



RSAConference™2024 San Francisco

Moscone Center | May 6 - 9, 2024

SHOW REPORT OVERVIEW, TRENDS & INSIGHT

Compiled by: Armen Kabodian, Enterprise Director @Token



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INTRODUCTION & PROCESS

Approximately **41,000 people attended** the RSA Conference (RSAC) from over 130 countries at The Moscone Center in San Francisco, California on May 6 – May 9, 2024.

The RSAC 2024 theme was: **“The Art of Possible”** to represent an ever-changing cybersecurity world, innovation and creativity (ref. [page 4](#)).

Keynote speakers were from: AT&T Cybersecurity, Bank of America, SentinelOne, and [The Department of Homeland Security](#). There were over **650 speakers** on the agenda, and over **600 exhibitors** in over 650,000 square feet of exhibit space.

The RSA Conference was started in 1991 – the 2024 show is the 33rd annual conference and is one of the largest cybersecurity shows in the world. The 2024 show was my 5th RSA Conference.

I toured the Moscone Center for several days, attended presentations, talked with attendees, and gathered information on **19 exhibitors** for this report. I included vendors that are considered leaders-in-the-industry and others that were requested by cybersecurity executive leaders.

Each of these 19 exhibitors was given a list of the same three questions – **eight vendors provided responses** (ref. the following pages). I included relevant information from the other exhibitors that did not respond (no judgement here – major trade shows like RSAC are very time consuming to plan and deliver – I get it).

The **intended audience** for this Report are cybersecurity professionals that have an interest in RSAC but were unable to attend – I hope this Report provides you with some valuable perspective on RSAC 2024.



SHOW THEME: “*The Art of Possible*”

To succeed at cybersecurity, we must go beyond ones and zeroes. Staying ahead of today’s threats and foreseeing tomorrow’s challenges requires trusting our intuition and collaborative experiences. Our collective strength lies in the bonds we build and the wisdom we share shaping a resilient and adaptable ecosystem. Embracing the power of community ignites our drive and imagination, making the impossible seem more possible. In a way, we are all artists, creating works that will bring us all closer together to shape a more secure world.





On the schedule for the RSA Conference this year were over 400 sessions and 33 keynote presentations. To cover all the topics and presentations is not humanly possible, especially since I had responsibility for sharing our story at the Token booth and demonstrating our new biometric MFA RING. Here is one example of a keynote presentation that I attended that was interesting and historically significant.

Homeland Security in the Age of Artificial Intelligence

Tuesday, May 7, 2024

8:30 AM - 8:55 AM PT

📍 Moscone South - Keynotes - 203 (View on Map)



Alejandro N. Mayorkas

Speaker

Secretary, Department of Homeland Security

Here is a short video of part of the discussion (sorry the video production is not great): <https://photos.app.goo.gl/MAof6wy4t9RAoMr96> This session was covered in the media. For more info, I suggest a Google search.



There were several interesting and common themes at The RSA Conference 2024, but one topic was very prominent in the presentations and on the Expo Show floor: Artificial Intelligence (AI).

Examples of A.I. dominating the Expo floor



@ Abnormal



@ Cisco



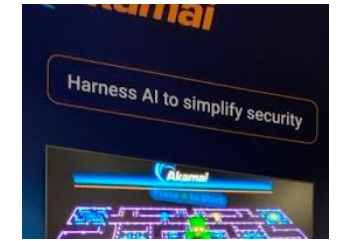
@ Vectra



@ Proofpoint



@ Microsoft



@ Akamai



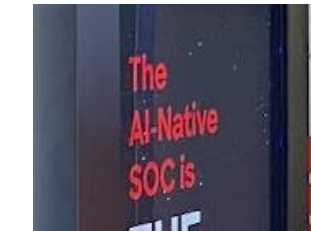
@ Check Point



@ a keynote



@ Fortinet



@ CrowdStrike

Agenda presentation topics that referenced:

Artificial Intelligence: 136

Identity & Authentication: 33

Phishing & Ransomware: 23

**Other common topics: Information Manipulation;
Career Burnout; Resilience; Innovation**



19 EXHIBITOR **REVIEWS**

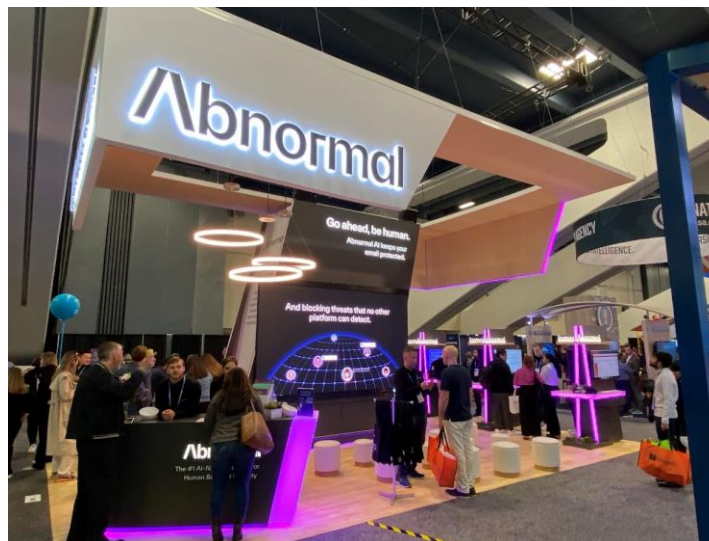
RSAConferenceTM2024

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The vendors above were included in this report based on their leadership in the industry, their reputation for innovation, and recommendations from Customers and Teammates.



1. Abnormal @ RSAC'24



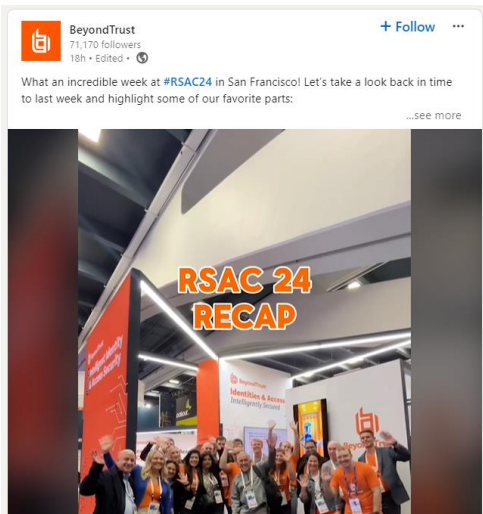
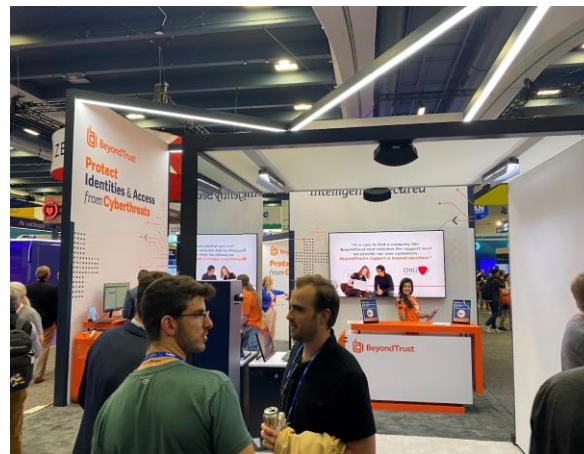
Abnormal Security provides a cloud-native email security platform that leverages AI-based behavioral data science to stop socially-engineered and never-seen-before email attacks that evade traditional secure email gateways.

