

BusinessConnect
A New Era of Smart
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Security Intelligence

A New Era of Security

for a New Era of Computing

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@gg00ding



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Welcome
to the
**New
Normal!**



We are in an era of continuous breaches

Operational Sophistication

IBM X-Force® declared

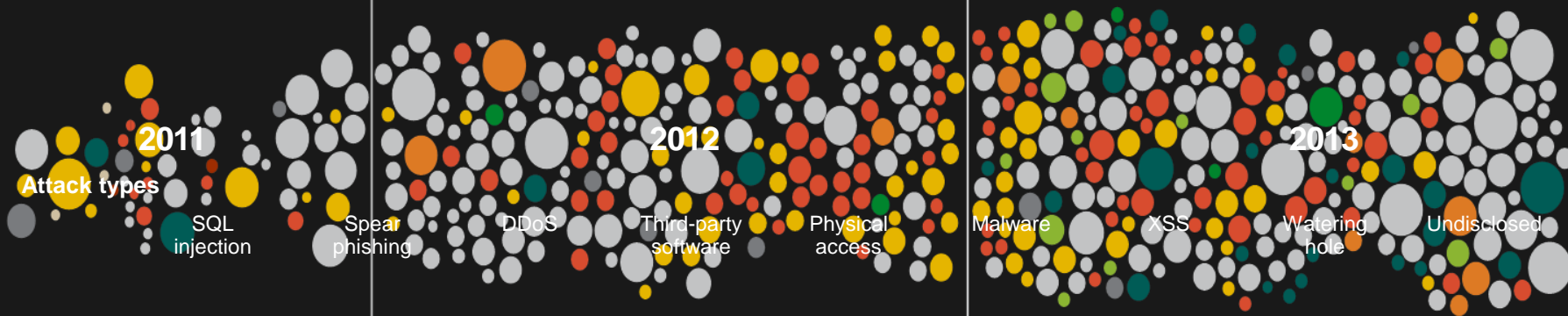
Year of the Security Breach

Near Daily Leaks of Sensitive Data

40% increase
in reported data breaches and incidents

Relentless Use of Multiple Methods

500,000,000+ records
were leaked, while the future shows no sign of change



61% of organizations say **Data theft and cybercrime** are the greatest threats to their reputation

2012 IBM Global Reputational Risk & IT Study



Average Australian data breach cost


\$2.59M

*2013 Cost of Cyber Crime Study
Ponemon Institute*

 **70%** of security exec's are concerned about **cloud and mobile security**

2013 IBM CISO Survey

Mobile malware grew

614%  in one year

from March 2012 to March 2013

2013 Juniper Mobile Threat Report

 **83%** of enterprises have difficulty finding the security skills they need

2012 ESG Research

85  tools from
45  vendors

IBM client example

Security leaders are more accountable than ever before



Your Board and CEO demand a strategy

WE NEED A NEW APPROACH: **A Three Point Plan**

1 INTELLIGENCE

Use insights and analytics for smarter defense

2 INNOVATION

Use cloud and mobile to improve security

3 INTEGRATION

Use an integrated approach to stay ahead of the threat

INTELLIGENCE

Use analytics and insights for smarter defense



Use anomaly detection and algorithm-based controls across every domain

Build an intelligence vault around your crown jewels

Prepare your response for the inevitable

INNOVATION

Use cloud and mobile to improve security



Own the security agenda for innovation

Embed security on day one

Use cloud, mobile, social and big data to improve security

INTEGRATION

Use an integrated approach to stay ahead of the threat



Develop a risk-aware security strategy

Deploy a systematic approach

Harness the knowledge of professionals

How is
IBM helping
customers
achieve
these goals?



