

Artificial Intelligence - Hype & Reality

Will the Terminator Ransomware arrive soon?



Lukas Nester

Strategic Partner Executive @ Acronis



* may contain traces of AI

Acronis is a Leader in Cyber Protection

AI-Powered Cyber Protection, Cyber Cloud, Cyber Platform

Swiss

Since 2008 Corporate
HQ in Schaffhausen,
Switzerland

Singaporean

Founded in 2003 in
Singapore, currently
the International HQ

Dual Headquarters for Dual Protection



Scale & Rapid Growth

\$300M+ billings
50% business growth
100%+ cloud
business growth



Global Reach

100% of Fortune 1000
50,000+ partners
500,000+ businesses
5,500,000+ prosumers



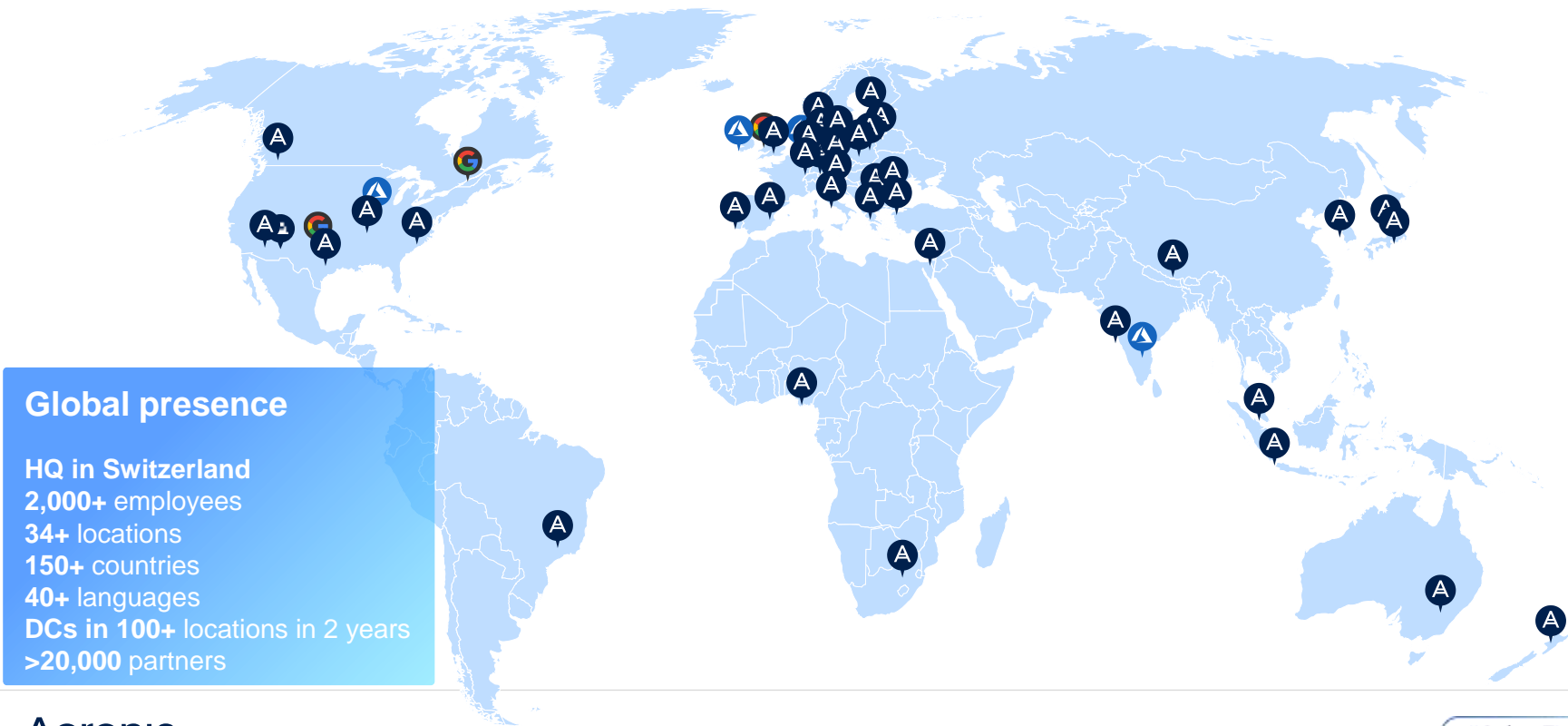
Global Presence

2000+ employees
34 locations
Products available in
150+ countries and
40+ languages