I visited the Abnormal Security exhibit at RSAC 2024 on Monday evening during the Welcome Reception. I had added Abnormal to my list of vendors to visit based on the recommendation of a CISO in Detroit. Since their booth was in the back of the South Hall, I had a very low expectation and therefore was very surprised to see an impressive showing (ref. pics on the left).

In addition to a large exhibit space, they included a small presentation theater, several information kiosks, and a fun "Wack-A-Nomaly" game (ref. pic). Their Team was very engaging, and the booth was crowded with visitors. Here are some sources of info about Abnormal at RSAC 2024: [Abnormal LinkedIn post](#); [CEO comments in CRN](#); and [CTO video interview](#).



Moscone South Expo Hall
Booth # 860



2. BeyondTrust @ RSAC'24



BeyondTrust (formerly Symark) is an American company that develops, markets, and supports a family of privileged identity management / access management (PIM/PAM), privileged remote access, and vulnerability management products.

Since BeyondTrust is one of the leaders in the Gartner MQ for PIM/PAM, I visited their exhibit. They had an excellent location at the entrance of the South Hall and their exhibit was bright and bold. In addition to demonstration kiosks, they also had a small meeting space where I talked with Lynsee Knox, Sr. Director of Marketing. We discussed an innovative marketing idea and exchanged business cards (old school).

Here is a [video introduction](#) (on Instagram) to the BeyondTrust demos and information at RSAC 2024.

And here is a [short video and recap](#) of the BeyondTrust exhibit at RSAC 2024 from their LinkedIn page.



**Moscone South Expo Hall
Booth # 1227**



3. Check Point @ RSAC'24



Check Point Software Technologies Ltd. is an American-Israeli multinational provider of software and combined hardware and software products for IT security, including network security, endpoint security, cloud security, mobile security, data security and security management.

Since Check Point has been a cybersecurity leader for decades I visited their exhibit. They had an impressive showing at RSAC 2024 that included demonstration kiosks, an informal sitting area, and an excellent location in the North hall of Moscone. I thought their "Live Cyber Threat Map" was really cool (ref. pic on the left).

Here are some informational items from Check Point at RSAC 2024:

- [Check Point website highlighting RSAC events](#)
- [LinkedIn post – RSAC 2024 Recap](#)
- [CTO comments on CRN](#)



Moscone North Expo Hall
Booth # 6058



"If it's connected, you're protected."



4. CISCO @ RSAC'24

Cisco's security suite offers comprehensive protection, including firewalls, VPNs, intrusion prevention, and endpoint security, safeguarding networks from threats with advanced features and integrated solutions.



Q1: How are you helping your Customers protect their digital assets, identities, and brand?

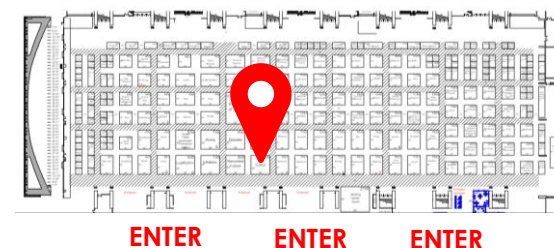
A1: Cisco's Zero Trust model is implemented through Cisco Secure Access, providing secure access to private and internet destinations from any device or location.

Q2: What is new for 2024 and/or your most innovative offering?

A2: Cisco Secure Access is Cisco's next generation Security Service Edge (SSE), in which some of the latest innovations include integration of an AI Assistant, DLP enhancements for securing the usage of GenAI engines, end-to-end Digital Experience Monitoring with full integration of Cisco's ThousandEyes into the SSE offering, and integration with additional Cisco offerings such as Catalyst SD-WAN and ISE.

Q3: What differentiates your solution from your competition?

A3: Cisco Secure Access supports ZTA and VPNaaS through a single endpoint client, for seamless access to private resources, and provides admins with a simplified experience through a single dashboard for all aspects of SSE management, and a single unified access policy.



**Moscone South Expo Hall
Booth # 926**

**Moscone North Expo Hall
Booth #5845**





5. CrowdStrike @ RSAC'24

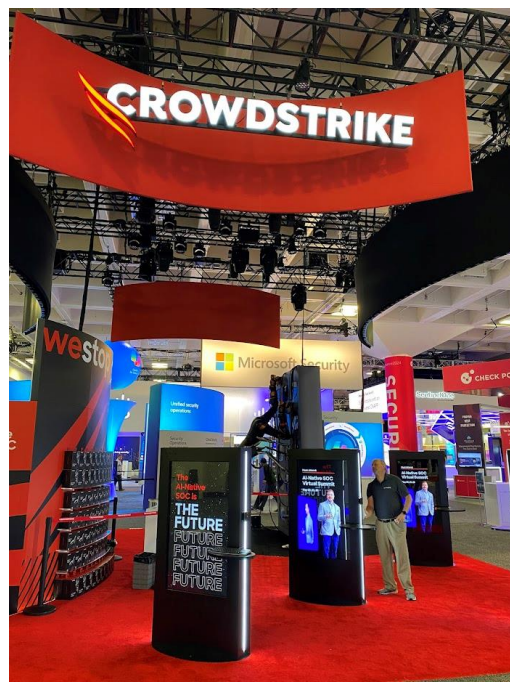


CrowdStrike is an American cybersecurity technology company based in Austin, Texas. It provides cloud workload and endpoint security, threat intelligence, and cyberattack response services.

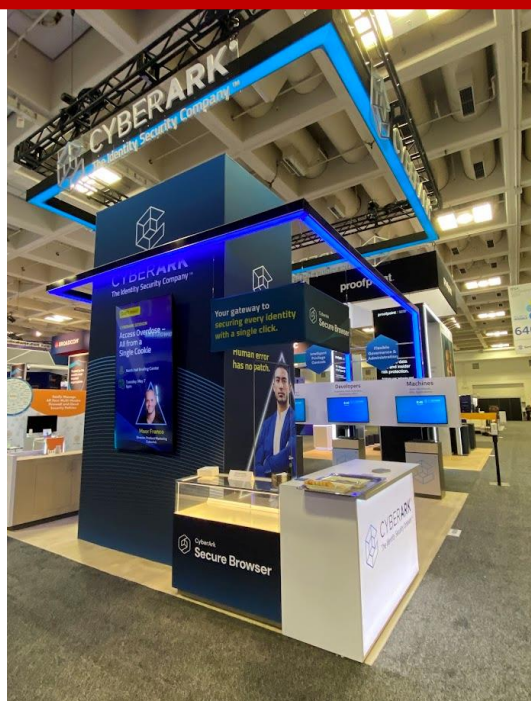
CrowdStrike was another company that was suggested by a Client to include into this RSAC 2024 Report.

