

# iSMIG *Studio*

at AWS re:Invent 2024



# AWS re:Invent 2024: The Future Has Arrived



AWS re:Invent has built a reputation as the premier cloud computing conference of the year. This year, on top of the technical sessions and product launches, we got a glimpse of the future.

In this AWS re:Invent Compendium, ISMG.Studio has preserved many of the compelling insights from the conference – from the rise of artificial intelligence to the latest innovations in cloud security and business resilience. We produced nearly 30 interviews with CIOs, CISOs and researchers all represented in this compendium.

We discussed the dual role of AI and machine learning in transforming IT and business processes, as well as its impact on the cyberthreat and cyber defense landscape. Cloud, multi-cloud and hybrid environments are adding major complexity to IT operations, but we also heard how cloud is proving to be a future-proof platform that IT leaders must master to move ahead. This event showcased the work of ISMG.Studio, an unparalleled platform for leaders in the cybersecurity and technology sectors hosted at major events worldwide, as well as our premier publications, CIO.inc, AIToday and DataBreachToday. You'll also see insightful discussions and Profiles in Leadership interviews featuring CyberEdBoard members.

Within these pages, you'll find insightful interviews by our seasoned editorial team and an in-depth view of the latest information and thought leadership from this event. We hope you enjoy the insights – and catch a glimpse of the future of IT.

A handwritten signature in black ink, appearing to read 'Tom Field', written in a cursive style.

Tom Field

*Senior Vice President, Editorial  
Information Security Media Group  
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“The partnership simplifies cloud management by identifying excessive permissions and applying automated policies for secure access.”

**Clarence Hinton**

Chief Strategy Officer, Head of Corporate Development, CyberArk

## Securing the Cloud, One Identity at a Time

CyberArk's **Hinton** and Wiz's **Noah** on Identity and Visibility Challenges in the Cloud



CyberArk's identity security solutions provide centralized governance over cloud environments. Paired with Wiz's capabilities to detect and prioritize risks, this collaboration ensures visibility, risk detection and automated remediation.

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## Living-Off-the-Cloud Attacks: A Growing Cloud Threat

Elastic's **Terrance DeJesus** on Why Securing the Cloud Requires Vigilance



Elastic's solutions - including endpoint detection and response and cloud detection and response - help organizations distinguish between benign and malicious activities, enabling teams to act faster, said Terrance DeJesus, senior security research engineer at Elastic.

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## Traditional BI Tools Outdo Gen AI in Enterprise Analytics

Qlik's **Brendan Grady** on Why Gen AI Falls Short on Critical Business Data Analysis



Qlik's solution bridges the gap between user expectations and enterprise requirements. It combines traditional business intelligence capabilities with selective AI features, ensuring organizations can maintain data integrity while meeting demands for rapid insights.

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## AI and 'Customer Zero' Practices for Enhanced Usability

Barracuda's **Siroui Mushegian** on Building Resilient Solutions Through Collaboration



Barracuda's CIO Siroui Mushegian discusses how Barracuda uses AI and strong partnerships to deliver comprehensive cybersecurity solutions. The company builds products on AWS infrastructure, sells them through AWS Marketplace and uses AWS for internal systems.

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“When you have an ecosystem like the cloud and even SaaS, where you have these multi-tenant architecture organizations, it starts with visibility.”

**Terrance DeJesus**

Senior Security Research Engineer, Elastic



**Kayla Williams**  
CISO, Devo Technology

## Aligning Security With Business Goals Amid Regulatory Shifts

**Kayla Williams** of Devo on Aligning Security Strategies With Evolving Regulations

Expanding into global markets requires organizations to navigate complex and rapidly changing regulatory landscapes. Kayla Williams, CISO at Devo, shared how a collaborative approach to compliance planning helps organizations meet these challenges while accelerating growth.

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“When customers are doing their vendor due diligence, they want to know how you're going to be able to meet their needs as they continue to grow and expand in those areas.”

- *Kayla Williams*

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“Anybody who's in a CIO role or otherwise has very specific expectations of how they're going to visualize that data, and generative AI just doesn't have that right now.”

**Brendan Grady**

General Manager, Analytics Business Unit, Qlik





“Every product out there has a bit of AI in it, and I want to understand it.”

