

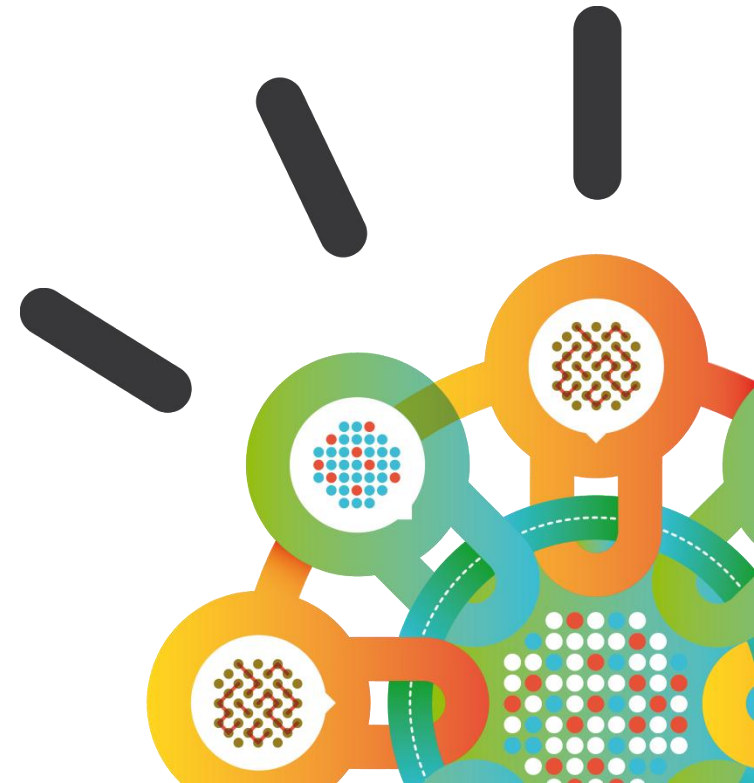
Security Intelligence.  
**Think Integrated.**

# IBM Security:

*Unique challenges of cloud and mobile*

*Kent Blossom, Vice President,  
IBM Security Solutions*

October 22, 2014



# 1

Cloud and mobile can create opportunities for enhanced security

# 2

IBM mobile security solutions enable clients to achieve secure transactions and graded trust

