### CDK Global

#### Business

- **$2.2 billion** in revenue for fiscal 2017
- **$350+ billion** in revenue in hosting centers
- **7 of 10** top auto groups
- **Over 26,500** clients in **100+** countries
- **500+ million** consumer records (PII)
- **~35 million** consumer credit applications & scores
- **5,800 servers**, **18,000 virtual servers**, **6.3 petabytes** of storage
- **85 facilities** in **34 countries**
- **4,000+ mobile devices**
- **6,500+ laptops**
- **12 global hosting facilities**: 4 NA, 8 international
- **7,000 dealer sites & 225,000 connections** world-wide
- **65 products** comprised of **500+ applications**
- **Web Hosting** with **100 million page hits** per month
- **Digital Advertising** with **25 million ad impression** per day
- **Hosted telephony**: > **4,000 dealer sites**, **146k phones**, **40 million minutes** per month
What do Cars and Beer have to do with Security Awareness?

Lisa Plaggemier
Attention

Interest

Desire

ACTION
Cyber Security Awareness Tips

Avoid free downloads.

Use a phrase as a password. Example: !luVf!s^ = I love fish.

Pause. Think. Post.

Be cautious when opening email attachments.

Reboot your computer or mobile device on a regular basis.

Be careful when accessing "free" wireless Networks.
Cyber Security Awareness Tips

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PASS THE HEINZ.
anger = fight
fear = flee
Personas

Owner Ollie (1-100 employees)
- "Owner" of business
- Started biz with own capital
- Helps with sales, finance, marketing, HR
- Static company website
- No CRM system
- Wants to get more leads and earn more money
- Needs easy to use tools
- Wants his life to be easier

Marketing Mary (100-2,000 employees)
- "Director/VP of Marketing"
- 10+ years marketing experience
- Worries about "brand presence" (colors, logo, fonts)
- Skilled at PR and branding
- Website built 25K with firm
- Uses Salesforce.com
- Wants to learn inbounding marketing
- Needs reports to show CEO
- Doesn’t like to tinker

Enterprise Erin (2,000+ employees)
- CMO/VP of Global Marketing
- Manages high level strategic objectives from C-Suite
- Biggest hurdles are organizational change rather than software
- Unhealthy relationship with sales
- Wants software that can confirm to the organization’s unique needs
- Services and relationship just as important as the software itself
GOOD MUSIC ON THE HEAD MAKES LIFE LIGHTER.
DO YES!
OR DO NO!
A GAME SHOW...
2018

Teaser Videos

Do Yes Online Game

Guerilla Tactics

Guerilla Tactics

Jan

Feb

Mar

Apr

May

Jun

Success!

Posters

Security Stories
"Genius steals"

T. S. Elliot
“People do not buy goods & services. They buy relations, stories & magic.”

~ Seth Godin
Thank you.

lisa.plaggemier@cdk.com