**Siroui Mushegian**

Chief Information Officer, Barracuda

## Cloud Security: Challenges, Strategies and Solutions

AWS's **Leonard Bernstein** and Wipro's **Siva VRS** on Managing Security, Compliance and Collaboration



Cloud security demands a tailored approach to address visibility, compliance and operational efficiency challenges. Leonard Bernstein of AWS and Siva VRS of Wipro share strategies for improving efficiency, identifying security gaps and using generative AI to strengthen security and compliance.

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## Cloud Cost Optimization to Drive Scalability and Efficiency

Teleperformance's **Varun Sharma** Shares Key Strategies for Controlling Cloud Costs



As organizations scale their cloud operations, regular audits and cloud-native technologies play crucial roles in preventing budget overruns and optimizing resource utilization, said Varun Sharma, director of global cloud solutions at Teleperformance.

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## Code Fast, Verify First: The Developer's Dilemma

Sonar's **Manish Kapur** on Implementing Guardrails for AI-Assisted Coding



AI helps you produce software much faster than ever before, but generative AI and LLMs do hallucinate. Hence, you need to have some checks in place, says Manish Kapur, senior director of products and solutions at SonarSource. He discusses how developers should balance speed with security.

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## Fueling AI Success: The Critical Role of High-Quality Data

Qlik's **Sam Pierson** on How Unified Data Platforms Enhance Data Management



High-quality, trusted data is the foundation of successful AI implementation. Sam Pierson, senior vice president of data business unit R&D organization at Qlik, shares how platforms such as Qlik Talend Cloud enable organizations to streamline data workflows, improve quality and avoid vendor lock-in.

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“Whatever stage of the journey they are in, security must be a priority from day one.”

**Siva VRS**

Vice President & Global Business Unit Head,  
Cyber Security Practices, Wipro



“You cannot trust everything that AI is producing.”

**Manish Kapur**

Senior Director, Product and Solutions, Sonar

## The Role of Gen AI in Enhancing Operational Efficiency

Sumo Logic's **Kim** on How AI Tools Are Reshaping Incident Resolution in IT, Security



Generative AI tools like Sumo Logic's Mo Copilot are transforming IT and security operations by enabling faster root-cause analysis, improved accuracy and natural language interaction for complex data analysis.

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## Easing Data Recovery in Multi-Cloud Architectures

Commvault's **Poojan Kumar** on Role of S3 Backtrack in Cloud-Native Data Protection



Enterprises are increasingly adopting multi-cloud environments that rely on diverse services, each with unique APIs and tools. This diversity creates a complex and growing challenge for protecting data across these ecosystems, said Poojan Kumar, chief product innovation officer at Commvault.

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## Platform-First Strategy Reshapes Cloud Security

Trend Micro COO **Kevin Simzer** on AI-Enhanced Threat Detection



Multi-cloud environments and hybrid setups remain critical for enterprises. Platformization with AI capabilities can help support diverse configurations, including on-premises, cloud and air-gapped environments. This adaptability ensures effective protection for various industries, said Trend Micro COO Kevin Simzer.

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## Predictive AI and the Future of Fleet Maintenance

**Sarvant Singh** of Penske Transportation Solutions on AI-Powered Fleet Optimization



Predictive AI solutions can now anticipate maintenance needs before issues arise, enabling fleet operators to schedule timely repairs and prevent disruptions, said Sarvant Singh, vice president, data and emerging digital solutions at Penske Transportation Solutions.

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“Even a model with just a small amount of data that is well trained will outperform models that are trained on large amounts of bad data.”

**Sam Pierson**

SVP, Data Business Unit R&D Organization, Qlik





“When everything hits the fan, the bottleneck becomes that person that needed to run all the queries for you to be able to pull that information.”

**Joe Kim**  
CEO, Sumo Logic

## AI-Powered Enterprise Data Needs Scale-First Design

Cohesity's **Greg Statton** and Nvidia's **Nave Algarici** on AI-Data Integration Strategy



Data has gravity, said Greg Statton, vice president of AI solutions at Cohesity, explaining why enterprises must rethink AI implementations. Bringing AI compute to data storage locations solves big operational and security challenges, advised Nave Algarici, generative AI product manager, Nvidia.