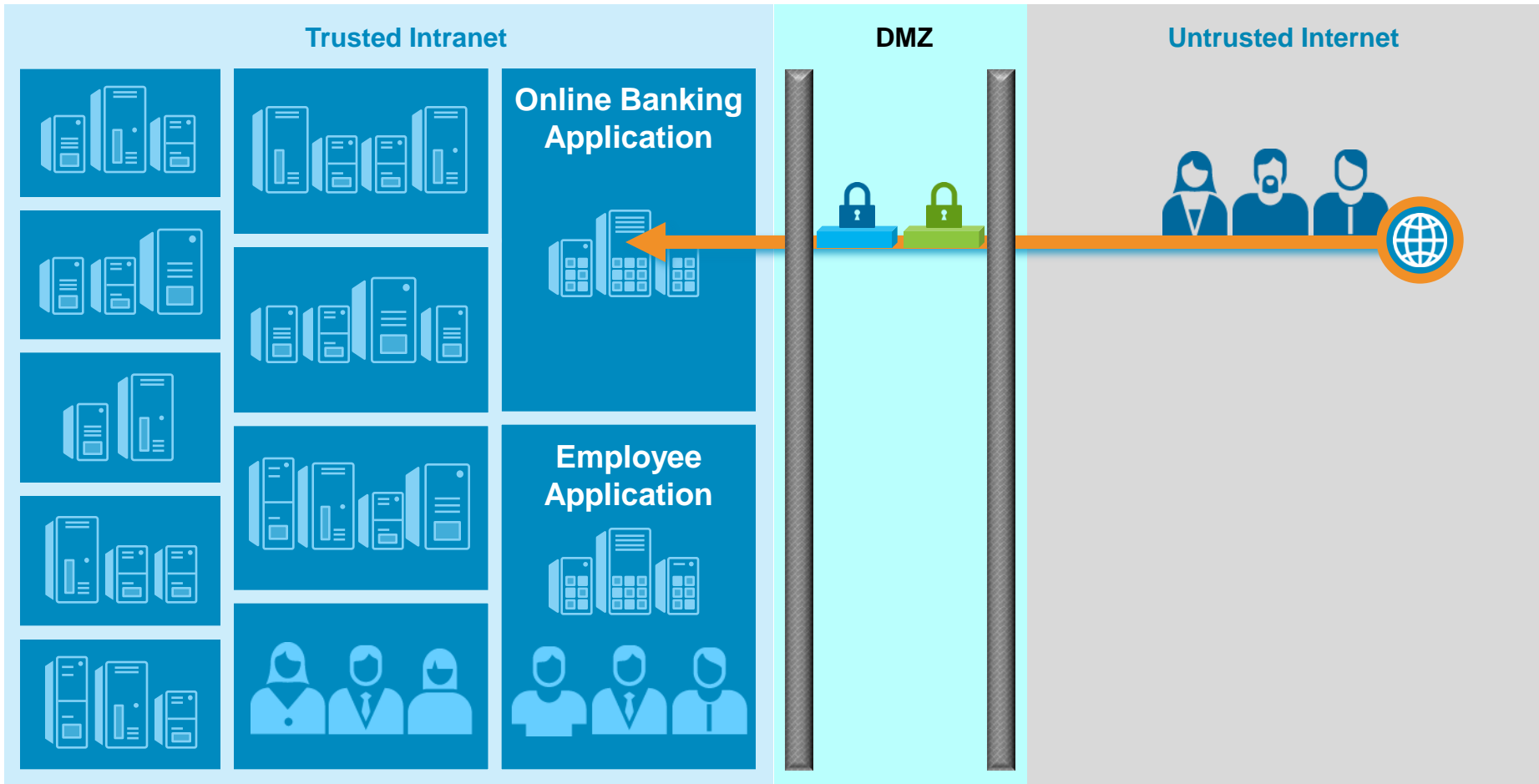


# 3

IBM helps clients migrate from secure virtualization to securing Cloud applications, and consuming security from the Cloud

