

# eForensics

M a g a z i n e

**MAGAZINE**

## **MALWARE AND CYBER ATTACKS DURING COVID-19**

**DETECTING FILELESS MALWARE ATTACKS**

**POINT-OF-SALE MALWARE: A CASE STUDY**

**OF COVID-19: ATTEMPTS TO SECURE HEALTHCARE**

**PASSWORD CRACKING**

**TECHNIQUES TO DECRYPT FORENSICS EVIDENCE**

VOL.09 NO.04

ISSUE 04/2020, (100) APRIL

ISSN 2300 6986

# Interview with Mark Gambill, EVP & Chief Marketing Officer at Cellebrite

---

**[eForensics Magazine]: Hello! Thank you for agreeing to the interview, we are honored! How have you been doing? Can you tell our readers something about yourself?**

[Cellebrite, Mark]: Thank you so much for taking the time to speak with me, Dominika. I've been well and Cellebrite is navigating through this new reality along with our customers, partners. For a little bit of background on me, I currently serve as the EVP & Chief Marketing Officer at Cellebrite, the global leader in Digital Intelligence Solutions for the public and private sectors. I have over 20 years of experience in technology and executive marketing across concentrations including big data, AI, and machine learning to name a few.

**What is the news from Cellebrite world?**

We recently made three big announcements. First, in light of the travel restrictions and

coronavirus pandemic, we are increasing our live online and on-demand training options for law enforcement and enterprise digital forensics professionals. As many of our training sessions usually take place in person across the globe, we are working diligently to ensure professionals can receive the knowledge and training certifications they need to best perform their work despite the current circumstances.

The second announcement we made is a commitment to our customers to ensure they can maintain uninterrupted service using our technology while they may be working in remote operations. We have made RDP available for users with active licenses for select products. This will enable them to access their office computer remotely. Additionally, on a case-by-case basis, we are making demo licenses

available that can be installed locally on a home computer if needed on a temporary basis.

The third big reveal that went out recently was the results of our 2020 Annual Digital Intelligence Industry Benchmark Report. We revealed seven key trends for 2020 that law enforcement agencies are seeing in the space, including the fact that there is a growing reliance on data analysis with 90 percent of cases involving digital devices and cloud applications. We gathered insights from over 2,000 global law enforcement agency personnel, in over 110 countries, to best understand the most pressing day-to-day challenges for agency management and investigative teams.

**What are some security issues associated with the current situation in the world and COVID-19?**

In addition to significantly increased cybersecurity scams online affecting the public, healthcare facilities and law enforcement are doubling down on the utilization of digital intelligence tools and measures to ensure safety and security for all. Having a central repository into which data can be uploaded and secured in a forensically sound manner is paramount under normal circumstances and doubly so in times of crisis.

As investigators now conduct their work from remote locations they need a way to access data that is centrally located so that they can continue to work on ongoing criminal cases.

Ultimately, it means that during the pandemic, agencies across the globe have to accomplish a much larger mission without increasing resources.

**You recently published a report that highlights seven global law enforcement and digital investigation trends for the year. Which trend is the least obvious in your opinion? And why?**

The most surprising trend was the length of time investigators and examiners spend on reviewing digital data and evidence manually. On average, investigators spend 43 hours per week reviewing evidence in bulk and then reporting on it – up from 37 hours in the prior year. That accounts for 69 percent of their average workweek hours and is simply not efficient. A major reason for these challenges in managing the explosion of digital data is budget cuts and the shortage of overtime allowances. This is compounded by the current lack of digital intelligence strategies and tools being leveraged in many agencies. This points to agency managers really needing digital data and analytics for investigations.

Our benchmark report revealed that as much as 43 percent of agencies report either a poor, mediocre or no digital intelligence strategy at all. We are working with law enforcement to change that. Our mission is to help our customers build safer communities by delivering comprehensive solutions that aid law enforcement and enterprises to lawfully reveal key facts related to crime and bring closure to their investigations.

In 2020 and beyond, investigations will need to utilize artificial intelligence to sort through the mountains of incoming data, to automatically find and filter specific objects in images, and find keywords in text conversations to create relationship analysis. Over 70 percent of survey respondents said that these AI-enabled features will be very important.

