Defining Geocyber and Geocyber Risk

Introduction and Background

Despite the Internet's global presence, our connection to cyberspace is made from a localized environment. A geographic understanding of cyberspace sees users, hackers, and networks as existing in a physical space. This physical space shares a national infrastructure, laws and customs that make each location unique. This set of interdisciplinary environmental factors is best described as *Geocyber^{TM}*.

The elements that make *Geocyber^{TM}* locations unique are almost limitless and can include things such as Brazil's use of Orkut as a leading social network, a nation's most popular Internet browser, and broadband subscription rates by country. However, globalized businesses are increasingly recognizing that operating in unique national environments can put their businesses at risk. The subset of factors that shape the comparative threat environment is called *Geocyber Risk^{TM}*. Operating in a Shanghai skyscraper will include a different set of risks than those involved with operating in Lagos or Denmark. Businesses which confront *Geocyber Risk^{TM}* include those targeted by Advanced Persistent Threats (APT) in China, or victims of carding in the United States when chip and pin technology could have been prevented it, or when weak cybercrime laws in Brazil make prosecuting ones attacker a challenge

A Geocyber Risk Index

While these threats are often understood in the abstract, there have been few efforts to address anything resembling an analytic approach to comparative risk by collating the technical, economic, and governmental metrics that shape a business's operating environment. Private- and public-sector entities increasingly have a need to identify the risks and opportunities present in complex systems of dynamic, interdependent factors like cyber health. Organizations increasingly rely upon quantitative data to inform decision-making, but still need qualitative insights to provide critical context and enhance competitive advantage. By necessity, *Geocyber Risk^{TM}* is an interdisciplinary approach to looking at the cyberspace environment. For this reason, Delta Risk is licensing access to the *Geocyber Risk^{TM}* Index – a pilot software platform developed in collaboration with the Eurasia Group that methodically ranks in-country operational risks. For businesses with more specific needs, Delta Risk supplements the *Geocyber Risk^{TM}* Index with cyber security assessments tailored to a business's history, industry, and metrics tailored to relevant subnational jurisdictions.