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## Beyond the Hype: AI for a Data-Driven Future

McCord Development's **Ashwin Chandran** on Turning Raw Data Into Actionable Insights



AI and data-driven technologies are reshaping industries from smart cities to space innovation. Ashwin Chandran, director of technology innovation at McCord Development, shares how AI/ML helps unlock strategic insights, empowering enterprises to accelerate technological innovations.

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## Hyper-Personalization Aids Fundraising at UCLA Anderson

UCLA Anderson CIO **Howard Miller** on Using Gen AI for Alumni Engagement, Fundraising



UCLA Anderson's hyper-personalized AI fundraising strategy boosts donations and opens new possibilities for academic technology deployment. "There is so much ability in generative AI to be able to write an email that somebody's going to open," said CIO Howard Anderson.

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## AI Is No Magic Box: Statistics at Scale Drives Real Value

**Craig Martell** of Cohesity on Bias Mitigation and the Importance of Backup Data



Organizations need to adopt a more grounded approach to AI implementations. AI is not a magic box that you can buy, apply to problems and expect it to solve everything, said Craig Martell, CTO at Cohesity. He discussed the importance of data evaluation and bias management.

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“We're thinking about this next wave of innovation with AI as being very disruptive.”

**Kevin Simzer**

Chief Operating Officer, Trend Micro



“Data has gravity. With such vast quantities of data sitting in one place, it's a lot easier to bring and move those compute resources onto the data.”

**Greg Statton**

Vice President, AI Solutions, Cohesity



“There were a handful of attributes that we selected because we thought they would be the most meaningful for the personalization.”

**Howard Miller**

CIO, UCLA Anderson School of Management



## Stephen Manley

Chief Technology Officer, Druva

# From Silos to Synergy: Gen AI Aligns IT and Security Teams

Druva CTO **Stephen Manley** on AI's Role in Modern Data Security

Historically, IT and security teams have operated in silos, creating gaps in knowledge and response. Gen AI bridges this gap through natural language interfaces, enabling better communication and understanding between departments, said Druva CTO Stephen Manley.

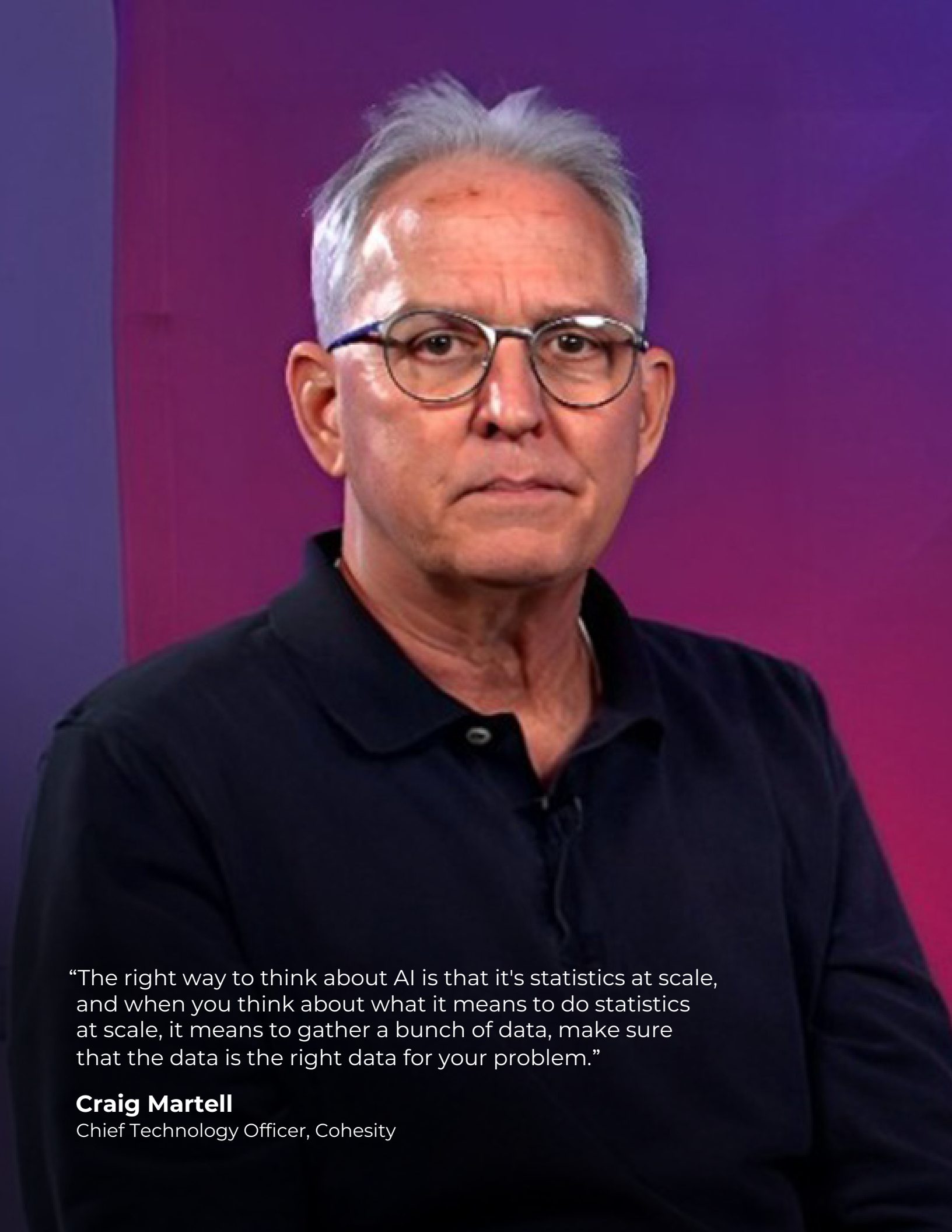
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“How do we keep up with things? How do I keep my environment healthy? Because there's so many systems to patch, and there's so many dependencies.”

