



Hidavatullah Ahsan

Securing Very Small Businesses

This presentation focuses on securing very small businesses. These include local businesses with one or two proprietors and less than 25 employees, e.g., a convenience store at the corner of a street, a local coffee shop, or an artist with a home studio. These businesses typically have a small network of personal or business devices, social and financial accounts, and data storage. It is a lecture-style presentation for small business owners and lawmakers. The knowledge of cybersecurity is not required. Cloud computing has made SaaS, PaaS, and IaaS possible and has contributed positively towards small businesses' success in the US. Cloud service providers develop and deploy their products in a secure manner. However, this does not include the local infrastructure and training needed to secure a network. The focus on cybersecurity is for developing, maintaining, and securing large corporations. The policies and standards designed for securing these enterprises require medium to large teams of cybersecurity professionals, who are experts in finding, assessing, and fixing security vulnerabilities. Hiring this level of expertise is not feasible for a very small business. How do we help the local business owners secure their networks, assets, social, and financial accounts? What are the lessons learned by large enterprises that may help a local coffee shop protect their wireless network? How can a local artist protect herself from spam using the best-known methods used by a multimillion-dollar company? This presentation provides an overview of typical small business network topologies, user account management, and related cybersecurity issues faced by businesses and their patrons. We share our

lessons learned and best-know methods from the world of securing large enterprises that will also help small business owners. We provide examples of policies and standards that local governments can use to improve the security posture of small businesses in their communities.

Biography

My name is Hidayatullah Ahsan. I am trained as a software developer and I have developed desktop, web, and mobile applications for businesses and enterprises. I have also worked on specialized hardware and firmware used in ICS. I switched to Cybersecurity when I started reporting on the vulnerabilities in third-party libraries used by my team and the impact of design decisions on the cybersecurity posture of a product. This led me to Datawiz Corp where I work as a Lead Technologist and advise my teams in technologies and methodologies that enhance the security posture of our products.

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