



# Welcome & Keynote | INSPIRE event, Melbourne, March 2025

Justin Acosta



## Welcome & Keynote

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Justin is the Regional Director for Asia Pacific at EPI-USE Labs, where he partners with clients to solve complex SAP challenges through smart data and transformation strategies. With over a decade of experience across SAP implementations, business transformation, and enterprise software, Justin brings a practical and people-focused lens to technology. He's passionate about helping organisations unlock the full potential of their SAP environments, and is a regular speaker at events across the region.





**Let's talk about VALUE.**

Raise your hand to answer.  
What do you think is the most  
VALUABLE asset and why?





## Gold

Global gold market = \$12.5 trillion



## Data

Projected cybercrime cost (2025) = \$10.5 trillion  
**per year**, projected to increase by 15% a year

The world's largest companies – Google, Amazon, Meta – aren't built on gold. They're built on **data**.



An aerial night view of a city, likely New York City, with the Manhattan skyline visible. The image is overlaid with a digital, binary code aesthetic, featuring vertical columns of 0s and 1s in a light blue/green color against a dark blue background. The city lights are a warm yellow/orange color.

Today, data is the new gold.

By 2026, the **annual cost of cybercrime will surpass the total value of all gold ever mined.**






Gold is finite. But data? It grows by the second. And unlike gold, its value is multiplied when it's used wisely — or catastrophically weaponised when it's not. That's why protecting data has become the highest-stakes game in the digital age.





A long, narrow stone staircase leads up to a bright light at the end of a tunnel. The walls are covered in ancient Egyptian hieroglyphs and statues of pharaohs. The scene is dimly lit, with the light at the end of the tunnel creating a strong glow and lens flare.

From the beginning of  
civilisation, humans  
have found incredible  
ways to protect one  
thing...

