What Does Technology Mean for Manufacturing — and Why are We Failing to Protect our Businesses?

by Samir Black, Gina Tabasso and KAM

women in
manufacturing

ABOUT

Manufacturing is more dependent on technology than ever before, but this reliance comes with serious risks that many businesses are unprepared to face. Technology in manufacturing can be divided into three critical categories:

- Operations (e.g., sales systems, accounting platforms, machinery control)
- Security (e.g., physical cameras, firewalls, role-based access controls, backups)
- Marketing (e.g., websites, project management software, document storage, marketing and design software, AI).

These systems are deeply connected, sometimes in ways that aren't immediately obvious

THE TEAM

Samir Black

Data Pros Consulting

Forseti Verify

Gina Tabasso
Barracuda B2B Marketing

**KAM
Ditoweb.com**

Operational & Information Technology

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Meet the Speaker

Kevin A. "KAM" McGrail
Cloud Fellow / Principal Evangelist, DitoWeb.com
CEO Emeritus, PCCC.com

Distinguished Senior Fellow in Cyber Security at Thomas University's Armed Services Institute in the Center for Military Life

Member, Apache Software Foundation

Google Cloud Innovator Champion for Workspace & Machine Learning / Artificial Intelligence

Member, U.S. Marine Corps Cyber Auxiliary

M^{3}AAWG 2025 Mary Litynski Award Winner for lifetime achievements in making the internet safer for all

Poll #1
Are you Familiar with "OT" ?

WHAT IS "OT"?

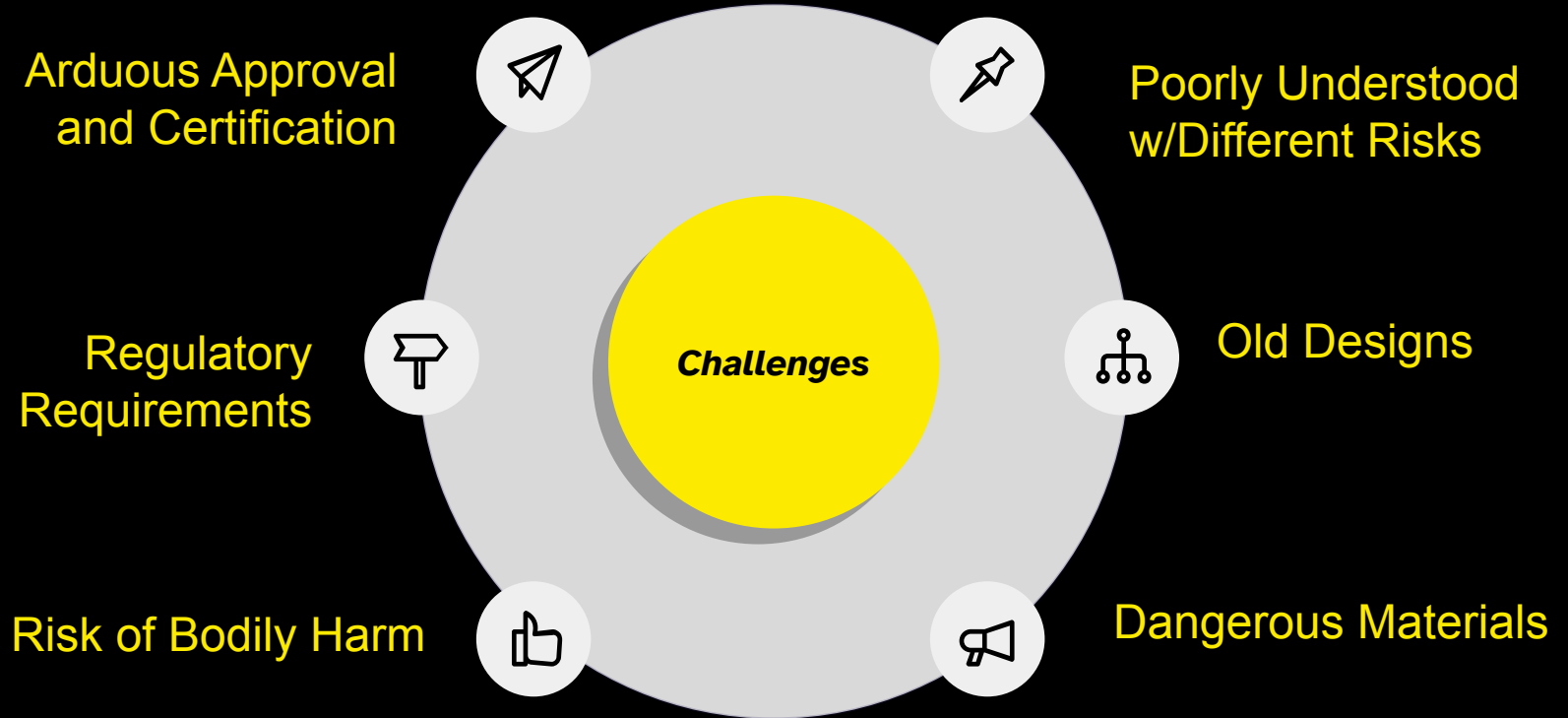Any Technology that Interacts with the Real World. – Mark Rorabaugh

WHAT IS "IT"?

