attack

Query Parameter : SQL Injection

HTTP headers : HTTP Poisoning

Post content : Cross Site Scripting

Library : Resource Hijack, Cross Origin Resource Sharing

Digital Workplace : Phishing, Botnet Attack,

BYOD : Malware, Phishing

Business Apps : DDoS Attack, Malware, Trojan

Demand

Supply

Security and privacy challenges faced by Fintech companies

The financial services sector handles sensitive information about individuals and enterprises. As more data now available in digital format is easier to analyzed but also more susceptible to security breaches.

As more services go online, data ubiquity, and consequently data security, are proving to be a major challenge for Fintech. As the penetration of online and phone banking services increases, enterprises are able to gather tremendous amounts of data about customers and visitors, which is analyzed to generate insights

According to PwC's Global Fintech Survey 2016, almost 56% of the respondents identified information security and privacy as threats to the rise of Fintech which included personal information, financial and health information.



Data Access & Insight

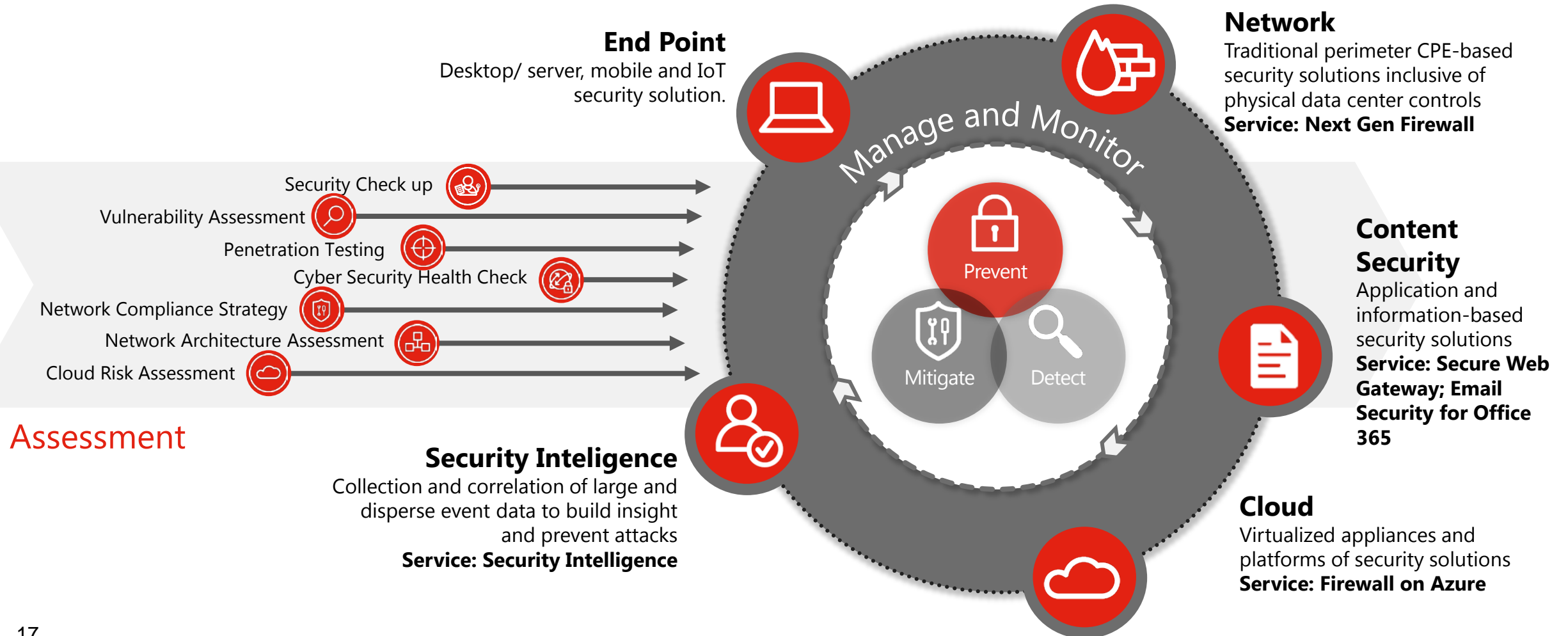
Data Security Breach

Use of Data

Data Privacy & Protection

Telkomtelstra Security Solution

We help customer navigate the complexities of the Security Services market, sourcing solution from best in breed vendor, to address the full range of their requirements.





THANK YOU!

We value your feedback : agusfa@telkomtelstra.co.id

