



the state of cyber resilience

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introduction

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sirar by stc is a cutting-edge cybersecurity provider that empowers organizations to take control of their cyber and digital capabilities. sirar is established by stc as a leading expert in cybersecurity, privacy, and resilience by offering a comprehensive range of solutions that support in managing digital risks effectively, aligning and sustaining compliance with relevant laws and regulations, and enabling a safe digital transformation.

As the region's top Information and Communication Technology (ICT) and digital services provider, sirar aligns its strategic objectives with its clients' secure digitization journeys.

introduction



Mission

Develop world-class cyber solutions and capabilities to enable secure clients' digitization journeys.

Vision

Number 1 cybersecurity enabler for the digital economy.

Values

■ Dynamism ■ Drive ■ Devotion

executive summary

The past couple of years have witnessed rapid digital technologies evolution, which created numerous business opportunities that enable organizations to keep pace with the changing digital ecosystems. As for the cybersecurity landscape, it was affected by this evolution where it has reached a turning point making detecting and blocking attacks at perimeters or endpoint, inefficient to overcome security risks associated with evolving digital technologies.

During 2025, most impactful attacks operated through legitimate identities, trusted integrations, and authorized access paths; since appearing legitimate does not require adversaries to defeat defenses. The adversaries' average breakout time, which is the time between initial access to lateral movement, decreased dramatically to merely **29** minutes compared to **48** minutes in 2024.

Additionally, utilization of Artificial Intelligence (AI) had an impact on the cybersecurity landscape. Some cases revealed that AI-assisted malwares generate new variants every **15** seconds during execution. This new operational reality revealed the gaps in traditional detection and response efforts, where adversaries can blend in and inherit trust without the need for defeating defenses.

As part of sirar's continuous efforts, sirar identified a notable shift in adversaries' tactics and techniques, with attacks increasingly relying on stolen credentials, session tokens, trusted access relationships, and third-party weaknesses.

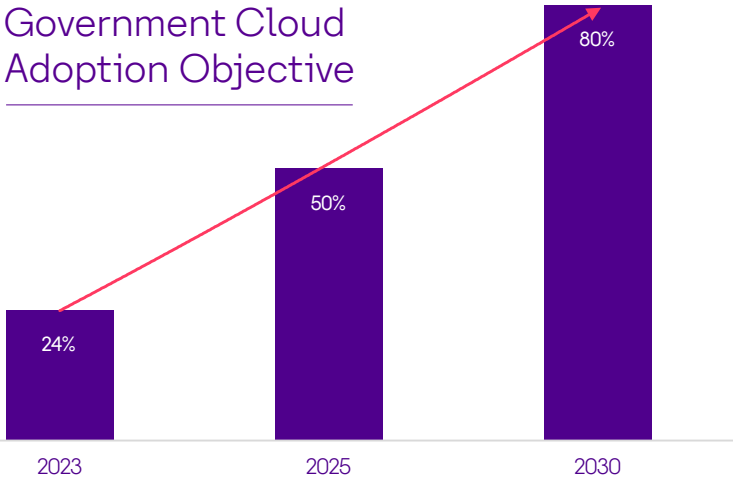


executive summary

Key Takeaways:

- The adoption of cloud, identity federation, and AI has reshaped organizations' architecture, which in turn introduce new attack surfaces.
- Adversaries have shifted their focus from penetrating defenses to exploiting trusted digital relationships.
- Organizational risks transitioned from traditional infrastructure to identity and access layers.
- AI-assisted attacks have empowered adversaries' operations and timelines, enabling them to scale at machine speed.

Government Cloud Adoption Objective



40%

Speed improvement for adversaries composing phishing emails with the assist of AI.

93%

Increase of Supply Chain attacks compared to 2024.



the evolving threat landscape

Insights into Global Threat Dynamics and Potential Risks



Investigating the Link between Stress and Depression



Stress
Depression

Stress is a natural response to a perceived threat or challenge. It can be a powerful force that motivates us to take action and overcome obstacles. However, when stress becomes chronic, it can have a detrimental effect on our mental health. Chronic stress can lead to a variety of mental health issues, including anxiety, depression, and even more severe conditions like bipolar disorder.