An integrated portfolio shapes a new approach to security



CISO's changing role



Security mega trends

- Advanced threats*
- Cloud*
- Mobile*
- Compliance*
- Skills shortage*

The CISO's changing role

Influencers

- Confident / prepared
- Strategic focus

Protectors

- Less confident
- Somewhat strategic
- Lack necessary structural elements

Responders

- Least confident
- Focus on protection and compliance

How they differ

have a dedicated CISO

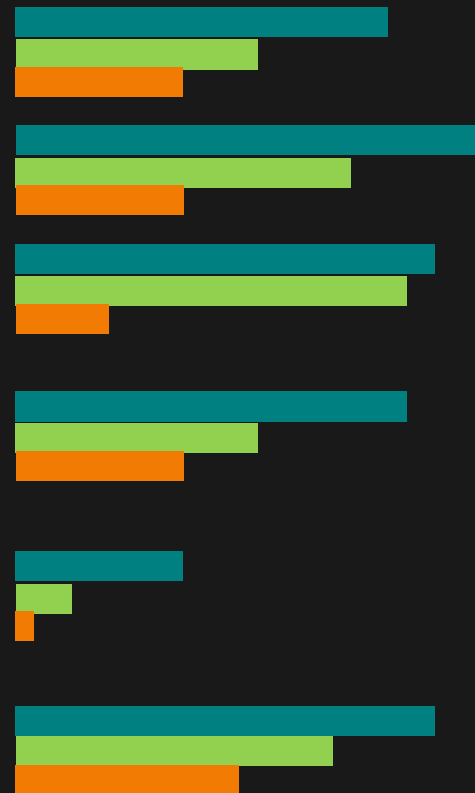
have a security/risk committee

have information security as a board topic

use a standard set of security metrics to track their progress

focused on improving enterprise communication/collaboration

focused on providing education and awareness



The Importance of Metrics



Dealing with Advanced Threats: The IBM Threat Protection System

A dynamic system to disrupt the lifecycle of advanced attacks and prevent loss



Accelerated Roadmap

Significant investment across 10 labs to fast-track advanced threat protection offerings

Unique Integrations

Strategic focus on connecting IBM products to streamline intelligence sharing and take action

New Partnerships

Coordinated outreach across the industry to bring together interoperable products

Focus on critical points in the attack chain with preemptive defenses on both the endpoint and network