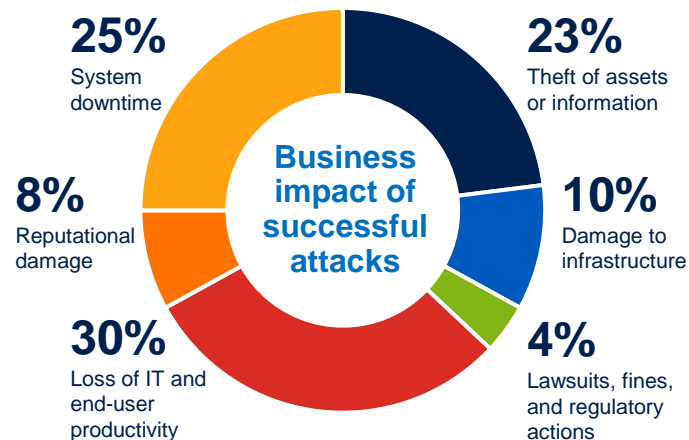
Global company, 2000+ employees, growing fast

50+ data centers worldwide



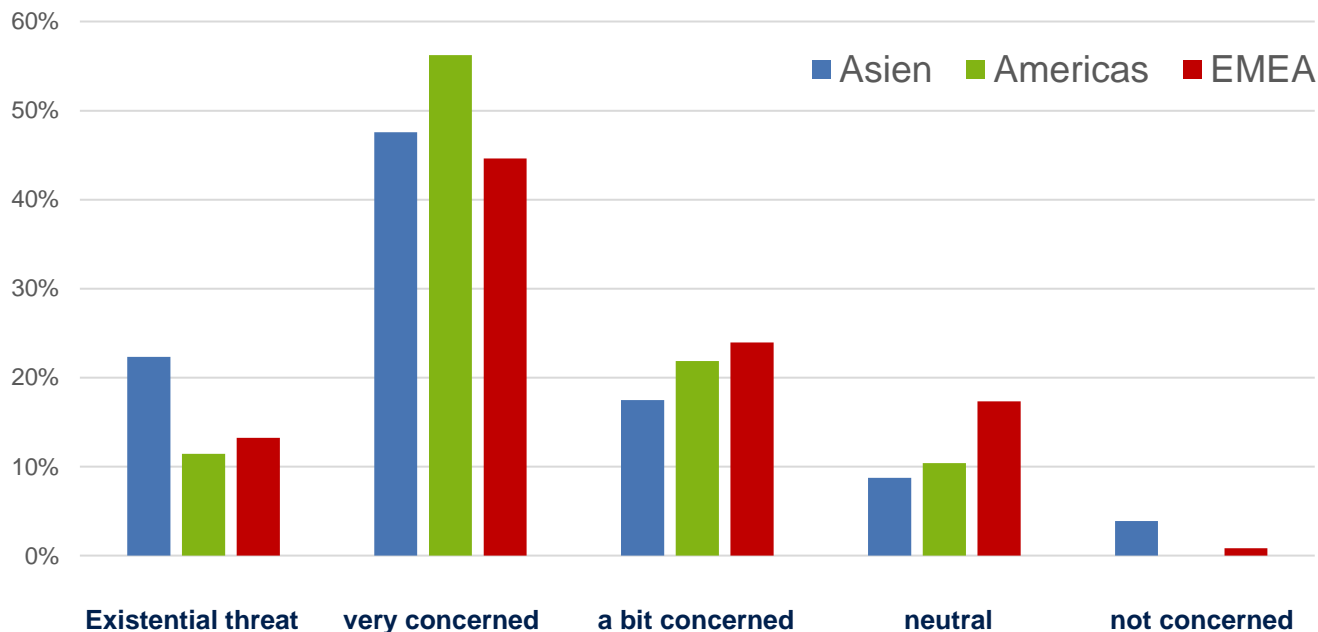
Every Business is Under Attack

- **66%** of the world's SMBs are now experiencing cyberattacks
- **45%** still feel their security posture is ineffective
- **69%** lost some sort of sensitive information
- **39%** still don't have an incident response plan in place



**Each successful attack costs
\$7.1 million for a large organization,
or an average of \$301 per employee or \$440
per endpoint**

How concerned are you that cybercriminals are using AI to conduct attacks?