Firewalls, Email aka Spam Filters, Anti-Virus, Logging, etc.

WHAT IS CYBERSECURITY

The Practice of Protecting Life, Data, & Property and reducing risk from Digital Attacks.

Unique Challenges for OT Cybersecurity

Arduous Approval and Certification

Poorly Understood w/Different Risks

Regulatory Requirements

Challenges

Old Designs

Risk of Bodily Harm

Dangerous Materials

What is the "Danger Zone" with OT/IT?

Example: PSA about Baytech RPC-3

Do not rely on Cyber Insurance as a Solution!
ATA/CFIUS/OFAC/IC-3 & Piercing the Corporate Veil!!

Beware of Ostriching!

KAM's Top Cyber Tips for Technology in Manufacturing

Part 1

Build a Culture of Cybersecurity

Start with Why

Document Policies & Procedures

Train your Staff

Make ALL Staff Part of the Solution

Leadership MUST be Supportive

KAM's Top Cyber Tips for Technology in Manufacturing

Part 2

Retrain Passive-Aggressive IT Staff

Set Aside a Budget for Cyber

Be Wary of the OT/IT Danger Zone

Use the Usenix Code of Ethics

Focus on Progress NOT Perfection

Make CyberSecurity "Built-in"

Meet the Speaker

Gina Tabasso
Founder, Barracuda B2B Marketing
Founder, Manufacturing Resource Group

Lean Six Sigma Green and Yellow Belts with 6 complete projects

More than 30 years in-house B2B marketing and business development experience mostly in manufacturing

Worked for the Ohio Manufacturing Extension Partnership (MEP)

Managed American Machinist, Welding Design and Fabrication, Gases & Welding Distributor, and Construction News trade publications