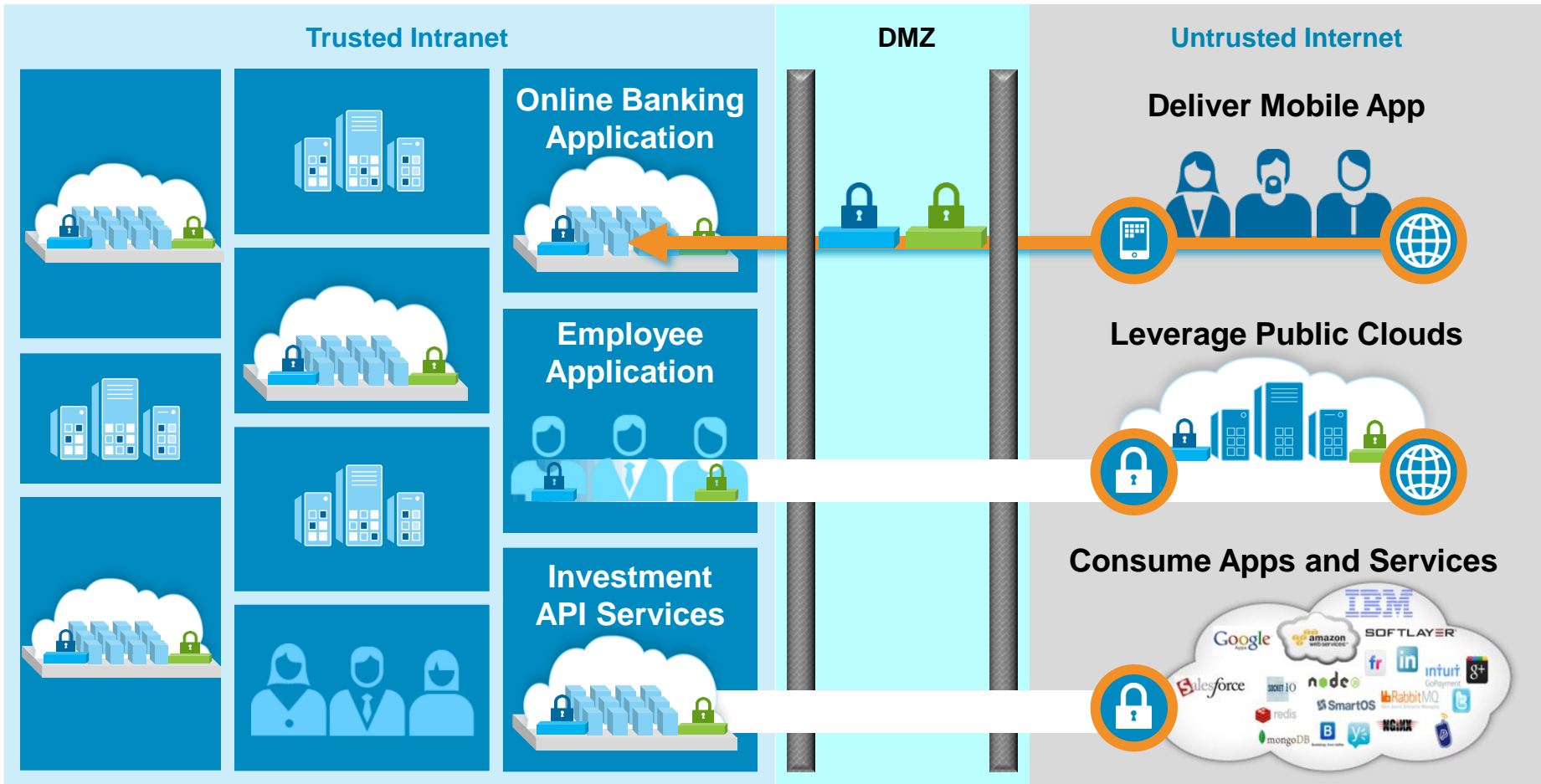
# Traditional IT infrastructures

*Security controls are enforced through network perimeters*



# Migrating to Cloud and Mobile

*Security centered on applications and transactions*

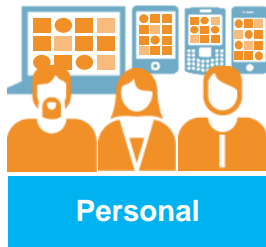


# Mobile Security

# We see three key mobile scenarios to help our customers

## Secure the Application

- Mobile application scanning
- Secure app design
- Secure mobile browser

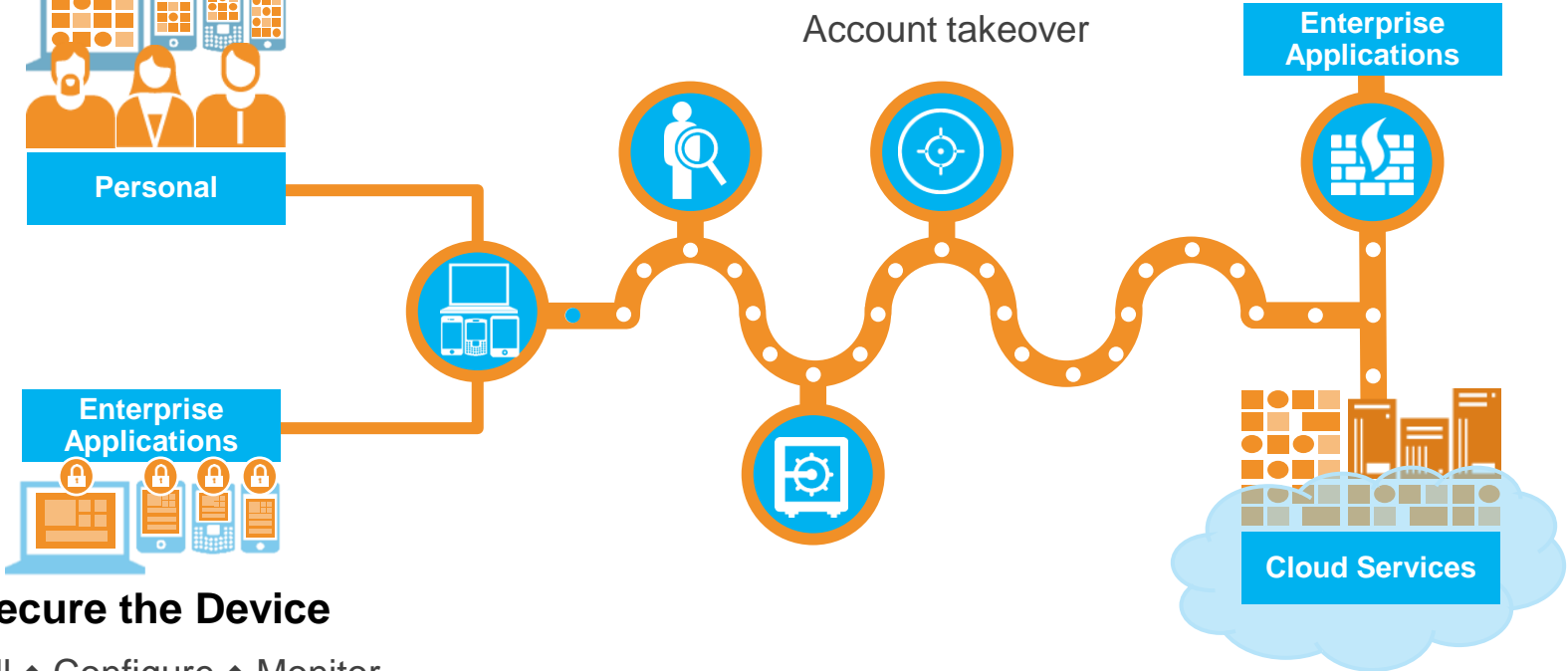