**INFORMATION.**





# Egyptians

Symbolic writing only understood by  
trained scribes







# Babylonians

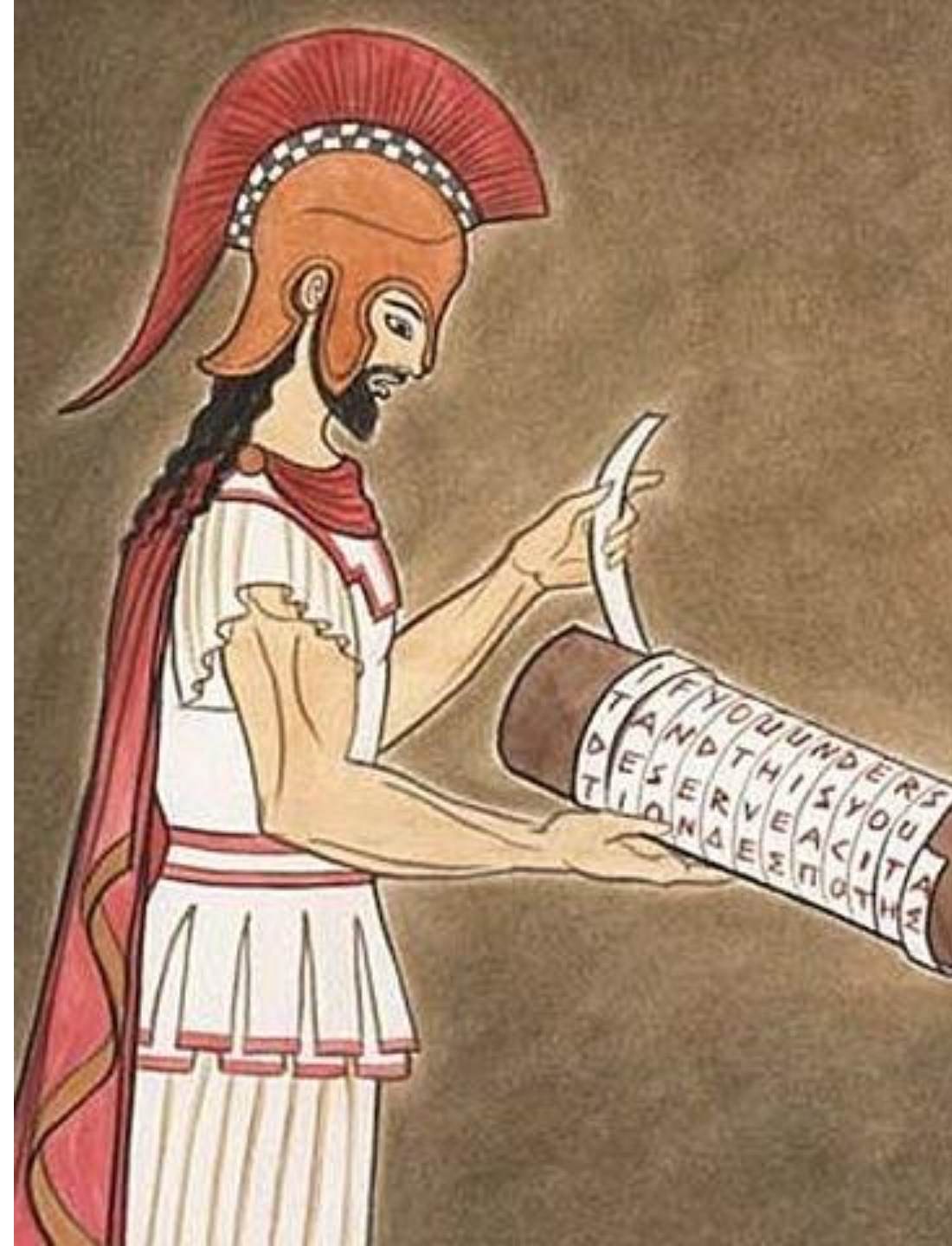
Clay tablets stored in temple archives





# Spartans

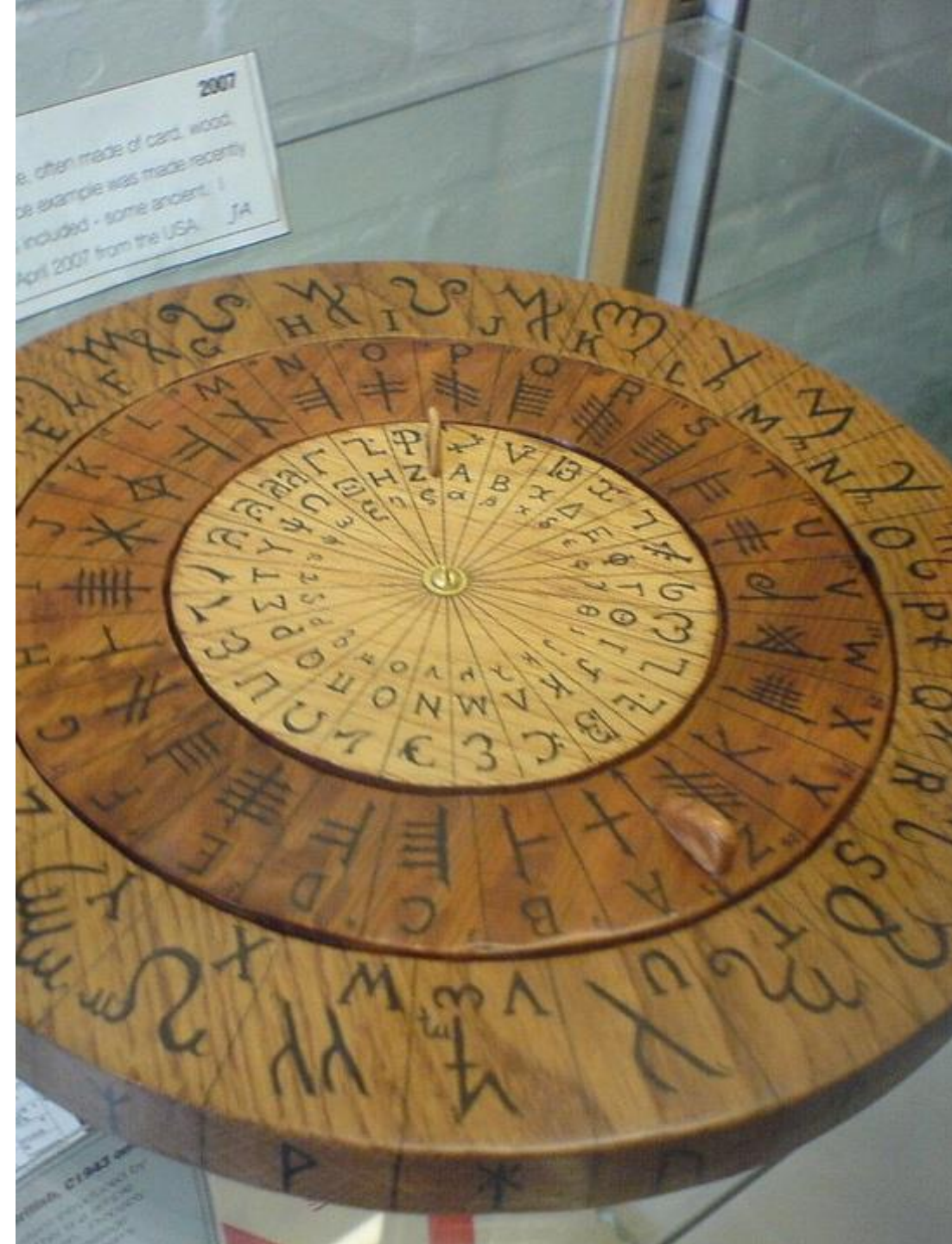
Scytale ciphers for battlefield  
messages