Survey Acronis 2023



**John Connor is not happy
about you befriending AI!**

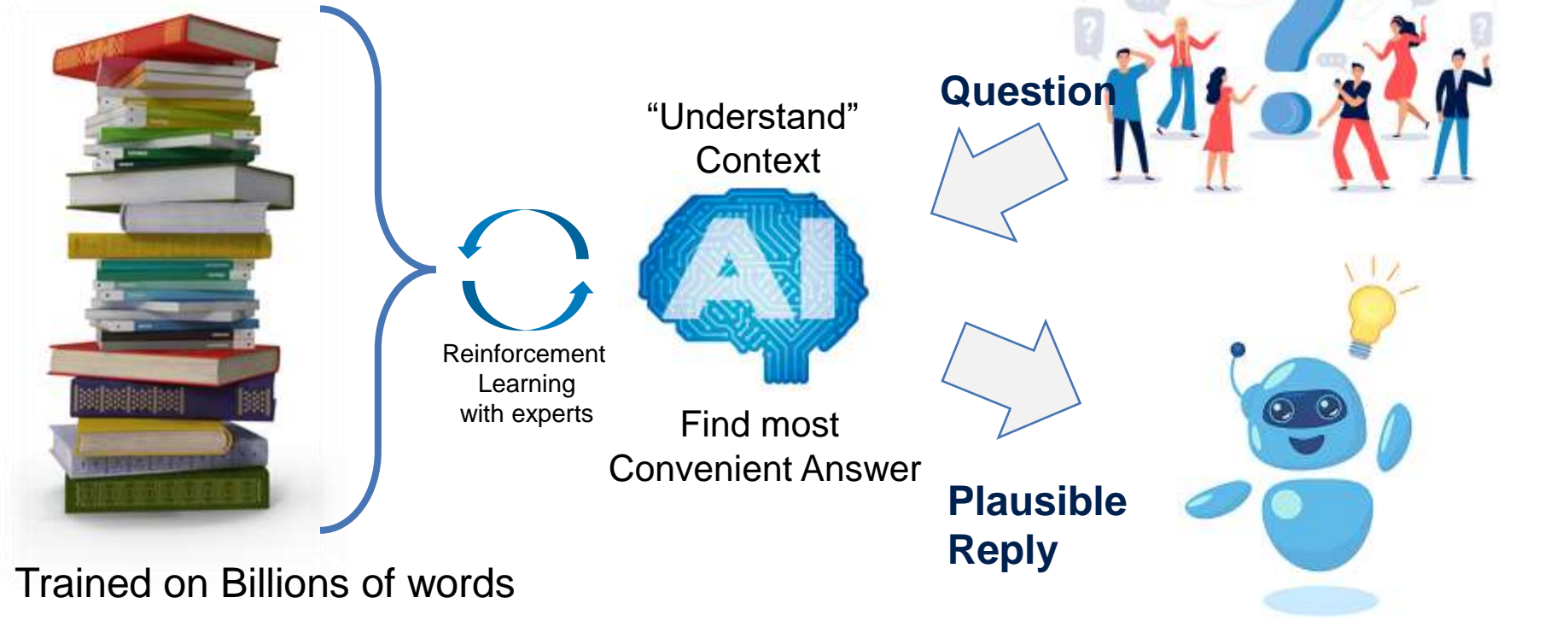
**Artificial Intelligence is
no match for human
stupidity.**





Have you seen this AI?

Large Language Model (LLM) *



* simplified

So many alternatives...