The CrowdStrike exhibit was similar to other major vendors: good booth location; demonstration kiosks; etc, but they also created an alien creature climbing on a wall of monitors – it was creepy and communicated the message of aggressive cyber threats.

Since I didn't receive a response to the standard questions, here are some info about CrowdStrike at RSAC 2024: [CTO comments in CRN](#); [wrap-up video on LinkedIn](#); [CrowdStrike website for RSAC 2024](#).



Moscone North Expo Hall
Booth # 6144



6. CyberArk @ RSAC'24

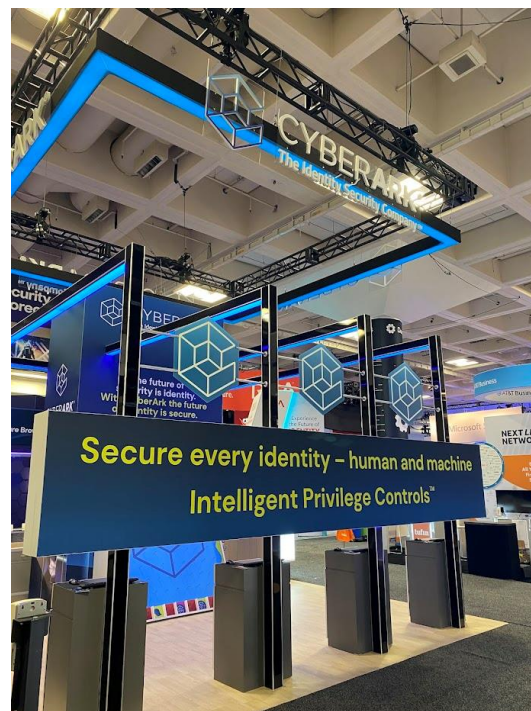


CyberArk's security suite focuses on privileged access management, safeguarding critical assets from unauthorized access, with solutions for credential security, session monitoring, and threat detection.

CyberArk is also a leader in the Gartner MQ for PIM/PAM so I wanted to include them into this Report. Several of the photos on the left were taken prior to opening of the Expo Hall so it doesn't look like they had many visitors – not true, when the Expo Hall was open, they were very busy!

Here is the [LinkedIn post](#) CyberArk shared after RSAC 2024.

Fyi: The CyberArk Customer Conference "[Impact24](#)" in Nashville, Tennessee is 10 days after The RSA Conference.



**Moscone North Expo Hall
Booth # 6359**



7. Fortinet @ RSAC'24

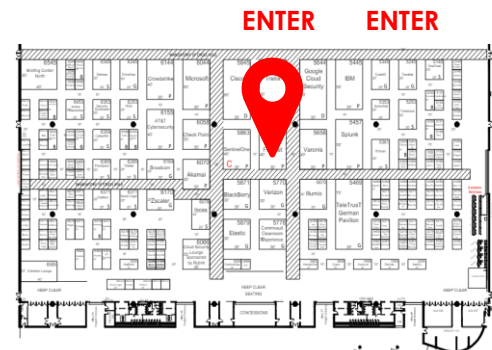
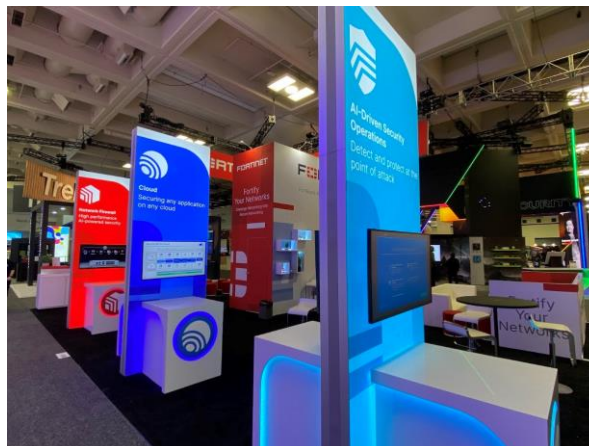


Fortinet's security suite provides robust defense against cyber threats, offering next-gen firewalls, secure SD-WAN, endpoint protection, and AI-driven analytics for comprehensive network security and threat intelligence.

Fortinet was firing on all cylinders at RSAC 2024. The pics on the left were taken before the Expo Hall opened on Wednesday morning so it doesn't look very busy. However, when the Expo Hall was open, they always seemed to have a large crowd.

Here are a few interesting items from Fortinet at RSAC 2024:

- [From the Fortinet Blog](#)
- [Interview on The Cube](#)
- [Survey re: Favorite part of RSAC 2024](#)
- [Video on the Expo show floor](#)



Moscone North Expo Hall
Booth # 5762



8. Google @ RSAC'24



Google's security suite encompasses advanced threat detection, identity management, encryption, and secure cloud infrastructure, ensuring comprehensive protection for data, applications, and users across the Google Cloud Platform ecosystem.

I approached the massive Google exhibit with some reluctance since it was rather overwhelming. When I asked a Google representative if they could answer the three questions, his response was (paraphrasing) *"We are Google and we don't do those types of things."* I get it, they are a large bureaucracy.

Here are some items regarding their exhibit at RSAC 2024:

- [Keynote presentation by CEO Mandiant, Google Cloud](#)
- [LinkedIn post](#)
- [The CUBE executive interview](#)



Moscone North Expo Hall
Booth # 5644



9. IBM @ RSAC'24



IBM's security suite delivers a wide range of solutions, including threat intelligence, identity management, and incident response, leveraging AI and analytics to protect against evolving cyber threats effectively.

I worked for IBM for 14 years many moons ago so I wanted to include them into this Report. The IBM exhibit at the RSA Conference was rather impressive. They had a great location in the North Hall, a large footprint, an area for presentations, demonstration kiosks, and a very unique Mystery Box Raffle (which is still a mystery to me today). Here are some links to information about IBM at RSAC 2024:

- [Interview with IBM Leaders](#)
- [IBM website for RSAC 2024](#)
- [RSAC 2024 IBM wrap-up on LinkedIn](#)



Moscone North Expo Hall
Booth # 5445



10. Island @ RSAC'24

Island is an Enterprise Browser. With the core needs of the enterprise naturally embedded in the browser itself, Island gives organizations complete control, visibility, and governance over the last mile, while delivering the same smooth Chromium-based browser experience users expect.

Q1: How are you helping your Customers protect their digital assets, identities, and brand?

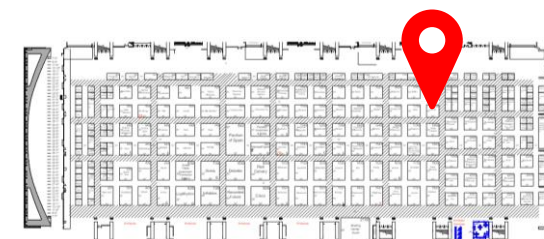
A1: Island, the Enterprise Browser, brings security protections and access control to the place where most of our work takes place: the browser.