# Romans

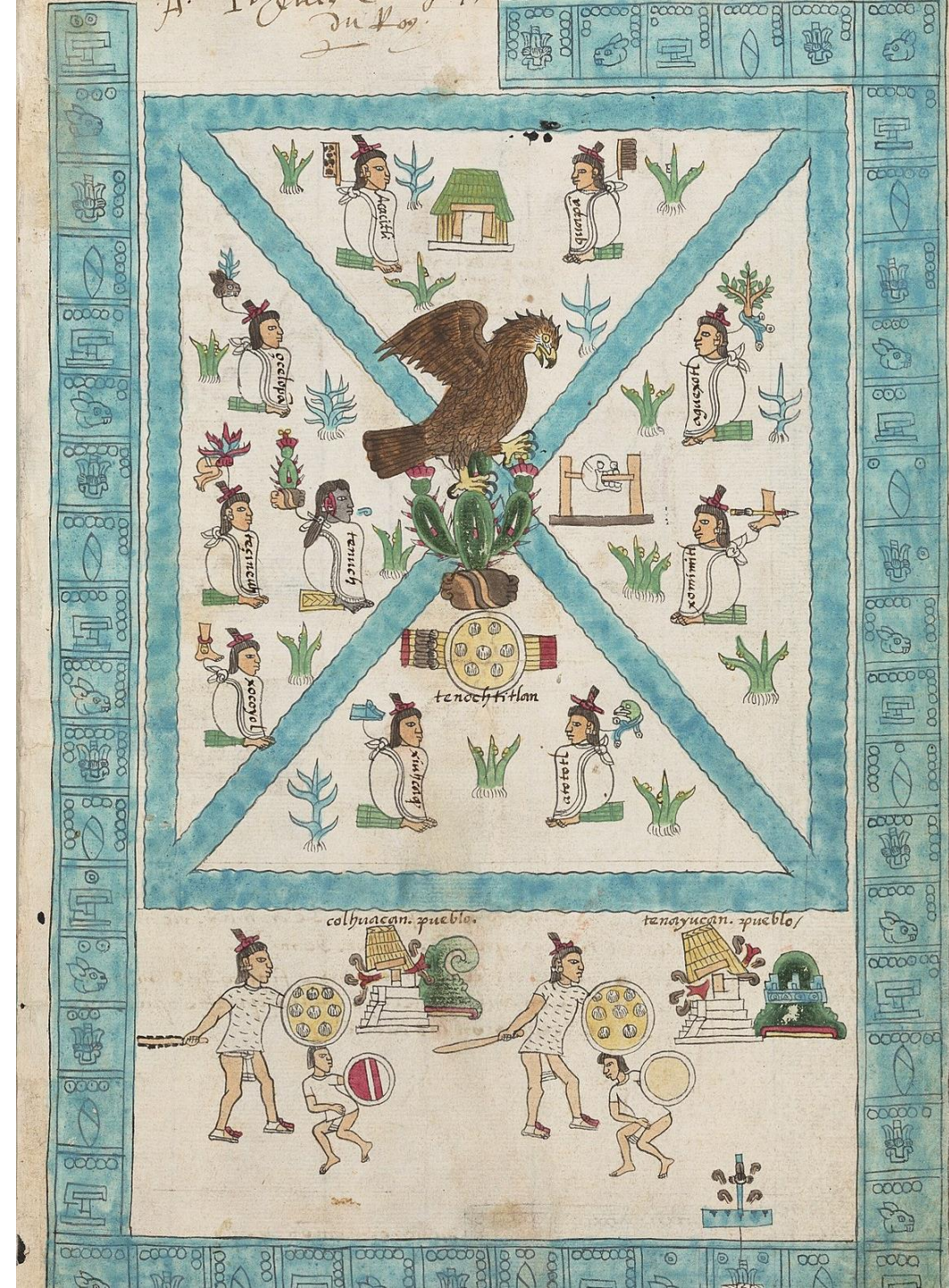
Caesar cipher for encoding sensitive messages





