

Countering Cyber “Scamming”

Cyber Security and Digital Forensics Conference

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Presented by: Mr. Yoni Epstein
Chairman - BPIAJ

OUTLINE

- ❑ What is Outsourcing?
- ❑ BPO Outsourcing Services
- ❑ Overview: Jamaica's BPO Industry
- ❑ Evolution of Jamaica's BPO Industry
- ❑ Cyber Security Challenges in the Outsourcing Industry
- ❑ Best Practices in Information Security
- ❑ Meeting the Challenges: Countering Cyber "Scamming"
- ❑ BPO Association - BPIAJ

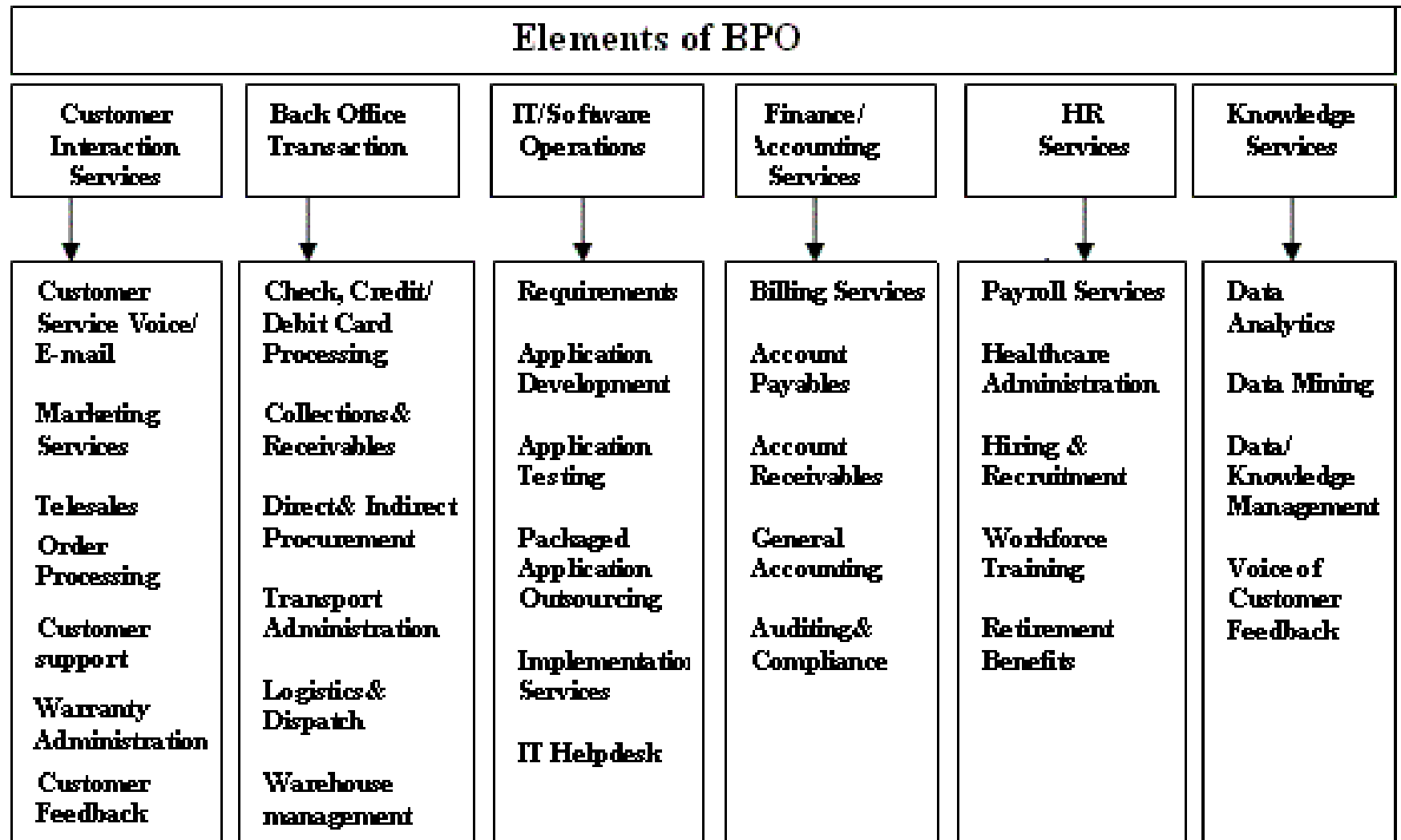
WHAT IS OUTSOURCING?

Outsourcing refers to the contracting of operations and responsibilities of specific business functions (or processes) to a third-party service provider.