Q2: What is new for 2024 and/or your most innovative offering?

A2: The Enterprise Browser is an innovative product that helps customers secure their data, accelerate business workflows, and improve end-user productivity.

Q3: What differentiates your solution from your competition?

A3: The browser itself is where much of our work takes place. And yet the browser we use at work is the same consumer-level browser we use at home. Island changes this with the Enterprise Browser that puts security, policy controls, and visibility at the application layer.

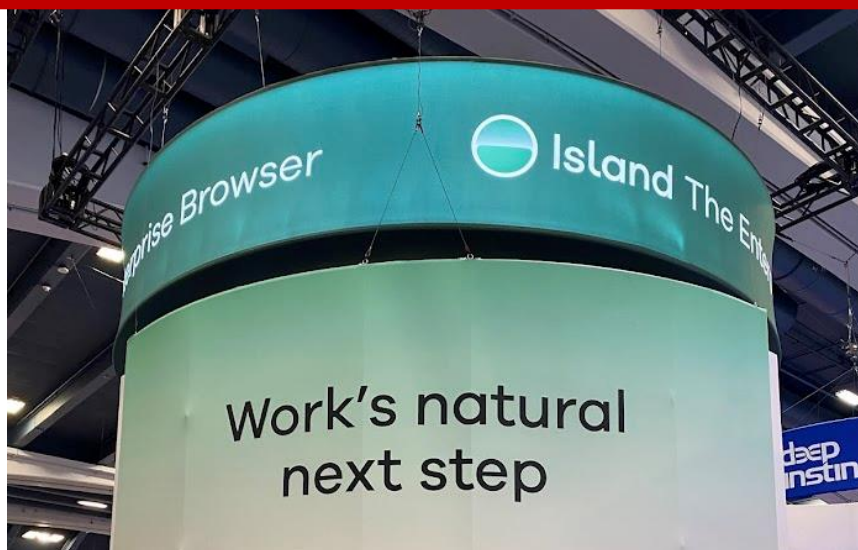


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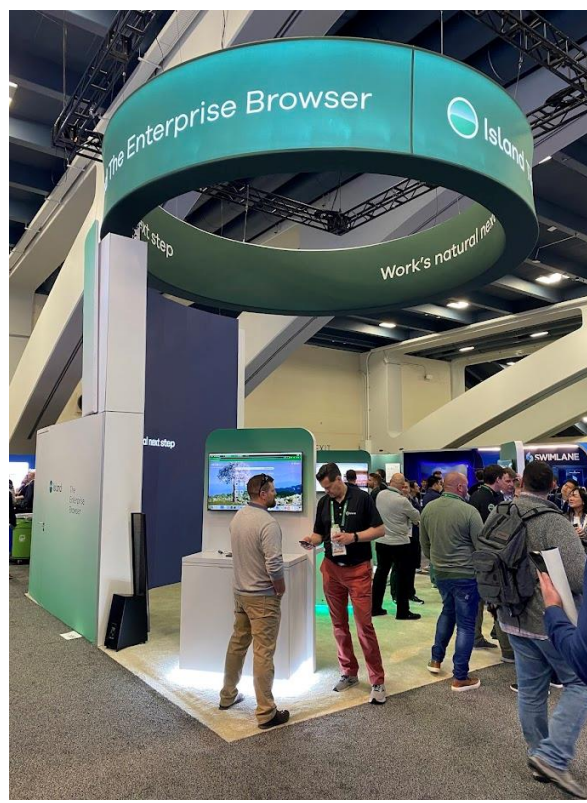
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**Moscone South Expo Hall
Booth # 1855**



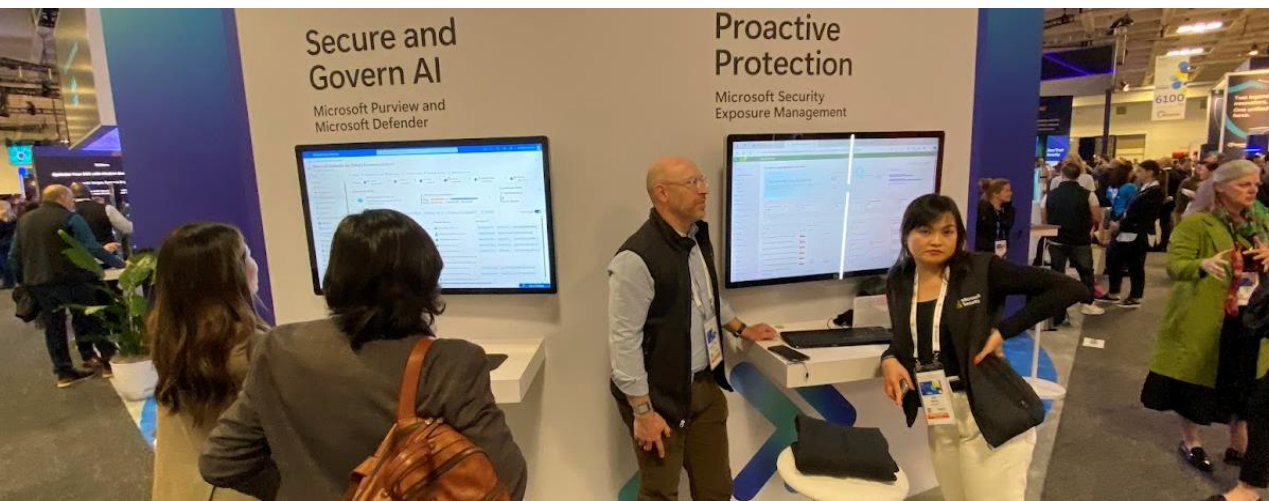
“Frictionless security”



Microsoft's security suite integrates advanced threat protection, identity management, and endpoint security, leveraging AI and cloud capabilities to safeguard data, devices, and identities across diverse environments effectively.



“End-to-end security”



11. Microsoft @ RSAC'24



Q1: How are you helping your Customers protect their digital assets, identities, and brand?

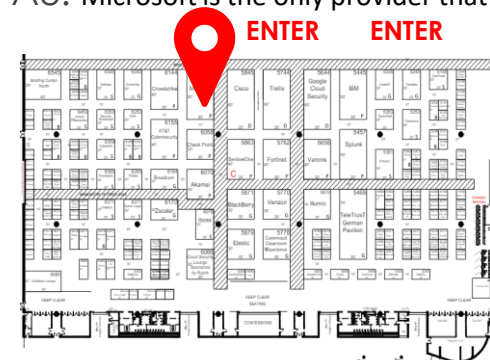
A1: An end-to-end security platform will be a determining factor in every organization's transformation and will play a critical role in the durability of AI-powered innovation. Organizations that focus on securing AI and invest in using AI to strengthen security will be the lasting leaders in their industries and markets. Microsoft is committed to empowering every organization with security solutions that can help them achieve more. We bring together four critical advantages: large-scale data and threat intelligence; the most complete end-to-end platform; industry leading, responsible AI; and tools to help you secure and govern AI.