# Aztecs

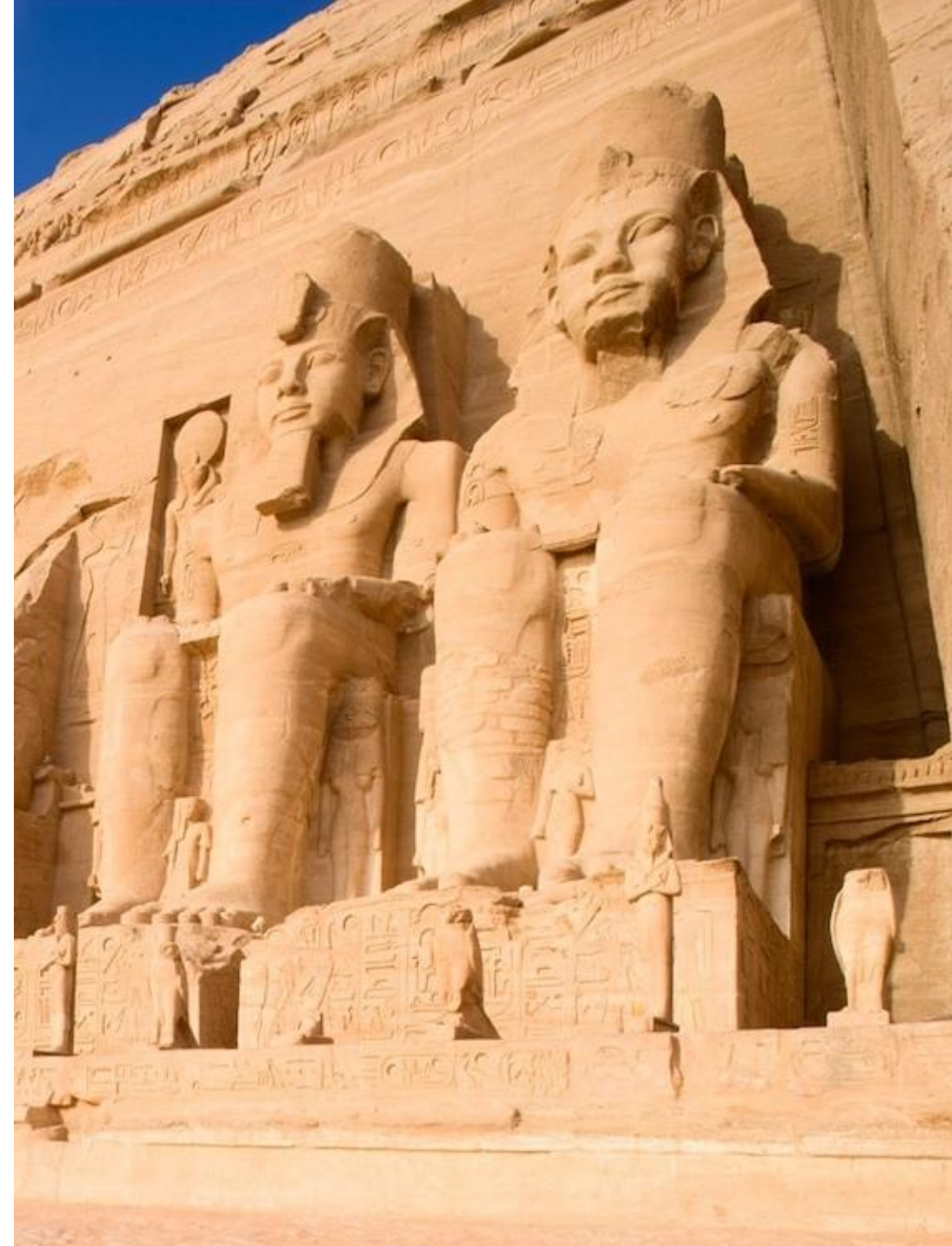
Codices readable only by those with specialist knowledge





# Throughout history, Information = Power

- Egypt (c. 3000 BCE):  
Only ~1% of the population were literate scribes.  
These scribes controlled legal, religious, and administrative records.
- Information = Power  
Because those who controlled information held power over trade, law, and religion.
- Why was information so important?  
Protected hierarchy, controlled knowledge, preserved history.