## Secure the Device

- Enroll ♦ Configure ♦ Monitor
- Provision ♦ Wipe ♦ Fingerprint

## Enable Trusted Transactions

- Mobile access management, graded trust, secure connectivity
- Malware and fraud detection
- Device and location risk
- Account takeover



# IBM Mobile Management and Security Strategy

## Requirements for Mobile Management and Security:



## Solution Approaches:



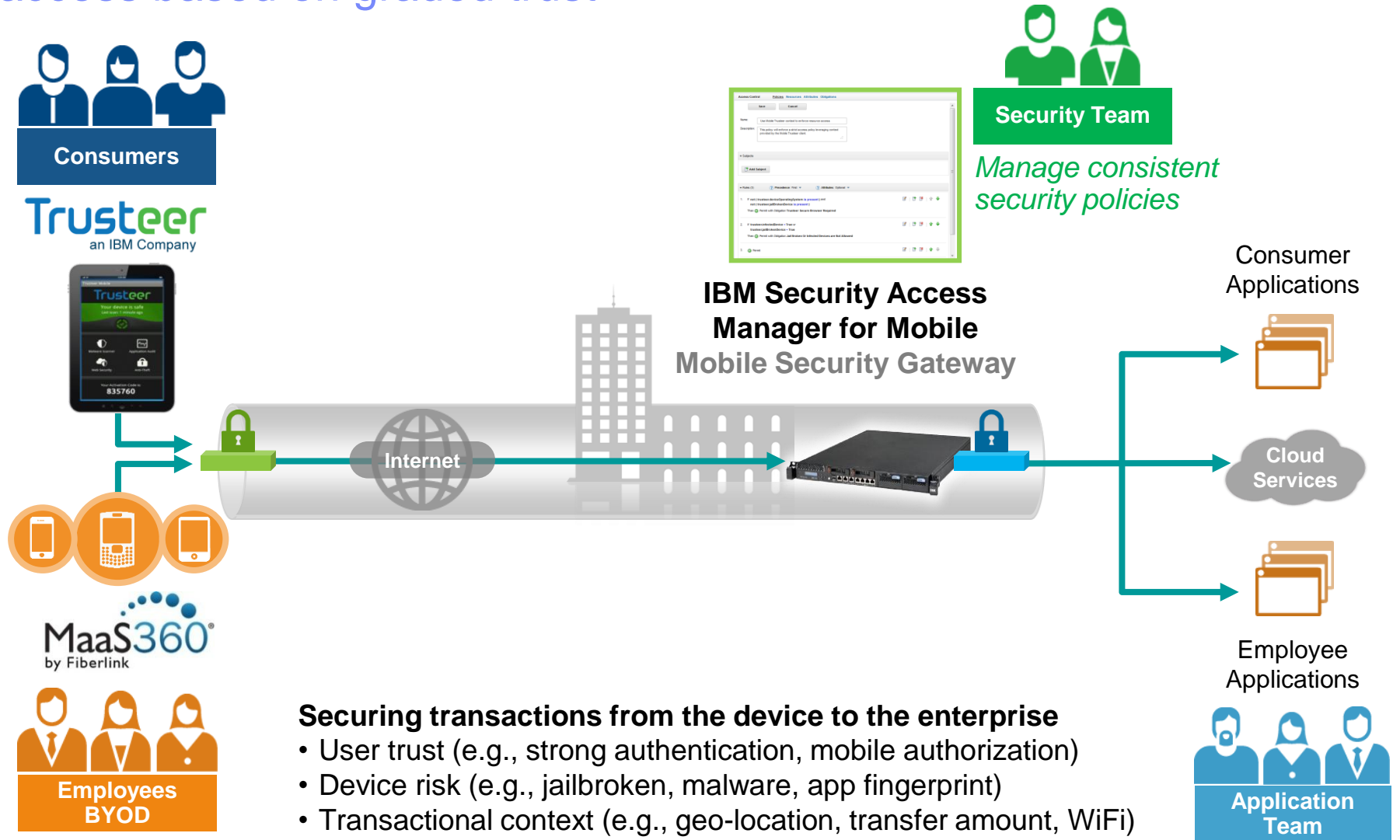
## IBM Offerings:



## Additional Integration Points:

- SDKs are integrated with Worklight IDE
- Security information and events feed into IBM Security QRadar for analysis and actions
- Code scan be part of process before apps are deployed into app store/catalog

# Helping to achieve secure transactions and deliver differentiated access based on graded trust



## Securing transactions from the device to the enterprise

- User trust (e.g., strong authentication, mobile authorization)
- Device risk (e.g., jailbroken, malware, app fingerprint)
- Transactional context (e.g., geo-location, transfer amount, WiFi)



# A global bank enables security-rich mobile access for millions of users

## *Safeguard Mobile Deployments*

North American entity protects user access to mobile and web channels for

**10,000**  
internal users

*Mobile Users*



*Mobile Devices*

*Web and Mobile Apps*

### *Business Challenge*

- Protect employee and contractor access to web and mobile applications
- Roll out new application to customers and help protect access for mobile devices

### *IBM Security Solution Benefits*

- Centralized user access control across web and mobile channels
- Reduced IT cost with self-care, single sign-on and session management
- Introduced risk-based access and multi-factor authentication for 10M+ customers

# Cloud Security

# Clients' security objectives reflect their Cloud adoption

*Secure workloads that are migrated to Cloud (IaaS, PaaS).*

*Securely connect and consume Cloud business applications (SaaS)*



Services Acquired	Organization / Buyers	Security Responsibilities and Objectives
<b>Software as a Service (SaaS)</b>	CxOs (CIO, CMO, CHRO, ...)	<ul style="list-style-type: none"> <li>Complete visibility to enterprise SaaS usage and risk profiling</li> <li>Governance of user access to SaaS and identity federation</li> </ul>
<b>Platform as a Service (PaaS)</b>	Application teams, LOBs	<ul style="list-style-type: none"> <li>Enable developers to compose secure cloud applications and APIs, with enhanced user experience</li> <li>Visibility and protection against fraud and applications threats</li> </ul>
<b>Infrastructure as a Service (IaaS)</b>	CIO, IT teams	<ul style="list-style-type: none"> <li>Protect the cloud infrastructure to securely deploy workloads and meet compliance objectives</li> <li>Have full operational visibility across hybrid cloud deployments, and govern usage</li> </ul>

# Cloud presents the opportunity to radically transform security practices



**Traditional Security**  
Manual, static, reactive



**Dynamic Cloud Security**  
Standardized, automated,  
agile, and elastic

**IBM**

Point of View:

*Cloud security is not only achievable, it is an opportunity to drive the business, improve defenses and reduce risk*

We see three sets of security capabilities to help enterprise clients ...