Q2: What is new for 2024 and/or your most innovative offering?

A2: With Copilot for Security, Microsoft has delivered on our promise to put industry-leading generative AI into the hands of IT and security professionals of all levels of experience. Integrated with the unified security operations platform from Microsoft, it helps security professionals be more efficient and more effective at protection, detection, and response to threats across the entire digital estate. Now, with the release of new capabilities in Microsoft Defender for Cloud and Microsoft Purview, we are also delivering on our commitment to empower IT and security teams with the tools they need to take advantage of AI safely, responsibly, and securely.

Q3: What differentiates your solution from your competition?

A3: Microsoft is the only provider that brings together a truly end-to-end solution that encompasses identity, threat protection, data security and governance, compliance, management, and Microsoft Copilot so organizations can effectively defend against the increasingly challenging threat landscape.



Moscone North Expo Hall
Booth # 6044



12. Okta @ RSAC'24

Okta's security suite offers identity and access management solutions, providing secure authentication, single sign-on, and lifecycle management for users across various applications and devices, ensuring robust security and compliance.

Q1: How are you helping your Customers protect their digital assets, identities, and brand?

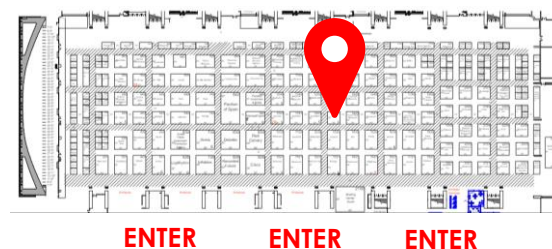
A1: Okta is The World's Identity Company™. As the leading independent Identity partner, we free everyone to safely use any technology and protect assets and identities - anywhere, on any device or app. The most trusted brands trust Okta to enable secure access, authentication, and automation. With flexibility and neutrality at the core of our Okta Workforce Identity and Customer Identity Clouds, business leaders and developers can focus on innovation and accelerate digital transformation, thanks to customizable solutions and more than 7,000 pre-built integrations.

Q2: What is new for 2024 and/or your most innovative offering?

A2: One of our latest offerings for Okta's Workforce Cloud is Identity Threat Protection. ITP enables organizations to strengthen their Identity's resilience post-authentication and safeguard their ecosystem with continuous risk assessment, countering emerging threats anywhere they originate.

Q3: What differentiates your solution from your competition?

A3: Okta has your back, no matter your stack. We're building a world where anyone can safely use any technology, powered by their Identity. Our platform is extensible, easy-to-use, neutral, and works with your existing solutions, so you're free to choose the best technology for now and the future.



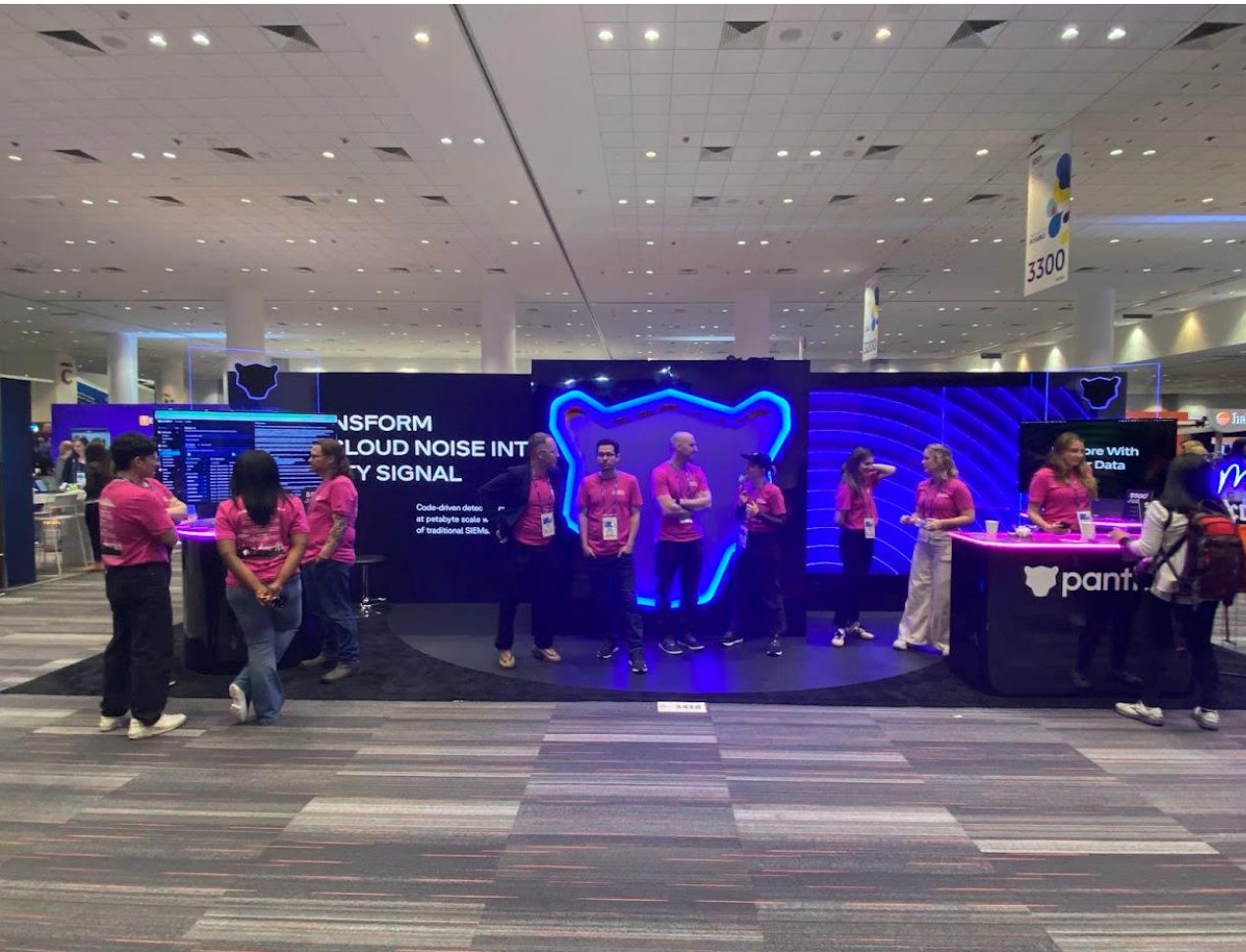
Moscone South Expo Hall
Booth # 1343



“Neutral, Powerful, Extensible”



“Code-driven SecOps”



13. Panther @ RSAC'24



Panther's security suite provides cloud-native detection and response capabilities, offering real-time visibility, threat detection, and automated response across diverse cloud environments, ensuring proactive security posture and compliance.