- *Stephen Manley*

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“The right way to think about AI is that it's statistics at scale, and when you think about what it means to do statistics at scale, it means to gather a bunch of data, make sure that the data is the right data for your problem.”

**Craig Martell**

Chief Technology Officer, Cohesity



“The goal is to take security away from being a tactical piece and firmly focus on enabling enterprise transformation in a secure and sustainable way, so that our clients can enable their future.”

**Scott Wilkie**

MD, CTO, Accenture

## AWS Amplifies Gen AI Leadership With Infrastructure Focus

Stackpane CEO **Sarbjeeet Johal** Shares Strategies for Enterprise AI Transformation



AWS emphasizes compute, storage and network security as key enablers of gen AI adoption. "By releasing its frontier model, AWS has joined the main league in gen AI," said Stackpane Founder and CEO Sarbjeeet Johal. He also offers strategic insights for enterprises navigating technological evolution.

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## Generative AI Cuts Costs, Accelerates Drug Discovery

**Dov Gertz** of Converge Bio on Using AI to Boost Precision in Drug Development



Drug discovery is a lengthy and costly process. Bringing a medication to market takes over a decade and \$1 billion, with a 90% failure rate. Yet, the payoff for successful drugs can exceed billions annually, said Dov Gertz, CEO and co-founder of Converge Bio.

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## Securing the Digital Core by Activating Strategic Levers

CTO **Scott Wilkie** on Accenture's Approach to Cybersecurity and Enterprise Risk



Geopolitical risks and technological advances are reshaping enterprise security strategies, demanding a holistic approach to digital security. Scott Wilkie, managing director and CTO at Accenture, reveals how organizations must reimagine security as a strategic enabler, not just a technical function.

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## Advancing LLMs With Text, Images and Multimodal Data

**Hakim Hacid** of TII on Data Quality, Reasoning and Responsible AI



To expand the functionality and applications of artificial intelligence, large language models need high-quality data and multimodal learning by integrating text, image and other data types, said Hakim Hacid, chief researcher at the Technology Innovation Institute. As AI adoption grows, organizations also need to ensure responsible AI usage and transparency.

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“We worked on the quality of the data that we have been using to feed these models, and this is where the main thing happened. So, we have also started using different types of data.”