Depression is a common mental health condition that affects millions of people worldwide. It is characterized by persistent feelings of sadness, loss of interest in activities, and changes in appetite and sleep patterns. While the exact cause of depression is still unknown, research has shown that stress plays a significant role in its development. Chronic stress can lead to changes in the brain's chemistry, which can in turn lead to depression.

Investigating the Effect of Stress on Performance



Stress is a natural response to a perceived threat or challenge.

It can be both helpful and harmful.

Understanding the effects of stress on performance is crucial for optimizing productivity and well-being.

Stress can affect cognitive function.

It can lead to decreased attention, memory, and decision-making abilities.

Stress can also impact physical performance.

It can lead to fatigue, muscle tension, and decreased endurance.

University of North Carolina Charlotte and UNCSA

Charlotte, North Carolina

UNCSA is a private, non-profit, Christian university located on the campus of the University of North Carolina at Charlotte. UNCSA is a member of the Southern Association of Christian Schools (SACS) and the National Association of Christian Schools (NACS).



UNCSA's Mission Statement

UNCSA is committed to providing a Christian education that prepares students for leadership in the 21st century. We are dedicated to the pursuit of knowledge, the development of character, and the promotion of service to the community.

UNCSA's Academic Programs

UNCSA offers a variety of academic programs, including undergraduate and graduate degrees in business, education, health sciences, and liberal arts.

UNCSA's Student Life

UNCSA provides a vibrant student life with a variety of extracurricular activities, including sports, clubs, and organizations.

University of Northumbria

Business and Law

Faculty of Business and Law



Business Law

Unit 1: Introduction to Business Law
This unit introduces the student to the legal system and the role of law in business.

Unit 2: Contract Law
This unit covers the formation, interpretation and enforcement of contracts.

Unit 3: Tort Law
This unit covers the law of negligence and other torts.

University of Cambridge

Engineering and Technology

Department of Engineering



Department of Engineering

Engineering	Technology	Innovation
The Department of Engineering is responsible for the development and delivery of engineering and technology programmes. It is a leading centre for research and innovation in engineering and technology.	The Department of Technology is responsible for the development and delivery of technology programmes. It is a leading centre for research and innovation in technology.	The Department of Innovation is responsible for the development and delivery of innovation programmes. It is a leading centre for research and innovation in innovation.

Comparing Technology Evaluation and Costs

Dr. [Name]



Figure 1: [Caption]

Figure 2



Figure 3: [Caption]

Supply Function Estimation and Tests

Davidson, 1978, p. 107

Problems and Comments

1. DATA DATA		
DATA DATA		
DATA DATA		

Supply Function Estimation

Supply Function Estimation

1999

numbers
that **shaped**
the year

[View the 1999 Year in Numbers](#)



numbers that

changed the year

1999-2000

1999-2000

1999-2000

1999-2000

1999-2000

1999-2000



Customers that

changed the year

from 2019 to 2020

1,000,000

1,000,000

1,000,000

1,000,000

1,000,000

1,000,000



The state of advertising in 2019

by [David de Chateaufort](#) and [Alexandra Karpova](#)



Key findings

1. **Advertising spend is expected to grow by 4.5% in 2019**

Key findings

2. **Advertising spend is expected to grow by 4.5% in 2019**

Advertising spend in 2019



The state of customer experience

Customer experience is a top priority for most companies



Customer experience is a top priority for most companies



The state of customer experience

Customer experience is a top priority for businesses

Customer experience is a top priority for businesses

Customer experience is a top priority for businesses



Customer experience is a top priority for businesses

The state of evidence

REPORT



By David J. Reardon
and
David A. Ladd

THE FBI'S NEW EVIDENCE-BASED PRACTICES (EBP) INITIATIVE IS A MAJOR STEP FORWARD IN THE FIELD OF FORENSIC SCIENCE.

It is a response to the challenges posed by the increasing volume of forensic evidence and the need for more efficient and effective methods of analysis.

The EBP initiative is a multi-faceted effort that includes the development of new standards, the implementation of new procedures, and the training of forensic scientists.

One of the key components of the EBP initiative is the development of new standards for the collection, preservation, and analysis of forensic evidence.