Q1: How are you helping your Customers protect their digital assets, identities, and brand?

A1: Panther helps companies detect and respond to threats in near-real time using an approach focused on detection-as-code. With detection-as-code, Panther customers can quickly create, customize, test, and manage modular detections. Panther then enables companies to customize alerting logic from these atomic detections through our correlation capabilities.

Q2: What is new for 2024 and/or your most innovative offering?

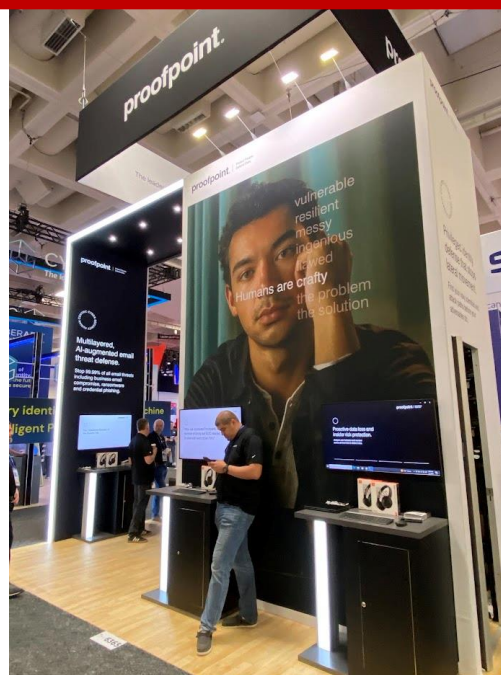
A2: New for 2024 is our correlation capability, which takes the power of detection-as-code and magnifies it. It allows custom grouping of detection events before triggering an alert, minimizing the alert noise that plagues most SOCs.

Q3: What differentiates your solution from your competition?

A3: Our solution is built from the ground up to enable detection and response at the highest scale. This means that we offer the highest performance, lowest cost, and greatest degree of flexibility for engineering-first security teams.



Moscone South Expo Hall
Booth # 3416



14. Proofpoint @ RSAC'24

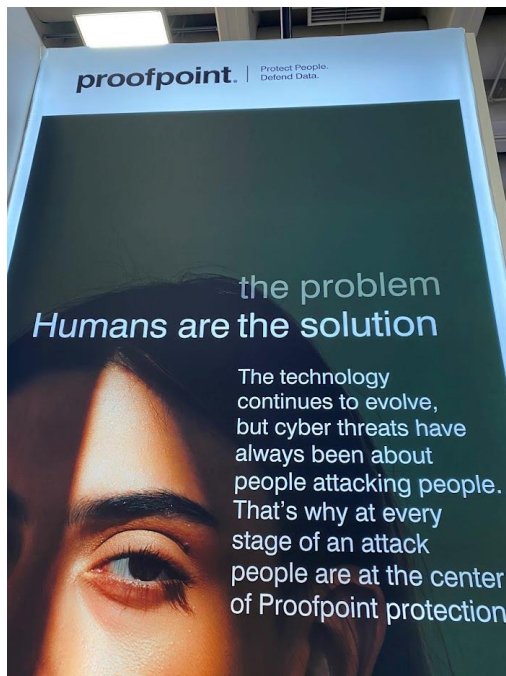


Proofpoint's security suite delivers advanced threat protection, email security, and compliance solutions, leveraging AI and analytics to safeguard organizations from cyber threats, data loss, and regulatory risks effectively.

I had requested that Proofpoint provide answers to the standard three questions, and they responded with: “We are *stacked right now* – I’m unfortunately not going to have the *bandwidth*” and they shared this [link](#).

In addition, here are a few other information sources highlighting Proofpoint's activities while at RSAC 2024:

- [Recap of Proofpoint at RSAC 2024](#)
- [Experts Insights article – comments from Proofpoint CTO](#)
- [Recognition at RSAC 2024](#)



Moscone North Expo Hall
Booth # 6365

15. ReversingLabs @ RSAC'24

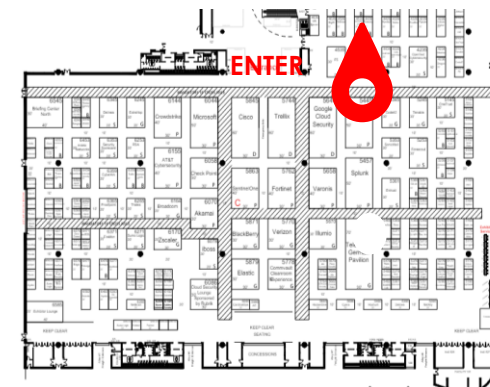


ReversingLabs' security suite offers threat detection and analysis solutions, specializing in file intelligence, malware analysis, and threat hunting, enabling organizations to uncover and neutralize advanced cyber threats efficiently.

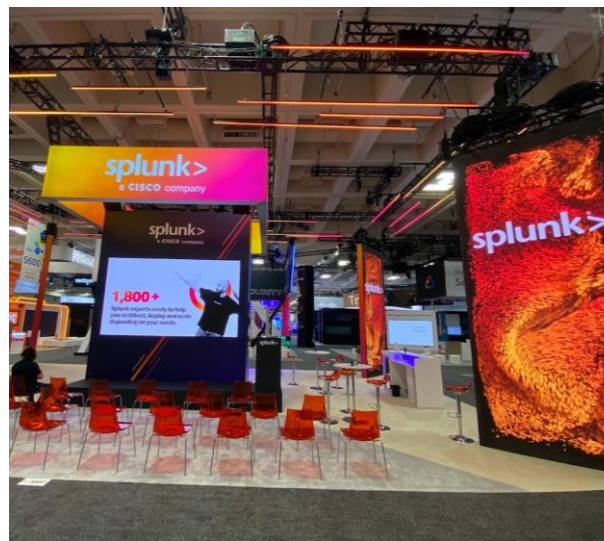
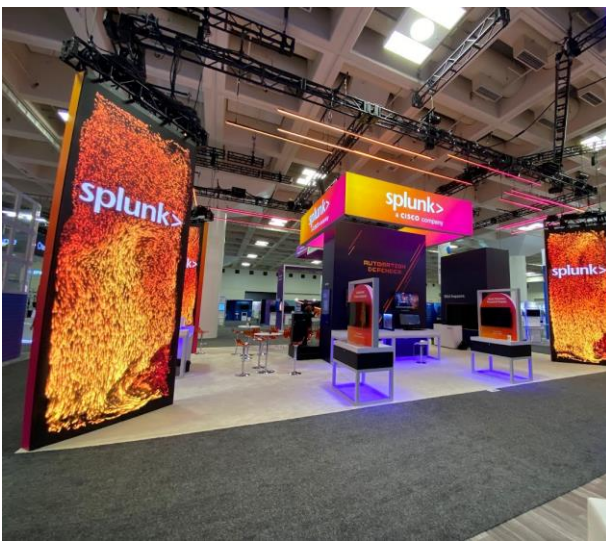
ReversingLabs (RL) is another vendor that one of my Clients suggested I visit at RSAC 2024. For having a small booth, they did a good job maximizing their presence with a large digital monitor displaying: their schedule of events for the day; featured book for their book club; and RL speakers at RSAC.