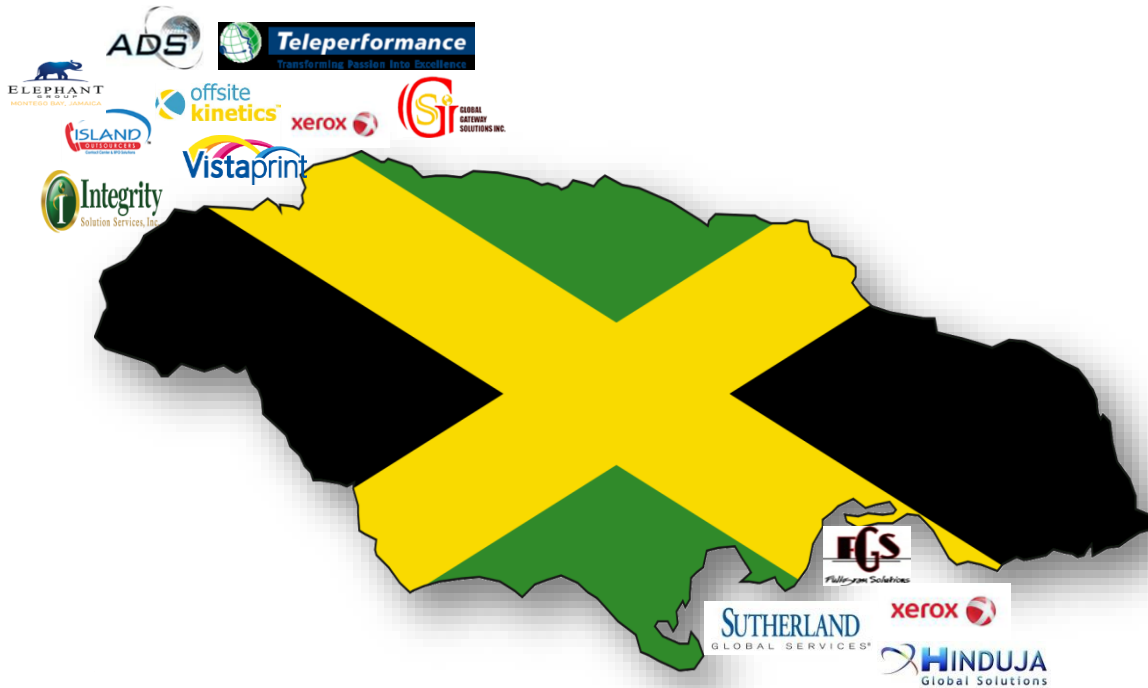
- *Back Office Outsourcing* which includes internal business functions such as billing or purchasing.
- *Front Office Outsourcing* which includes customer-related services such as marketing or tech support.



BPO OUTSOURCING SERVICES



JAMAICA'S BPO INDUSTRY



- Services: 80% of Jamaica's GDP
- # of Companies: 34
- Employees: 13, 250
- Market Share: 6% of Caribbean and Latin American Market
- Industry Profile: includes global outsourcing companies as well as Jamaican-based entities
- Major Competitors:
 - Caribbean: *Dominican Republic*
 - Latin America: *Mexico, Argentina, Costa Rico, Chile, Brazil, Panama*
 - Global: *India, Philippines, Europe, China*

EVOLUTION OF JAMAICA'S BPO INDUSTRY



THEN (pre-2000)

- *Employees:* approx. 3000
- *Companies:* approx. 6
- *Services:* collections, data entry, basic customer service, etc.
- *Location:* MBJ



NOW (2000's)

- *Employees:* approx. 14,000
- *Companies:* approx. 34
- *Services:* receivables, customer service, tele-marketing/sales, finance and accounting, payroll, virtual assistantship, tech support, graphic designing, etc.
- *Location:* MBJ, KGN, Portmore



FUTURE (by 2030)

- *Employees:* 55,000
- *Companies:* 120
- *Services:* market Research, legal services, medical transcription, animation, software and application development, e-learning, etc.
- *Location:* MBJ, KGN, Portmore, Mandeville, Falmouth, etc.

Cyber Security Challenges in the Outsourcing Industry

- Outsourcing presents new opportunities for companies, it also presents itself a share of challenges like information security and intellectual property concerns.
- Outsourcing raises data security concerns as enterprises need assurance that the information provided to an outsourcer is strongly protected from compromise.



- The inherent structure of service providers in itself poses multiple challenges to Information Security. Their internal structure, multiple service units, shared infrastructure and shared resources – each of these contribute to the challenge.
- Most corporate governance framework lacks a systematic approach to defining the processes to protect data as oppose to be treated on an event-driven basis.

BEST PRACTICES IN INFORMATION SECURITY

- Some of the best practices employed includes:
 - *Data Security is a Key of Governance*: considered an imperative by the senior management team and requires commitment at all levels of the organisation.
 - *Tailored Control Requirements*: implement standards that best suit the company, taking into consideration the type of services offered and the customer.
 - *Appropriate Use of Technology*: with the availability of technology, it is possible to achieve highest standard of security by investing in the appropriate technology.
 - *Training & Monitoring*: providing the requisite structured training and implementing mechanisms that will ensure all employees are adhering to the same standards and policies.

COUNTERING CYBER “SCAMMING”

- Background Checks/Police Record
- On-site Security Personnel
- Polygraph Test
- Closed Circuit Television (CCTV)
- Production Floor Monitoring/Strict Access Controls
- Strict Network and Data Access Controls
 - Managed web access/emails monitored
 - Recording of calls/interaction
 - External/Removable storage are disabled
 - Cannot install any applications

BPO ASSOCIATION



Vision: To lead the ICT/BPO Industry in Jamaica to its full potential.

Mission: To lobby the government on behalf of the ICT/BPO operators to improve the operating and regulatory environment, to assist member companies as a group in positioning their interest and competitive advantages; and to promote the image of the business sector in Jamaica, the region and the global marketplace.

- Association efforts to address issue relating to cyber security includes:
 - *Host an interactive breakfast forum in February 2013 which advocated for urgency in addressing the requisite legislation to curb scamming*
 - *Cybercrime/Lottery Scam Legislation to be passed in March 2013.*
 - *Collaborate with the Technical Services Division of the Jamaica Constabulary Force*
 - *Monthly arrangement to provide services on the Montego Bay Free Zone*
 - *Approximately 2000 employees processed to date*
 - *The BPIAJ represents the industry on the Cyber Crime Task Force*



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