These standards are designed to ensure that forensic evidence is handled in a way that minimizes the risk of contamination and maximizes the reliability of the results.

Another key component of the EBP initiative is the implementation of new procedures for the analysis of forensic evidence.

These procedures are designed to streamline the process of analysis and reduce the time and cost of testing.

Finally, the EBP initiative includes the training of forensic scientists in the use of new methods and techniques.

This training is essential to ensure that forensic scientists are equipped with the skills and knowledge needed to perform their duties effectively.

The EBP initiative is a major step forward in the field of forensic science. It is a response to the challenges posed by the increasing volume of forensic evidence and the need for more efficient and effective methods of analysis.

By David J. Reardon
and
David A. Ladd

THE FBI'S NEW EVIDENCE-BASED PRACTICES (EBP) INITIATIVE IS A MAJOR STEP FORWARD IN THE FIELD OF FORENSIC SCIENCE.

The state of evidence

On 10 June 2010, the *Journal of the American Medical Association* published a study by the U.S. Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) on the safety of the new vaccine, *Shingrix*. The study found that the vaccine was safe and effective in preventing shingles in older adults. The study was a randomized, double-blind, placebo-controlled trial involving 38,856 participants aged 60 and older. The participants were randomly assigned to receive either the *Shingrix* vaccine or a placebo. The results showed that the vaccine was safe and effective in preventing shingles in older adults. The vaccine was found to be 90% effective in preventing shingles in older adults. The vaccine was also found to be safe in older adults. The vaccine was found to be safe in older adults. The vaccine was found to be safe in older adults.



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The effects of

environmental factors

on human health

Environmental factors play a significant role in the development of various diseases and health conditions.

Key findings:



These findings highlight the need for comprehensive environmental policies and regulations to mitigate the adverse effects of environmental factors on human health. Further research is required to understand the complex interactions between these factors and their impact on different populations.



The state of Sustainable Investing

The Environmental Impact of the World

Investment in the world



Investment in the world

Investment in the world

Investment in the world

Investment in the world

Investment in the world

Investment in the world

Investment in the world

The value of data trends

Investment trends
every day of the year



The state of data breach notification

How quickly are breaches notified?

Below is a table showing the number of breaches notified within 30 days of discovery, by state. The table is sorted by the number of breaches notified within 30 days, in descending order.

State	Number of breaches notified within 30 days	Number of breaches notified within 60 days
California	1,234	1,567
New York	1,123	1,456
Illinois	1,012	1,345
Florida	901	1,234
Texas	890	1,123
Washington	789	1,012
Massachusetts	678	901



The value of **supervised** **volunteering (SV)**

Introduction

Supervised volunteering is a form of volunteering where the volunteer is supervised by a trained volunteer or staff member. It is often used for people who are at risk of offending or who have a criminal record. It can be a valuable way of helping these people to reintegrate into the community and to develop positive relationships with others.

1. Low
The value of supervised volunteering is low. It is often used for people who are at risk of offending or who have a criminal record. It can be a valuable way of helping these people to reintegrate into the community and to develop positive relationships with others.

2. High
The value of supervised volunteering is high. It is often used for people who are at risk of offending or who have a criminal record. It can be a valuable way of helping these people to reintegrate into the community and to develop positive relationships with others.

3. Medium
The value of supervised volunteering is medium. It is often used for people who are at risk of offending or who have a criminal record. It can be a valuable way of helping these people to reintegrate into the community and to develop positive relationships with others.

4. Low
The value of supervised volunteering is low. It is often used for people who are at risk of offending or who have a criminal record. It can be a valuable way of helping these people to reintegrate into the community and to develop positive relationships with others.

5. High
The value of supervised volunteering is high. It is often used for people who are at risk of offending or who have a criminal record. It can be a valuable way of helping these people to reintegrate into the community and to develop positive relationships with others.

6. Low
The value of supervised volunteering is low. It is often used for people who are at risk of offending or who have a criminal record. It can be a valuable way of helping these people to reintegrate into the community and to develop positive relationships with others.

7. High
The value of supervised volunteering is high. It is often used for people who are at risk of offending or who have a criminal record. It can be a valuable way of helping these people to reintegrate into the community and to develop positive relationships with others.