Throughout history, civilisations didn't just protect data because it was sacred – they protected it because it was powerful.

**Control of information meant control of people, economies, and outcomes.**





We've evolved, but the challenge remains the same...

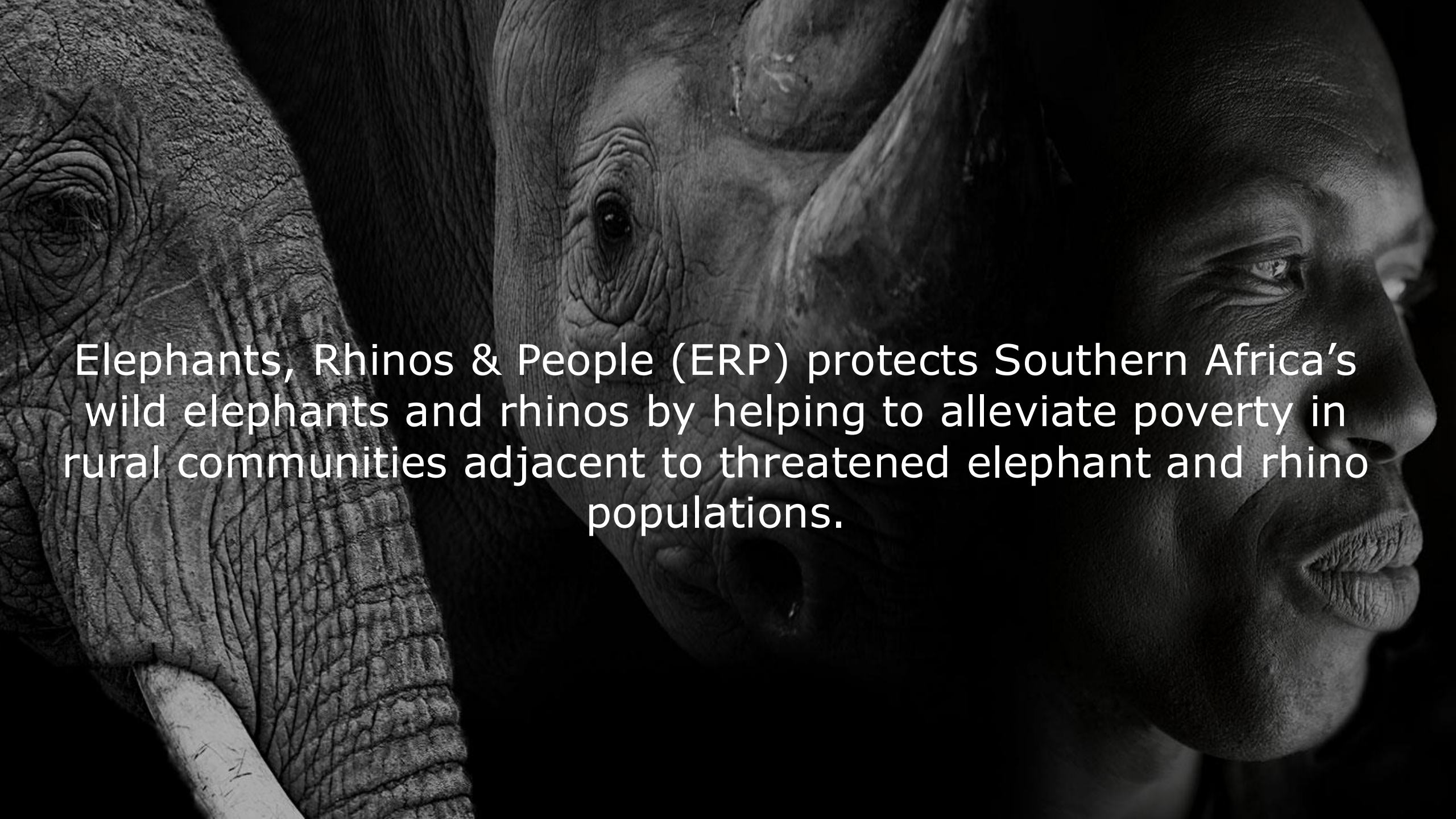




How do we get  
the most value  
from our data  
while protecting  
it at every step?







Elephants, Rhinos & People (ERP) protects Southern Africa's wild elephants and rhinos by helping to alleviate poverty in rural communities adjacent to threatened elephant and rhino populations.









Thank you

