

# Q&A WITH FRANCOIS LASNIER

SVP IDENTITY PROTECTION & AUTHENTICATION, GEMALTO



As SVP of Gemalto's Identity & Access Management product line, Francois Lasnier maintains a focus on identity protection for the enterprise market. Francois' history with Gemalto spans many years, beginning in product development, moving into marketing and business management across various verticals.

## Q: WHAT DIFFERENTIATES GEMALTO?

Gemalto is unique because our solutions are at the heart of modern digital life, from payments and the cloud to big data and the Internet of Things. They encrypt data and authenticate people and things – enabling our clients to deliver secure, innovative services for billions of individuals and devices. Gemalto ensures the authenticity of your banking transactions, safeguards your health records, protects the purchase of your morning cup of coffee, and helps organizations to control risk, manage security, and maintain compliance.

We are involved in many different industries from telecom, banking, government, and enterprise in general. Each vertical has a different set of problems and solutions, which gives us a unique perspective on how we could approach the customers' needs from a non-traditional angle.

Gemalto's "secure the breach" approach is top of mind for customers who have seen over 9 billion records breached globally since 2013, resulting in the loss of millions of dollars. Our differentiated approach enables customers to envision a unique approach to protect their data WHEN they get breached. With Gemalto's encryption, security is attached to the data wherever it resides, and by managing the encryption keys, and controlling user access, you are able to maintain control of your data, prove compliance, and facilitate governance – even in a dense virtual or cloud environment.

## Q: WHAT IS GEMALTO'S APPROACH IN THE MARKETSPACE?

Right now, it's a fragmented market with lots of innovation moving at a very fast pace. The reality of cyber-attacks and increased sophistication in these attacks is forcing the industry to innovate and reinvent itself. This dynamic situation makes it confusing and difficult for customers to understand what solutions actually address their challenges and how to judge efficiency of solutions.

To stand out, we've taken the approach is to be crisp on how we define our space and how we believe we can help. While it is difficult to be heard above this crowd, we try to avoid the pitfall that we solve every single problem. We are defining our space and focusing exactly on where to put resources and innovate.

We do this through Gemalto's Enterprise and Cybersecurity Division led by the data protection and identity protection business units.

Our data protection business allows organizations to encrypt data and manage an encryption key. This addresses the specific data security aspect. The identity protection group looks at how to authenticate users and authorize users for accessing applications and resources.

Based on the market shift and evolution of hacks, there is an increase of regulations and compliance, so we are taking a more holistic view of our offerings and moving into identity centric resource protection.

We provide a platform framework that allows customers to protect not only their applications, but also their

critical data. We allow customers to take a centralized approach to protecting data based on policies they've defined. All this visibility is provided through our dashboard.

We aren't trying to sell something that is unrealistic to accomplish, we are instead taking an approach that if you keep layering security you are able to sleep better at night knowing if a breach occurs, you have put a strategy in place to protect your identity and your data.

### **Q: HOW DO YOU ENSURE YOUR PRODUCTS MEET THE NEEDS OF CUSTOMERS?**

We have product owners who focus on managing the product road map. They tend to focus on everything that will be released in the next 6 months, balancing carefully short-term priorities with more strategic long-term initiatives. All the customer requests and feedback coming from the field are typically addressed by our product owners.

In the middle phase are solution owners, who are field-facing and focused on six to eighteen months. They are involved and responsible for user experience and conduct extensive user research. They try to anticipate what we could do to improve the experience of our customers by going into the field to understand how the product is used.

The third phase is run every three years as long range planning. This phase looks ahead at where the market is going and what

### **WHAT ARE THE MOST IMPORTANT THINGS YOU DISCUSS WITH CISOS?**

When I meet with CISOs, CTOs and CIOs, what keeps them awake at night is how they can continue to protect their assets and which assets they need to protect the most. Proper cataloguing and understanding what is most important to the business are vital. Then once they have visibility, they need to know how to protect it in the best manner.

The discussions I had with CISOs a few years ago were about building the biggest wall around the enterprise and trying to defend against any attack. The discussion has changed, because now most CISOs assume there is going to be a breach whether it's internal or external. They ask how they can add layers of security or encryption so if the first wall of protection falls down, they can still protect their critical assets. They are asking how they can maintain visibility over their assets and what users are doing within the company. Compliance plays a big role in this as well.

disruptive moves Gemalto could make. The combination of these three groups gives us a better understanding of how to plan activities and reserve engineering bandwidth. This new platform has had a profound impact on how we operate as an organization.

### **Q: WHY DO PEOPLE WANT TO WORK AT GEMALTO?**

I've been part of Gemalto for 21 years and had the opportunity to move several times, including overseas. We encourage our people to move regionally, geographically and functionally. We are lucky to be a diverse, multi-cultural company. It's something that is unique for Gemalto and continues to motivate and shape our team.

One of the great reasons why I love the company is the level

of freedom and empowerment myself along with our employees have. When people have great ideas, they are empowered to take the initiative to share with leadership.

### **Q: WHAT IS YOUR FAVORITE PART OF YOUR ROLE AT GEMALTO?**

I love to meet customers and listen to their needs, feedback, complaints, and concerns. I like customers who are frank and open minded, and for me that's big part of the role. I don't go into the field just to have strategic discussion with CISOs, I like to hear honest feedback about how we perform. This feedback helps us focus on things like performance execution and product operations, and provides an opportunity for me to improve what we offer to our