SaaS: Secure usage of business applications



PaaS: Secure service composition and apps



IaaS: Securing infrastructure and workloads

## Cloud Security Capabilities



### Manage Access

Manage identities and govern user access



### Protect Data

Protect infrastructure, applications, and data from threats



### Gain Visibility

Auditable intelligence on cloud access, activity, cost and compliance



# ... delivered via cloud-enabled technologies and managed services



SaaS: Secure usage of business applications



PaaS: Secure service composition and apps



IaaS: Securing infrastructure and workloads

### Cloud Security Capabilities

- Manage Access**  
 Manage identities and govern user access
- Protect Data**  
 Protect infrastructure, applications, and data from threats
- Gain Visibility**  
 Auditable intelligence on cloud access, activity, cost and compliance



### Client Consumption Models

- Security SaaS**
- APIs**
- Virtual Appliances**

Managed Security Services  
 Professional Security Services

## Cloud-delivered IAM services provide a Fortune 10 client with a strategic business-to-customer (B2C) solution

### *Cloud-delivered Identity and Access Management (IAM)*

Help secure access for  
**8.5M** internal users  
and external  
automobile customers

Help secure access for  
**50K** union workers to  
manage their own  
identities, according to union contract

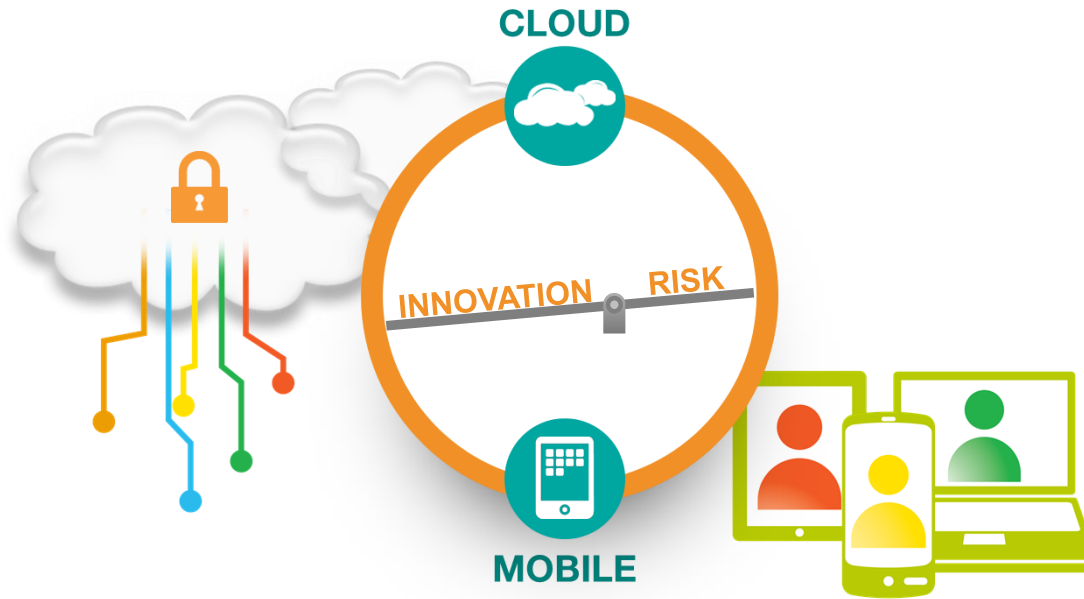


#### *Business Challenge*

- Users need multiple discrete logins / passwords to access and use different web properties
- Unable to identify and track customers to enable development of targeted offers and a more personalized web experience
- Lack of internal security skills for deploying a strategic IAM solution in house

#### *IBM Security Solution Benefits*

- **Simplified web / mobile experience** via IAM integration with cloud-based social identities
- A single login providing access to a **more personalized online experience**
- **Reduced time to market** for realizing **IAM as a business enabler**
- **Agile and scalable** managed service that allows the client to “turn-on” and utilize additional services as the initiative expands globally



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**2** IBM mobile security solutions enable clients to achieve secure transactions and graded trust

**3** IBM helps clients migrate from secure virtualization to securing Cloud applications, and consuming security from the Cloud



Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, misappropriated or misused or can result in damage to or misuse of your systems, including for use in attacks on others. No IT system or product should be considered completely secure and no single product, service or security measure can be completely effective in preventing improper use or access. IBM systems, products and services are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective. IBM DOES NOT WARRANT THAT ANY SYSTEMS, PRODUCTS OR SERVICES ARE IMMUNE FROM, OR WILL MAKE YOUR ENTERPRISE IMMUNE FROM, THE MALICIOUS OR ILLEGAL CONDUCT OF ANY PARTY.

# Thank You

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