8. Low
The value of supervised volunteering is low. It is often used for people who are at risk of offending or who have a criminal record. It can be a valuable way of helping these people to reintegrate into the community and to develop positive relationships with others.

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The impact of diabetes

100% of people with diabetes

Diabetes is a chronic condition that affects the body's ability to regulate blood sugar levels. It is a leading cause of heart disease, kidney failure, and blindness. The impact of diabetes is significant, affecting millions of people worldwide. The following table shows the impact of diabetes on different age groups.

Age Group	Diabetes Prevalence	Diabetes Complications
18-24	10%	Low
25-34	15%	Low
35-44	20%	Low



star lens on the national theatre landscape

www.nationaltheatre.org.uk



Integrating Data-Driven Market Segmentation

Integrating data-driven market segmentation into your marketing strategy can significantly enhance your understanding of your audience and improve your marketing effectiveness. This approach involves using advanced analytics to identify distinct groups of consumers based on their behaviors, preferences, and demographic characteristics.

By leveraging data, you can move beyond traditional demographic segmentation and uncover deeper insights into your customers' needs and desires. This allows you to tailor your marketing messages and offers to specific segments, increasing relevance and engagement.

Key Benefits:

- Enhanced targeting and personalization
- Improved customer experience
- Increased marketing ROI

Implementing data-driven market segmentation requires a robust data infrastructure and a clear understanding of your business goals. By following best practices and leveraging the right tools, you can successfully integrate this powerful strategy into your marketing efforts.



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10/10/2023

Integrating Ethics into Business Course Curriculum

Business Ethics is a critical component of a well-rounded business education. This document outlines strategies for integrating ethics into various business courses, ensuring students develop a strong moral compass alongside their professional skills.

Key areas for integration include:



Investigating the Role of Social Support

Introduction

- Social support is a key factor in mental health.
- It can help reduce stress and improve coping.
- It can also help prevent mental health problems.

Methods

We conducted a survey of 100 people, asking them about their social support and mental health. The survey included questions about the number of people they talked to, how often they talked to them, and how they felt about the support they received.



Figure 1: Social Support and Mental Health



Figure 2: Social Support and Mental Health

new view of the national trust system



the national trust system



The study of evolutionary

and behavior

How do we study evolutionary and behavior?

What are the main findings of the study?



1	2000	2000
2	2000	2000
3	2000	2000
4	2000	2000



The study of complexity

How different

complexity theory



Complexity theory



The study of morphology

What is morphology?

