



# CNI Insider

Quarter 2, 2017

## CNI Quarterly Highlights

### Remodeling Projects Have Begun

There are a lot of exciting things going on around here in the Com Net building. We've begun the remodeling of some of our offices, which will allow for greater efficiencies. With the remodeling, all the lab equipment will now be housed in a single, climate controlled, secured area. Prior to the remodel, it was located in several locations throughout the building. The accounting department will be moved to a new area of the building where they will have individual offices with privacy doors for handling confidential information.

Future plans call for a new layout that will bring all departments closer together in a cohesive, idea sharing environment. While these plans are just being formulated the initial "napkin sketch" drawings really have the staff excited.

In addition to the remodeling, Com Net has won several new business relationships that will be converted to our product offerings in the coming months. We're delighted to work with these new customers

and look forward to providing them with the high-quality service and personal touch that is our hallmark.

Just like for many of our customers, the summertime is looking to be a very busy season!

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Future Accounting Offices



Beginnings of New Lab Room



## The Behavioral Economics of Why Executives Underinvest in Cybersecurity

Determining the ROI for any cybersecurity investment, from staff training

to AI-enabled authentication managers, can best be described as an enigma shrouded in mystery. The digital threat landscape changes constantly, and it's very difficult to know the probability of any given attack succeeding — or how big the potential losses might be. Even the known costs, such as penalties for data breaches in highly regulated industries like health care, are a small piece of the ROI calculation. In the absence of good data, decision makers must use something less than perfect to weigh the options: their judgment.

But insights from behavioral economics and psychology show that human judgment is often biased in predictably problematic ways. In the case of cybersecurity, some decision makers use the wrong mental models to help them determine how much investment is necessary and where to invest. For example, they may think about cyber defense as a fortification process — if you build strong firewalls, with well-manned turrets, you'll be able to see the attacker from a mile away. Or they may assume that complying with a security framework like NIST or FISMA is sufficient security — just check all the boxes and you can keep pesky attackers at bay. They may also fail to consider the counterfactual thinking — *We didn't have a breach this year, so we don't need to ramp up investment* — when in reality they probably either got lucky this year or are unaware that a bad actor is lurking in their system, waiting to strike.

For the complete article, go to <https://hbr.org/2017/06/the-behavioral-economics-of-why-executives-underinvest-in-cybersecurity>

## Our Distributed Denial of Service (DDoS) defense solution



SmartWall® Threat Defense System

Protecting the security of our network and delivering value added service has always been a prime focus of CNI-Independents. Installing the

Corero SmartWall® Threat Defense System (TDS) was the solution for CNI-Independents to overcome the challenges associated with a wide range of hosting requirements, such as maintaining highly available applications, supporting mission-critical systems and delivering maximum levels of reliability.

If you have not seen our latest video, make sure you click this link to find out what some of our shareholders and customers have to say about us.

<https://youtu.be/W1Ln6a7N8PI>



Cheryl Bostelman  
General Manager - Farmers Mutual Telephone

## Industry Events

**ORBA Golf Outing**—7/13/17 in Ottawa, OH

**TAM Golf Outing**—7/18/17 in Mt. Pleasant, MI

CNI welcomes your comments, questions or suggestions. Please send any feedback to:  
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**Thank you for your continued support of CNI.**

