Executive Summary

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

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**Breach**

A hacker group namely LulzSec broke into different websites of Sony Pictures to access unencrypted information of more than 1 million people in 2011. The group had advanced to compromise manager details, 75,000 music codes, administrator passwords and more than 3.5 million coupons from Sony websites and networks. The compromised databases comprised several assortments of Sony staffer and user information. For instance, those who participated in promotional campaigns involving AutoTrader.com and Sony pictures were also part of compromised databases. The hackers stipulated a single SQL injection, one of the most common and primitive vulnerabilities, allowed them to access everything (Wolff, 2018). Moreover, the data was unencrypted in the first place of the database where passwords of more than 1,000,000 customers were stored in plaintext. Before the picture breach, Sony suffered another attack earlier the same year when Sony PlayStation was targeted with intruders causing theft of the massive amount of data. Those breaches manifested in the compromise of confidential data belonging to approximately more than 100 million account users. The attack on Sony Pictures was primarily designed to humiliate Sony because it had sparked the rage of hackers for its hardcore stance over IP protection and copyright. The fundamental security oversight of Sony proved to be the cause of these attacks.

**Mission Statement**

Sony Pictures Entertainment Inc. is an American company which acquires, distributes and produces filmed entertainment through various platforms. These comprise television programs, theatrical motion pictures and recorded videos. The mission statement of the corporation is advancing as a company which fulfills and inspires the curiosity of users and viewers (“Sony Global - About Sony,” n.d.). It is essential to highlight the significance of the mission statement for employees. Cohesive core values of the company and focused mission statement are essential to maintain alignment of employees at Sony Pictures. In addition, the corporation empowers employees to connect with the colleagues to cultivate benefit for the community, company and individuals. For users and viewers, they have set goals to offer the premium services which are in accordance with their demands, desires and needs.

In the mission statement, the focus essentially aligns the vision and corporate mission statement. To apply the concept efficiently, the mission statement requires Sony Pictures to develop products and offer creative services that evoke emotions to move and attract customers. In addition, the corporation is strongly inclined toward working in an environment where people receive advantage rather than harmful impacts. For instance, Sony pictures is profoundly committees to play their part toward key environmental responsibilities. The world and the public should be left better than they were found is the key objective followed by the company. To meet the purpose, it aims at reducing the ecological footprint by following actions and policies which confront climate change, protect the safety and health of communities across the world and preserve natural resources (“Home Page | Sony Pictures Entertainment,” n.d.). Primarily, the mission statement of Sony pictures lies at the very heart of generating vast content across all platforms and genres cherished by millions of viewers across the world by fulfilling the demands of diversity. Besides facilitating viewers, Sony Pictures celebrates values and differences by offering a wide range of resources for its employees through a vigorous culture.

The mission statement of Sony Pictures calls for inspiring viewers through creativity and innovation in their services and products. A critical analysis of the mission statement reflects a general description of objectives performed for customers. However, the corporate mission is devoid of essential information to drive strategic decision-making.

**References**

Home Page | Sony Pictures Entertainment. (n.d.). Retrieved June 3, 2019, from https://www.sonypictures.com/

Sony Global - About Sony. (n.d.). Retrieved June 3, 2019, from https://www.sony.net/SonyInfo/

Wolff, J. (2018). *You’ll see this message when it is too late : the legal and economic aftermath of cybersecurity breaches*.