Sandler Sales Bronze Certification & Sales Mastery

National Utilities (and Freight) Refund auditor

https://www.linkedin.com/in/ginatabasso/

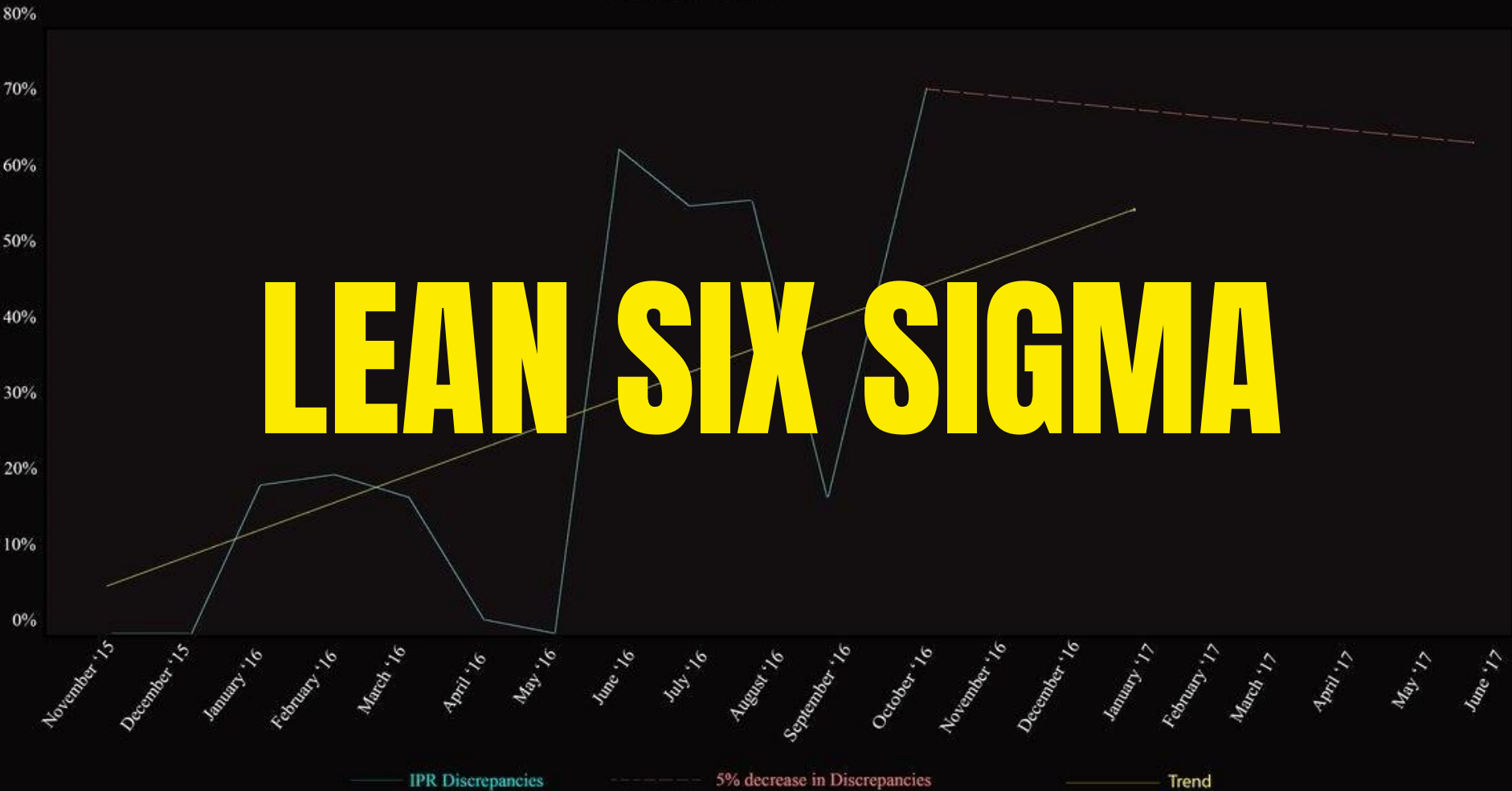| METHOD	Scammers are using standard marketing strategies and vehicles
SIGNS	Spam triggers
SYSTEMS	• Website • CRM • Google Analytics • Project management • Share drives • Adobe • Microsoft • Email • Marketing automation • Social media

Poll #2
Do You Know What Lean Six Sigma is and How it Applies to Manufacturing ?

IPR Discrepancies

LEAN SIX SIGMA PRINCIPLES

Customer focus

Data-driven decision making

Process optimization

Continuous improvement

LEAN SIX SIGMA GOALS

Eliminate Waste

Time

Rework

Resources

Defects (3.4/million)

Reduce Variation

Improve reliability and customer satisfaction

Decrease costs

Cyber Security

Meet the Speaker

Samir Black
Serial Entrepreneur / Cloud Security Architect
Founder - Data Pros Consulting / Forseti Verify

Cyber Security and Technology Expert with 15 years of hands on experience in Small, Medium, and Enterprise businesses.

Cutting edge solutions expert for Conglomerates and businesses who do Mergers and Acquisitions.

Realistic Business Owner who understand the time and place for technology solutions.

Stickler for higher standards for all. BE GREAT!

https://www.linkedin.com/in/samir-black/

Poll #3
What Technology Scares you?

Threats and Protection

AI-Enabled Attacks

Turning <u>low-skilled scammers</u> to full-fledged <u>Tech Villains</u>

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Ransomware and hodgepodge infrastructure

If this is <u>You</u> -

<u>You</u> are making this too easy for overseas attackers

Business Continuity and Disaster Recovery

What are the requirements for your business to make money?

**Business Continuity
BC**

When sh*t hits the fan - How do we get back to making money?

**Disaster Recovery
DR**

Real-World Risk : Cases from 2024

- Exploited for 5%–10% of annual revenue
- Loss of revenue for 2 to 6 weeks
- Business relationships turning into lawsuits
- Public relations costs – includes fixing the problem

Types of attacks in 2024:

- Ransomware
- ACH and other Financial Fraud
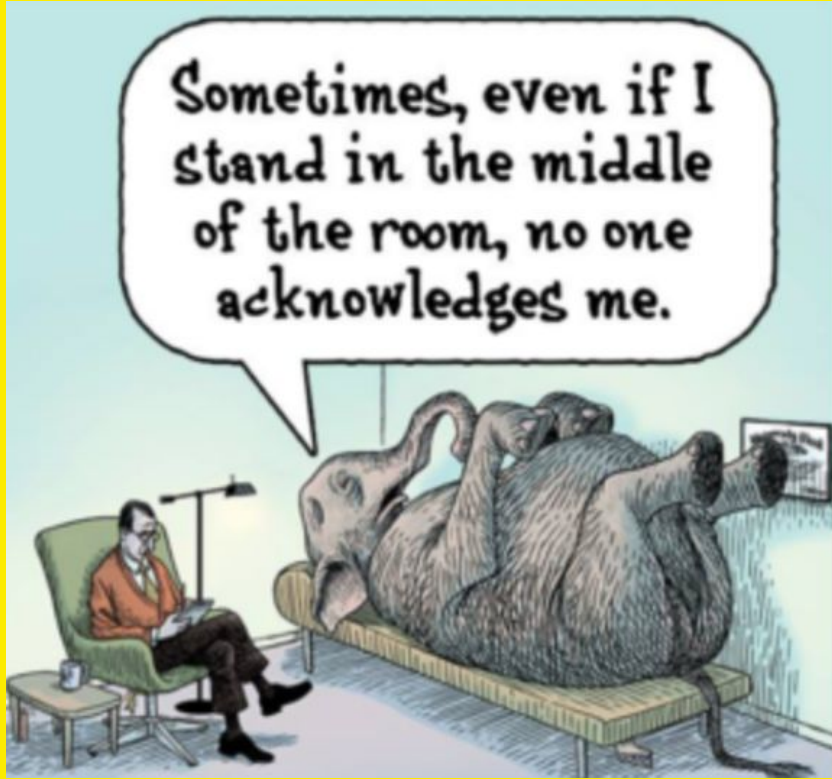- Theft and Identity Theft
- Mobile Device Fraud

Data Pros

Potential losses in 2024: $3 million
Losses Prevented in 2024: $2 Million
Losses not prevented in 2024: $1 Million
Percentage of companies with Business
Continuity/Disaster Recovery = 0%

US losses for 2023 (2024 isn't done yet)
We don't know exactly

What's reported: $12.5B
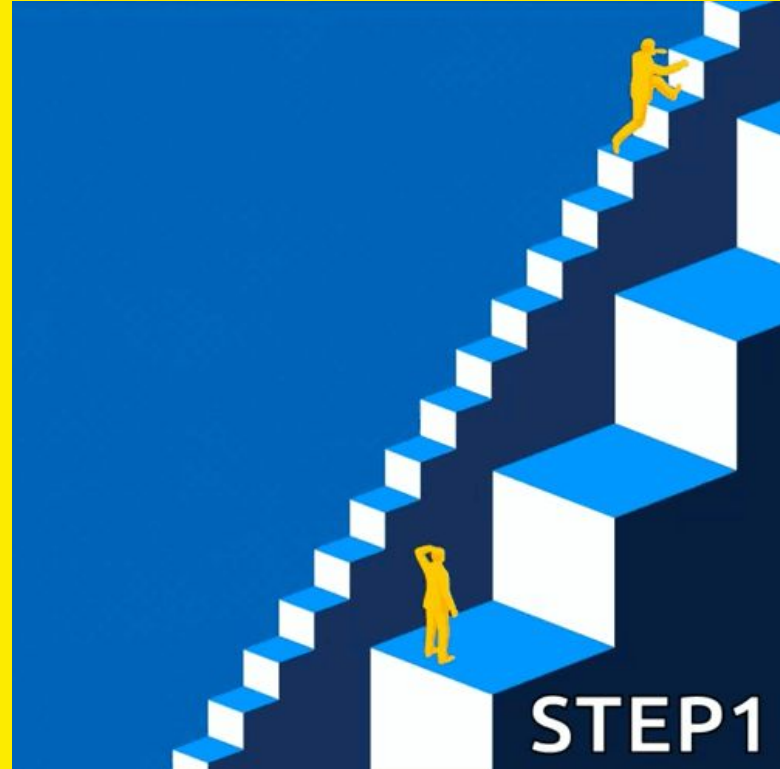What's approximated: $37.5B – $62.5B

Let's Talk Cost!

TECH DEBT

Image:
https://alexisadvisors.com/the-elephant-in-the-room/

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Making Progress

Doing more with less

1. Identify core technology needs

2. Confirm core technology needs

3. Test core technology needs

4. Remove fluff add automation

5. Iterate

Being **IN CHARGE** of your technology will pay back in **MULTIPLES** for efficiencies

Time Saved

Consistent Revenue

Less Spending

Thank You

Samir Black

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Need help containing risk and improve your businesses relationship with technology?

Gina Tabasso

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mfgresourcegroup.com

Need help with marketing strategy or implementation?

KAM

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Need help with an Authority to Operate or CMMC? Ask Me Anything re: Google, Cybersecurity, or Phishing!

Please reach out for a 30-minute complimentary brainstorming session with any of us.