### **What challenges will the cybersecurity industry be forced to overcome?**

There is a heavy focus on helping examiners in the lab that are drowning in data and device overload. Our report found that, on average, a case involved 2-4 mobile devices. Moreover, examiners face a 3-month backlog while examining an average of 89 devices per station. However, while they struggle to unlock devices and collect critical information, they are also highly concerned about storing and sharing this

digital evidence. Sixty-four percent of agency managers say that governance and management of data are important, especially with the amount of digital data coming from devices in cases growing more than 82 percent. The cybersecurity and digital intelligence industries need to work to ensure this essential data is not mismanaged and is also secure from tampering.

### **What would you recommend to our audience?**

#### **How to prepare for the rest of 2020?**

To prepare for 2020, your readers should look for ways to unify disparate data, invest in developing an integrated platform that all law enforcement teams can leverage to be able to view all evidence and information easily and logically. Eighty percent of investigators believe data unification is important, and 87 percent believe viewing activities visually on a map is important. We believe that this trend will continue to grow throughout the year as agencies work to streamline their processes and solve cases quicker and more efficiently.

### **What do you think - will COVID-19 change the cybersecurity world? If so, how? In what way?**

I believe COVID-19 will be a forcing function to start the discussion on best practices to lawfully leverage data and technology to curb the impact the spread of disease can have on society.

Analytics may be the single most important place that technology can help in using digital data to lessen the impact of a pandemic and it is the same technology law enforcement is using today to ensure homicide, missing children and other important cases move forward.

Once all the data has been secured, investigators can begin to visualize and generate insights they can leverage to expedite case closure. We believe agencies will become better equipped to work remotely while keeping their data and information safe and accessible.

This also goes back to the importance of governance and management. The cybersecurity world should be (and generally is) highly concerned about storing and sharing digital evidence. To reiterate what I said before, the cybersecurity and digital intelligence industries need to work to ensure this essential data is not mismanaged, is secure from tampering and follows strict protocols to protect the privacy of our citizens and communities.

**What are your plans for the future? Can you tell us what you are currently working on?**

As we look forward, it is clear that digital intelligence will play a key role in every phase of the investigation process in public safety and in

the corporate world. We have many different projects to look forward to in 2020 and beyond.

One of our main focuses currently is increasing our training offerings. As the old saying goes, you don't know what you don't know. Investigators and examiners need to be data analysts in today's environment, so we are spending a lot of time training departments and agencies on the latest technologies that help them manage this data deluge. Cellebrite is preparing to offer a new three-day training class for Cellebrite Business Solutions (CBS) clients that will be called Cellebrite Certified Corporate Investigator (CCCI) in early 2020.

Additionally, non-organic growth, one of our main strategic building blocks, will further accelerate our ability to provide tremendous value to our customers. BlackBag is a prime example of a strategic acquisition that helps us further realize our mission to deliver comprehensive solutions that aid not only law enforcement but enterprises as well. You can

expect to see additional M&A activity that will help extend our reach into adjacent markets as a unified solutions provider of best-in-class digital investigative tools that have become critical to enhancing the efficiency and accuracy of investigations.

**Do you have any thoughts or experiences you would like to share with our audience?**

In regards to COVID-19, the days ahead will no doubt challenge all of us in ways we cannot begin to imagine. And it's quite natural to have good and bad days as we all deal with the frustrations and ongoing concern for our families' safety. But this will eventually pass, so our focus is two-fold: ensuring we continue to address the needs of our customers and maintain our focus on building and delivering world-class solutions around Digital Intelligence. Going forward, cooperation between law enforcement and their respective governments will be critical and the sharing of information paramount as we all work in partnership to deal with the current health crisis.

We wish to express our extreme gratitude for all that law enforcement is doing to keep our communities safe. And we stand ready to support your audience in whatever ways we can.

**About Mark**



Mark Gambill oversees Cellebrite's global marketing operations, including product marketing, advertising, promotions, analyst and public relations, field marketing, brand management and corporate events. Mark has over 20 years of executive marketing experience across a diverse set of technology sectors with concentrations in Big Data, AI, Machine Learning and Augmented Analytics. Prior to joining Cellebrite, he served as the CMO at MicroStrategy, hitherto that role, he served as the CMO for Vocus, a global provider of marketing automation software. Mark holds a Bachelor of Science degree from Florida State University and has completed graduate work at INSEAD.