

## PRESS RELEASE

October 2020

### **it-sa 365: New dialogue platform for IT security experts gets off to a successful start**

- **Launch Days with some 170 providers and 3,600 participants**
- **145 “Live Actions” offer full three-day programme**
- **Ex-Anonymous member Jake Davis calls for greater “hacker mentality” in the cybersecurity sector**
- **Start-up Asvin wins virtual UP20@it-sa Pitch**
- **Entire Launch Days programme will shortly be online**

**A three-day virtual programme for industry experts, some 170 providers and more than 3,600 participants, including some 2,900 registrations with full access – that was the wrap-up on the it-sa 365 Launch Days from 6 to 8 October. It means it-sa 365 has instantly expanded the it-sa Expo&Congress trade show with a high-performance online resource that’s available all year round. “The it-sa 365 digital dialogue platform will bring IT security providers and experts together all year, offering up-to-date information. So now the ‘Home of IT Security’ also has a digital address,” explains it-sa Director Frank Venjakob. it-sa 365 will be available online throughout the year; the next it-sa Expo&Congress will be held from 12–14 October 2021 at the Nuremberg Exhibition Center.**

145 presentations, workshops, panel discussions and other “Actions” transmitted live; corporate profiles of participating IT security providers, with detailed product information; an extensive set of information for industry professionals – those were the impressive assets offered by it-sa 365. Everything provided in the “Actions” will shortly be available to view anytime on the platform. From then on it will be permanently accessible for registered users, along with the Networking function for making personal contact.

#### **New!**

From 6 October 2020  
your platform  
for dialogue



**12–14 October 2021**  
Nürnberg, Germany



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### **Launch Days programme covers IT security from A to Z**

The range of topics covered for the it-sa 365 Launch Days was about as broad as for the it-sa Expo&Congress itself. From A for awareness to Z for Zero Trust models, presenters offered a complete overview of IT security and reported on new trends. As is usual at the trade show proper, the roster of providers listed major-name manufacturers, distributors and resellers, systems companies, security service providers, consultants and universities. The 145 presentations in the Launch Days programme included work from participating companies, “it-sa insights” – manufacturer-neutral lectures – and hours of virtual conferences and workshops. The agenda especially addressed current concerns like working securely from home, cloud security, Industry 4.0 and the Live Hacking sessions that are so popular at the it-sa Expo&Congress. Among the especially memorable events was a panel by Bitkom, Germany's digital association, on the IT Security Act and digital sovereignty at the national and European level. The discussion between Undersecretary Dr Markus Richter, as the German government's CIO, and Susanne Dehmel, representing Bitkom management, centred on Germany's IT Security Act 2.0, the future role of the Federal Office for Information Security, and German and European digital sovereignty. Along the same lines, ENISA Executive Director Juhan Lepassaar presented the EU cybersecurity authority's vision in a separate lecture. A national association, the Bundesverband IT-Sicherheit TeleTrust, offered possible approaches for enhancing digital sovereignty at the international level. Paula Januszkiewicz provided practical tips on how to protect against hackers; the cybersecurity expert held two workshops where she showed what vulnerabilities hackers exploit, and how security officers can stay that all-important step ahead of them.

### **Jake Davis: “Get the hacker mindset in your infosec team!”**

The Special Keynote address was also not to be missed. This year, former Anonymous member Jake Davis continued this series which has been so popular at the regular trade show. He pointed out that not every hack grows out of a criminal intent, and that it pays to put yourself in the hacker's shoes to make your own systems more secure. His call: “Get the hacker mindset in your infosec team!”

### **Asvin wins UP20@it-sa Award**

In the pitch for the UP20@it-sa Award, the team from the Stuttgart company Asvin won out over nine other nominated start-ups. The firm, founded only in 2018, impressed the platform participants with its toolbox for improving security in the Internet of Things. Attendees could vote after the contestants' short virtual presentations, and conferred the win on Asvin.

### **The slogan: Networking – Solutions – Knowledge**

“With it-sa 365, we’re offering something new to encourage dialogue among IT security experts – 365 days a year!” explains Dr Michael Melcher, Executive Director Digital Products & Platforms. A core component of it-sa 365 is its Networking function. This enables registered participants to find the profiles of others who are interested in various topics, and to make appointments for chats or video conversations with them. Not only can attendees find and contact providers, but participating IT security firms can also directly approach experts who are looking for the products they offer. To find the right providers and products, there’s a filter function in the “Products&Solutions” area. On top of that, the search function offers convenient sorting by key words. Under the Knowledge heading, IT security experts can find professional information like white papers from providers, but also independent articles and interviews with experts. There are answers here as well for current issues within the IT security industry, like matters of Security Operations Centres or questions of data privacy law.

### **Programme from the it-sa 365 Launch Days will be kept up online**

The programme from the Launch Days was recorded in full. The video recordings will be posted online to the platform soon, and will be left up until the next it-sa. Registered members will still be able to arrange meetings together, and to dialogue directly in a chat or via a video call function.

### **A platform evolving along with the industry**

it-sa 365 is based on a proprietary platform technology that was conceived and technically implemented within just a few months. “We’re delighted at the successful launch – the fruit of hard, enthusiastic work by an interdisciplinary

team at NürnbergMesse. it-sa 365 shows that we can also organise events digitally and get people networked online”, Dr Melcher explains. Frank Venjakob, Director of it-sa, adds, “I want to thank all our participants and partners for their trust and deep involvement, especially our honorary sponsors Bitkom and the Federal Office for Information Security, as well as TeleTrusT as our Premium Partner. The support we’ve experienced at the very start of this new project shows how important it-sa 365 is as an additional dialogue platform for the industry. Following the launch, we’re now looking forward to working with the industry and our customers to expand the platform with new functions to suit the IT security industry.”

#### **it-sa and it-sa 365**

It-sa is the largest trade fair for IT security in Europe and is also one of the leading events of its kind worldwide. Congress@it-sa offers decision-makers and experts additional expertise.

All year round, it-sa 365 offers innovative dialogue formats to enable IT security providers to network online with management and technology representatives with an IT security function.

For more information please visit: [www.it-sa.de/en](http://www.it-sa.de/en) or [www.itsa365.de/en](http://www.itsa365.de/en)

#### **Security trade fairs at NürnbergMesse**

NürnbergMesse has established and proven expertise in the security field. With events such as Enforce Tac / U.T.SEC – Trade Fair for Law Enforcement, it-sa and it-sa India – Trade Fairs for IT Security, FeuerTrutz – Trade Fair for Preventive Fire Protection as well as Perimeter Protection – Trade Fair for perimeter protection and also FIRE & SECURITY INDIA EXPO, it brings together a total of about 1,650 exhibitors and over 42,000 visitors from all over the world.

For more information please visit: [www.nuernbergmesse.de/security](http://www.nuernbergmesse.de/security)

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