Morphology is the study of the structure of words

It is the study of the way words are formed

It is the study of the way words are related to each other

It is the study of the way words are used

It is the study of the way words are

It is the study of the way words are



The state of complexity

new features

2020-2021

2021-2022

2022-2023



The state of complexity

our culture

Complexity is a new paradigm

Complexity is a new paradigm

Complexity is a new paradigm

Complexity is a new paradigm



The study of difference

new difference

new difference

new difference

new

new

new

new

new

new

new

new

new



new

new

new

The study of difference

the difference

the difference between

the difference between the difference



the difference between the difference



the difference

The state of affairs **now** **differs**

from what it was

before the war began



© 2000

1

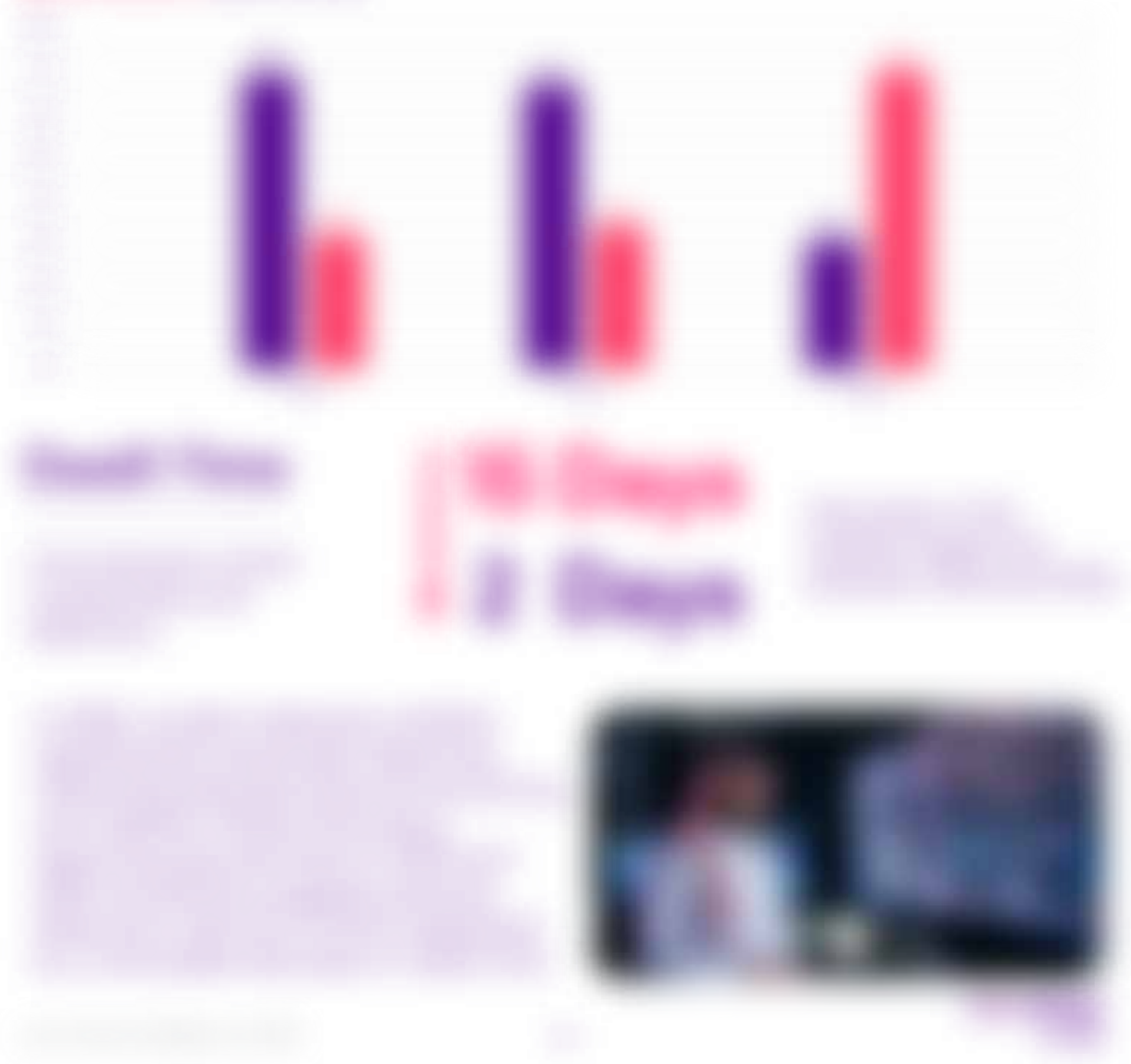
2

The state of diversity in business

by [Dr. David A. Aaker](#)

[Download this infographic](#)

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The study of difference

How difference

1. Introduction

2. The study of difference



3. The study of difference

4. The study of difference

5. The study of difference



6. The study of difference

7. The study of difference

8. The study of difference

9. The study of difference

10. The study of difference

What difference makes the really big difference

James Thompson, *University of Tennessee Knoxville*



The difference between

What difference makes the really big difference

What difference makes the really big difference

What difference makes the really big difference

What difference makes the really big difference

Section 1: Digital

Section 1: Digital

Section 1: Digital

Section 1: Digital

Section 1: Digital

Section 1: Digital

Section 1: Digital

Section 1: Digital

Business Digital Transformation

Business Digital Transformation

Business Digital Transformation

Business Digital Transformation is the process of using digital technologies to change business operations and customer experiences. It involves the integration of digital technologies into all areas of the business, resulting in fundamental changes to how the business operates and delivers value to customers.

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Business Digital Transformation is the process of using digital technologies to change business operations and customer experiences. It involves the integration of digital technologies into all areas of the business, resulting in fundamental changes to how the business operates and delivers value to customers.



general management objectives

new business

1. **new business**

2. **new business**

3. **new business**

4. **new business**

5. **new business**

6. **new business**

7. **new business**

8. **new business**

9. **new business**

10. **new business**

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