Here are other RL items of interest at RSAC 2024:

- [Multiple posts on LinkedIn](#)
- [Key Trends and Takeaways of RSAC 2024](#)
- [InfoSec Award](#)



**Moscone North Expo Hall
Booth # 4528**



16. splunk @ RSAC'24



Splunk's security suite provides comprehensive security information and event management (SIEM) solutions, offering real-time visibility, threat detection, and incident response capabilities across diverse IT environments.

Again, the pics on the left were taken before the Expo Hall opened – most of the time during the show, the Splunk exhibit was bustling with activity.

Here are some interesting things that Splunk was sharing at RSAC 2024:

- [Splunk executive keynote presentation](#)
- [Splunk schedule at RSAC 2024](#)
- [CRN article re: Cisco & Splunk announcements](#)
- [Release of the Splunk State of Security Report](#)



Moscone North Expo Hall
Booth # 5457



17. Token @ RSAC'24

Token's MFA biometric ring offers secure authentication solutions, leveraging biometric data and cryptographic technology to provide multi-factor authentication for enhanced security and user convenience.

Q1: How are you helping your Customers protect their digital assets, identities, and brand?

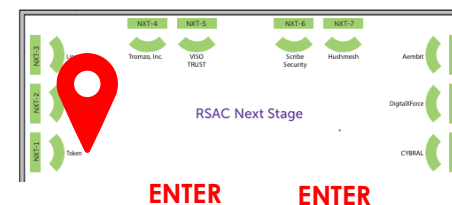
A1: Token's smart ring is a biometric, passwordless, and FIDO2 compliant authenticator that's simple to deploy. It stops ransomware attacks and eliminates vulnerabilities of legacy multi-factor authentication (MFA).

Q2: What is new for 2024 and/or your most innovative offering?

A2: The new Token ring includes: BioTouch Secure™ technology; a high-resolution sensor (for precise user verification); a large-capacity secure element to safeguard credentials; connectivity via NFC & Bluetooth; biometric integration; and a new design combining security with style.

Q3: What differentiates your solution from your competition?

A3: Token's wearable smart ring offers a modern, secure, and user-friendly approach to authentication, differentiating itself with its biometric capabilities, continuous authentication, and ease of use compared to legacy MFA solutions.



**Next Stage Expo
Booth # NXT-1**



**Protecting Organizations
from Phishing and
Ransomware Attacks**





“Network security policy automation”



18. tufin @ RSAC'24



Tufin's security suite provides policy-based automation and orchestration for network security, offering visibility, compliance, and change management solutions to streamline security operations and ensure continuous compliance.

Q1: How are you helping your Customers protect their digital assets, identities, and brand?

A1: Tufin protects our customer's hybrid network environments with a single solution that automates security policy, ensures compliance, and provides end-to-end visibility across the networked cloud.

Q2: What is new for 2024 and/or your most innovative offering?

A2: A.I. of course! TufinMate is our new AI assistant that provides insight and task automation through a simple natural-language interface.

Q3: What differentiates your solution from your competition?

A3: Best visibility, broadest coverage, strongest automation and fastest audit response.



Moscone North Expo Hall
Booth # 6358



"Secure everything you build and run in the cloud"



19. WIZ @ RSAC'24



Wiz's security suite offers cloud-native security solutions, delivering continuous visibility, risk assessment, and threat detection across cloud environments, enabling proactive security posture and efficient risk management.

Q1: How are you helping your Customers protect their digital assets, identities, and brand?

A1: Wiz connects in minutes via API and achieves full coverage across PaaS resources, virtual machines, containers, serverless functions or sensitive data stored in public buckets, data volumes and databases without disrupting your business operations or requiring ongoing maintenance. It scales to any cloud environment with zero impact on resource or workload performance.

Q2: What is new for 2024 and/or your most innovative offering?

A2: Wiz has raised \$1B at a \$12B valuation, led by Andreessen Horowitz, Lightspeed Venture Partners, and Thrive Capital. Wiz recently acquired Gem Security to Reinvent Threat Detection in the Cloud. And Wiz has become the first CNAPP to provide AI Security Posture Management.

Q3: What differentiates your solution from your competition?

A3: In addition to the info above, our [customer reviews](#) and [customer stories](#) provide the WIZ differentiation.



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**Moscone South Expo Hall
Booth # 1435**



RSAConference™2024

A Few Other Exhibitors . . .



[rubrik](#)



[SonicWall](#)



[Varonis](#)



[RSA Security](#)



[Sentinel One](#)



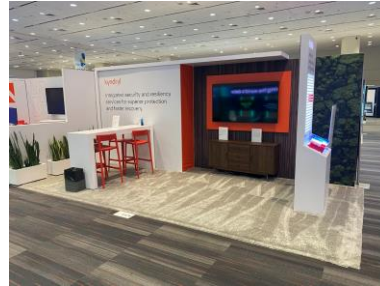
[AT&T / Level Blue](#)



[Delinea](#)



[FIDO Alliance](#)



[Kyndryl](#)



[Akamai](#)



[Mitre](#)



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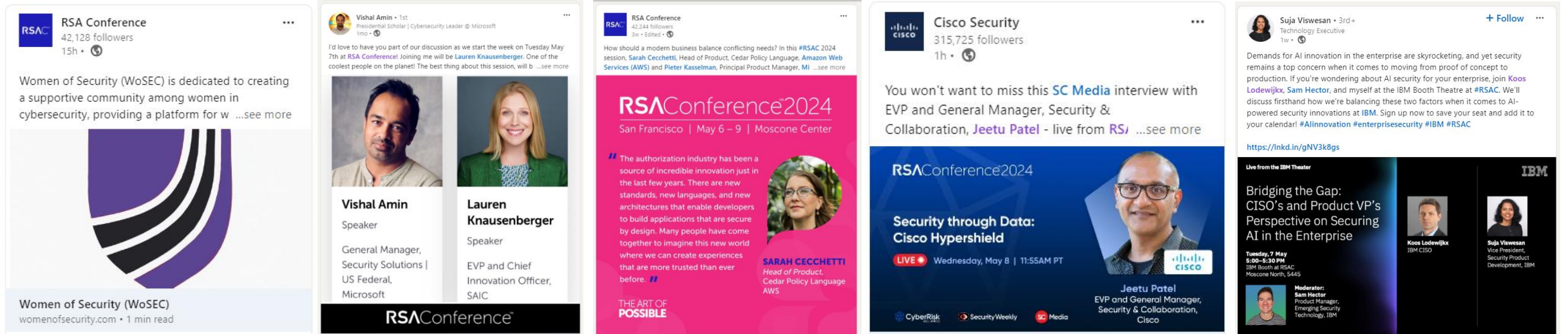
OBSERVATIONS