**Prof. Hakim Hacid**

Chief Researcher, Technology Innovation Institute; Professor, Macquarie University





“A number of challenges are involved with [AI adoption], especially in enterprises where data sources are often distributed.”

**Kevin Davis**

Global CTO, Eviden

## Enterprises Must Create AI Offices to Handle Security Risks

Eviden's **Kevin Davis** on Centralized Governance Model for Enterprise AI Security



The adoption of generative AI has created a pressing need for enterprises to establish dedicated AI offices that can manage security risks and regulatory compliance. Handling AI implementation on a case-by-case basis leave organizations vulnerable to security gaps and compliance issues, said Kevin Davis, global CTO at Eviden.

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## Scaling Security for the Era of Machine Identities

CyberArk's **Sand** and KPMG's **White Say** Automation and Skills Are Key to Reducing Risk



Enterprises face growing challenges in managing modern machine identities, which outnumber human identities in most organizations. The growth of cloud applications, serverless environments, APIs and artificial intelligence tools has increased security risks and the complexity of managing machine identities. Security teams must upskill, update policies and adopt tools designed for machine identity management.

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## Securing Cloud-Native Systems: A Vendor-Neutral Approach

**Nick Reva** of Snap on Overcoming Cloud Misconfigurations With Scalable Security



Organizations embracing cloud-native architectures face unique challenges in securing their infrastructure. A vendor-neutral approach to security is essential for managing modern multi-cloud environments. "Cloud is insecure by default," said Nick Reva, head of enterprise security at Snap.

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## Building Trust in Open-Source AI

**Ezequiel Lanza** of Intel on Democratizing AI Through Open-Source Transparency



Open-source artificial intelligence redefines how organizations and developers approach AI. By clearly labeling models and providing access to their architecture, data and behavior, developers can fine-tune and contribute back to the community, said Intel's Ezequiel Lanza. Collaboration is essential for advancing AI, he said.

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“Security teams have these gaps and are facing this huge, monumental task. They're playing catch up. They don't have the skills because they've been focusing on the traditional infrastructure.”

**Adam White**

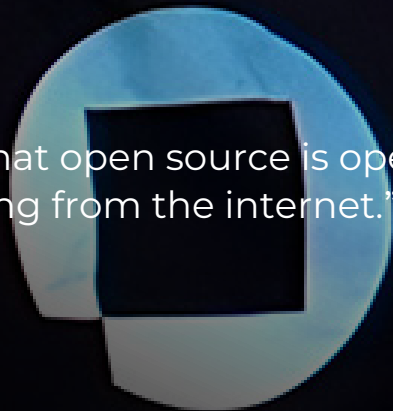
Advisory Managing Director, Cyber Security Services, KPMG



“It's important to understand that open source is open. You are downloading something from the internet.”

**Ezequiel Lanza**

Open Source AI Evangelist, Intel



open intel



**Kurt Sand**

General Manager, Machine Identity Security, CyberArk

**Scott Francis**

Security Innovation Principal Director, Accenture

**Ken Beer**

General Manager, AWS Cryptography, AWS

# Cracking the Code: Securing Machine Identities

CyberArk's **Kurt Sand**, Accenture's **Scott Francis**, AWS's **Ken Beer** on Smarter Security for Digital Age

Machine identity security ensures that machines - whether applications, cloud workloads, IoT devices or servers - can authenticate themselves and communicate securely. As businesses increasingly rely on containers, AI agents and high-volume systems, traditional management methods, including public key infrastructure, or PKI, often fall short, said Scott Francis, security innovation principal director at Accenture.

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“Attackers have also found that machine identities are an easier entry point with elevated credentials. As a result of that, the risk factor has gone up quite a bit.”

- *Kurt Sand*

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## About ISMG

ISMG is the world's largest media organization devoted solely to cybersecurity and risk management. Each of its 38 media properties provides education, research, and news that is specifically tailored to key vertical sectors including banking, healthcare, and the public sector; geographies from North America to Southeast Asia; and topics such as data breach prevention, cyber risk assessment, AI, OT, and fraud. Its annual global summit series connects senior security professionals with industry thought leaders to find actionable solutions for pressing cybersecurity challenges.

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