- **Chimpbase**- Helps students b
- **Deep Learning Drizzle**- Table
- **Parentivise**- Personalized AI
- **Superflows**- Reply to emails i
- **ContractReader**- Read and ur
- **Prowriting**- Convert rough UX
- **Isaac**- Academic Writing- How
- **Unicorn Platform**- A drag & d
- **Aim**- Supercharged open-sou
- **Talkface**- 1on1 AI tutor to lea
- **Lasso**- Automation for chrom
- **Dialog**- Turn your data into AI
- **Spellbook**- Draft contracts 3x
- **Opus**- Video editing tool that t
- **Test and Start**- Test your busi
- **Raizer**- Where founders find p
- **MyMind**- Remember everythin
- **Buildt**- Helps developers quic
- **Listener.fm**- Elevate your podcast post-production process ([link](#))
- **BabyAGI ChatGPT**- Conn
- **Review Hero**- Summarize
- **Liveform**- The easiest way
- **SpellLabs**- Prompt your we
- **Wiseone**- Chrome extensi
- **Voila**- AI-powered browser
- **Aistote**- Generates quiz a
- **Revolvdv**- AI integrated p
- **Oga**- Experience ChatGPT
- **Pragma**- streamlines cust
- **AI Photo sorter**- Sort all of
- **SID**- Ask SID a question an
- **AskPaper**- Extract dataset
- **AskVet**- AI veterinarian the
- **Fliki**- Turn text into videos
- **Baked**- Turn your idea into
- **Playlist Genius**- Your AI a
- **Paradiso**- Text, voices, an
- **Chat YouTube**- Chat with
- **Decoherence**- Create stunning AI videos with prompt transition ([link](#))
- **SciSpace**- Chrome extension that gives you real-time answers to articles ([link](#))
- **Invicta AI**- Turn prompts into powerful, custom and shareable AI models ([link](#))
- **Opus Clip**- Turn a long video into 10 viral clips ([link](#))
- **TranslateWithAI**- AI translations for any website in minutes ([link](#))
- **MealGenie**- Generates custom recipes tailored to your dietary needs ([link](#))
- **WNR**- Create and share GPT-4 powered templates ([link](#))
- **AI Query**- Generate error free SQL queries in seconds ([link](#))
- **SlidesGPT**- ChatGPT for presentations- Powerpoint/Google Slides ([link](#))
- **AI Scraper**- Say goodbye to the tedious chore of scraping using AI ([link](#))
- **PrankGPT**- Prank anyone with AI generated voice calls ([link](#))
- **QuickGPT**- Access ChatGPT from the menu bar, Dock, or using a shortcut ([link](#))
- **Boltic**- No-code real time data monitoring platform ([link](#))
- **Krater**- Your complete suite of amazing AI tools ([link](#))
- **Namifai**- ChatGPT powered domain name generator ([link](#))
- **Corpora**- AI chat for your documents ([link](#))
- **HomeByte**- AI powered interior designer ([link](#))
- **Nero**- Enlarge image size and resolution while maintaining high quality ([link](#))
- **Silly Robot Cards**- Turn selfies into personalized greeting cards ([link](#))
- **Reflect**- Use GPT-4 in your notes, and to write your own custom prompts ([link](#))
- **FormWise**- Create AI tools for lead generation in minutes ([link](#))

Source: Therundown.ai

Not perfect, but self-assured!



How often letter "D" exists in the word "Candid" ?



The word "Candid" does not contain the letter "D".

It consists of the letters "C", "A", "N", "I", and "D".



Malware



What might be next for AI in malware?



Poly-/Metamorphic Malware

- Asks the AI to write a new malware version for each infection. e.g. BlackMamba.
- The behaviour changes little

- Current Probability: ●●○○○

- Impact: ●●○○○



Self Adapting Malware

- Behaves differently depending on the environment and compromised system
- e.g. DeepLocker IBM 2018

- Current Probability: ●○○○○

- Impact: ●●●○○



Autonomously Evolving Malware

- Completely new, never-before-seen attack methods, e.g. RowHammer
- Finds new ways to achieve the goal. AI-Powered Malware

-Current Probability: ○○○○○

-Impact: ●●●●●

Asymmetric attacks

Attacker

- Little effort
- Little expertise
- Fast & scaled

Defender

- Great effort
- Expertise necessary
- Time-consuming



Benefits of ChatGPT for cybercriminals?

Advantage:

- Lowers the barrier to entry
- Scale and accelerate attacks - AI vs. AI
- Help with things attackers don't know yet

Disadvantage:

- No quantum leaps in techniques (yet).
- Nothing "new" → not impossible to detect
- Restrictive protective filters of OpenAI



**Don't give up hope!
Join the Resistance**



Source: Terminator: The Resistance

One Winning Strategy:

Acronis Cyber Protect

Acronis Cyber Protect



Next-generation cybersecurity

Advanced AI-based behavioral detection engine for zero-day attack prevention



Reliable backup and recovery

Full-image and file-level backup, disaster recovery, and metadata collection for security forensics



Enterprise protection management

URL filtering, vulnerability assessments, patch management, remote management, drive health



Integration provides unmatched manageability for IT managers – increasing security and productivity while decreasing operating costs

Thank you!



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