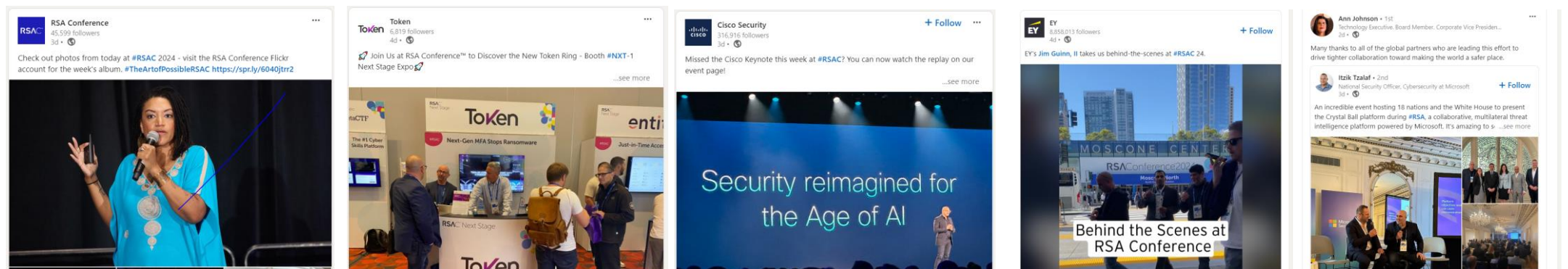
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LinkedIn Post Examples

Pre-Show:



After-the-Show:





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PROMOTIONS & MEDIA



Tenable ad on a bus



Microsoft on Moscone



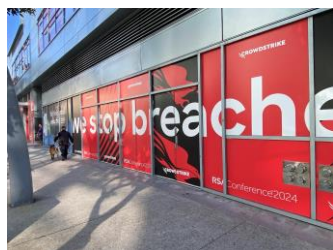
SNYK on the street



Scary @Censys



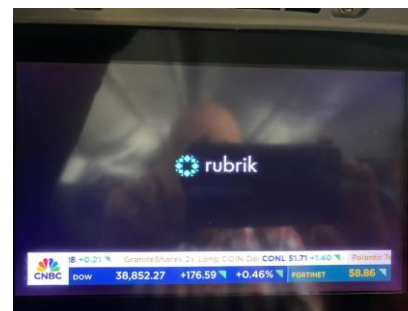
Vectra sandwich board



CrowdStrike sidewalk



Stytch bus ad



Rubrik ad on CNBC in flight



Armis bags



Axonius at the airport



Fresh donuts at WIZ

Commentary: Many companies invested heavily in branding / ads on buses, buildings, and sandwich boards – it does increase brand awareness, but it would be interesting to understand the ROI. Some brands need to examine their target audience and their strategy to communicate to that audience. I was impressed with the investment that Microsoft made in creating an [engaging experience](#) in their exhibit to demonstrate how their AI solutions can help cybersecurity professionals identify and quickly remediate potential breaches. WIZ also had a [BOLD and engaging experience](#) in their exhibit that was fun, and they topped it all off with a fresh donut – they really know their audience!



Stickers seemed to be a popular item at RSAC 2024:



Many cybersecurity techs like to put stickers on their computers, notebooks, backpacks. This type of branding is low cost and extends the marketing spend beyond the expo floor.

Some interesting messages on T-shirts:



T-shirts have always been a popular promotional item at trade shows. Many exhibitors at RSAC 2024 only offered a t-shirt if the visitor listened to their presentation. Some exhibitors has a t-shirt machine allowing visitors to customize their t-shirt. Splunk had an appropriate message posted in their t-shirt area . . . ["shirt happens"](#).



INTERESTING FACTS

RSAC FOUNDER:



Jim Bidzos is the founder of The RSA Conference, the founder of VeriSign, Inc. and currently serves as the President and CEO of VeriSign.

RSAC ATTENDEES:

Years of Experience
49%
10 or More Years of
Cybersecurity Experience

2024 STATS:

- 41,000 attendees from 130 countries
- 600 exhibitors
- 650 presentations
- ~650,000 square feet of exhibit space

RSA VIRTUAL SEMINARS:

- Cloud Security
- Operations—Improving Collaboration & Reducing Risk
- People, Process, and Technology—The Three Pillars of Cybersecurity
- Supply Chain Security
- Fraud Prevention
- Risk Management & Governance

www.rsaconference.com/virtual

"RSA" is a public-key cryptosystem, one of the oldest widely used for secure data transmission. The initialism "RSA" comes from the surnames of Ron Rivest, Adi Shamir and Leonard Adleman, who publicly described the algorithm in 1977.

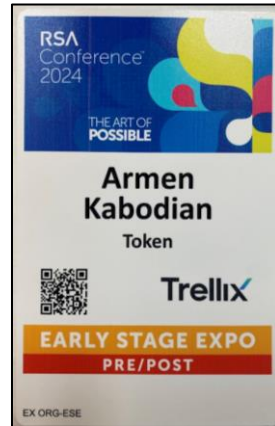


AUTHOR:



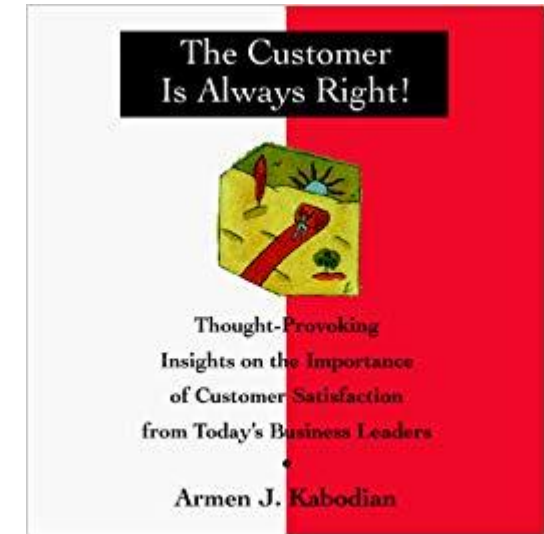
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Armen has attended and exhibited at over a hundred trade shows and conferences during his 30+ year career in sales, business development, and marketing. He has worked with clients in multiple industries while representing technology companies (IBM, Salesforce, VeriSign, RSA Security, Covisint, CA Tech, and Token) and marketing organizations (ePrize, 3Dexcite, and the Jackson Dawson Agency). He also authored the book "The Customer Is Always Right!" (McGraw-Hill, 1996).

Armen in 3D at RSAC 2024: <https://photos.app.goo.gl/4VfvbUDrBUN5EFH99>



Note: References to The RSA Conference are only as an attendee and exhibitor at The RSA Conference and not as an official representative of The RSA Conference organization. Armen Kabodian is an employee of Token and authored this report as a neutral third party, with some bias to Token. All opinions are based on his experiences at The RSA Conference on May 6 - 9, 2024.



RSA Conference 2025 – *Save the dates!*





A few more photos from:

RSAConference™2024



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