On the Endpoint

Prevent
malware
installs

Prevent
control
channels

Prevent
credential
loss

Exploit Disruption

Malware Quarantine

User Protection

On the Network

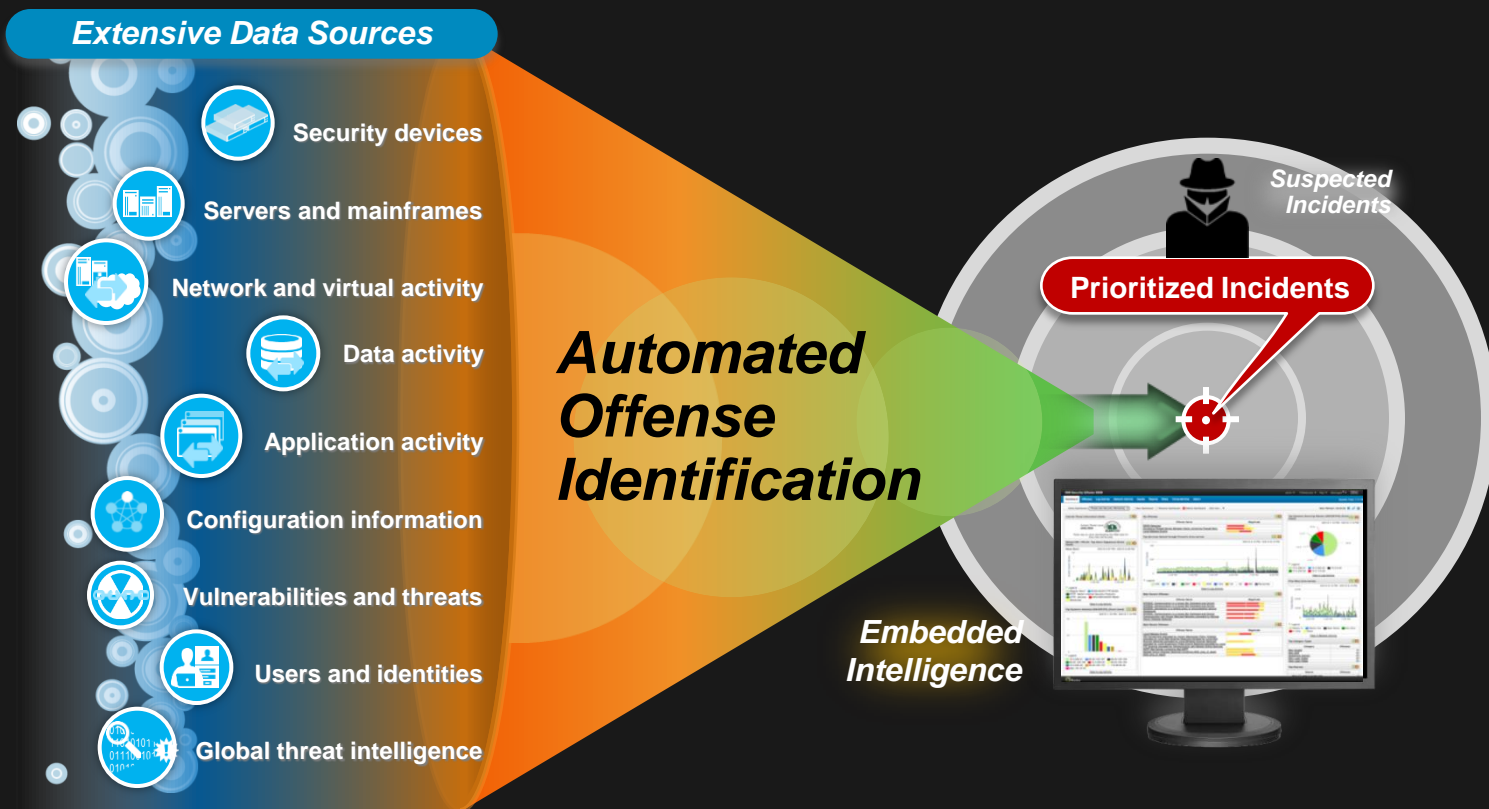


Prevent
mutated
exploits

Prevent
active
beaconing

Prevent
malicious
behavior

Continuously monitor security-relevant activity from everywhere



Quickly investigate breaches, retrace activity, and learn from findings to remediate weaknesses

Incident Forensics

- Full packet capture
- Detailed incident meta-data / evidence
- Reconstruction of content and user activity



Network Security



Insider Threat Analysis



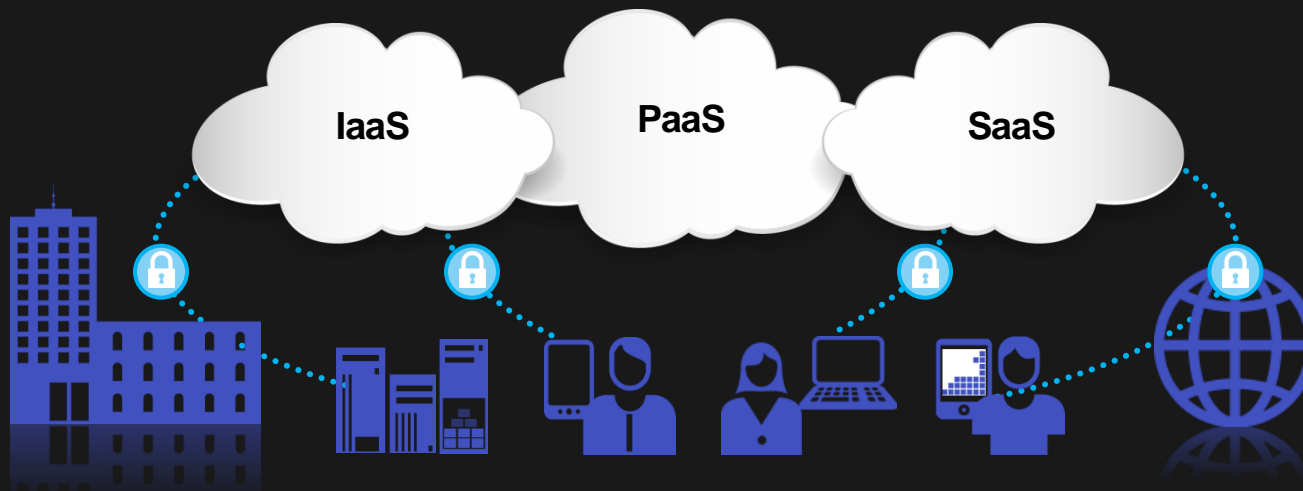
Fraud and Abuse



Evidence Gathering

Employ Cloud to Improve Security

Protecting the cloud data center, and next-gen business and application platforms



*Manage Identities
and Protect
User Access*

*Monitor and Audit
Applications
and Data*

*Scan and Protect
the Network
from Threats*

*Establish
Intelligence
Across the Cloud*

Extending enterprise-grade security to and from the Cloud

*Delivering
security
from the
cloud*

Fraud Prevention

Millions
of endpoints protected
for the world's top
financial institutions

IBM Trusteer

Mobile Security

Millions
of cloud-managed
devices for thousands
of global customers

IBM Fiberlink

Web Protection

Thousands
of servers providing
DDoS protection
in the cloud

IBM + Akamai

*Solutions
to protect
cloud
workloads*

Security Intelligence

Analytics and
real-time correlation
to stop cloud threats

IBM QRadar

End-to-end Protection

Controls for cloud
users, data, apps and
infrastructure

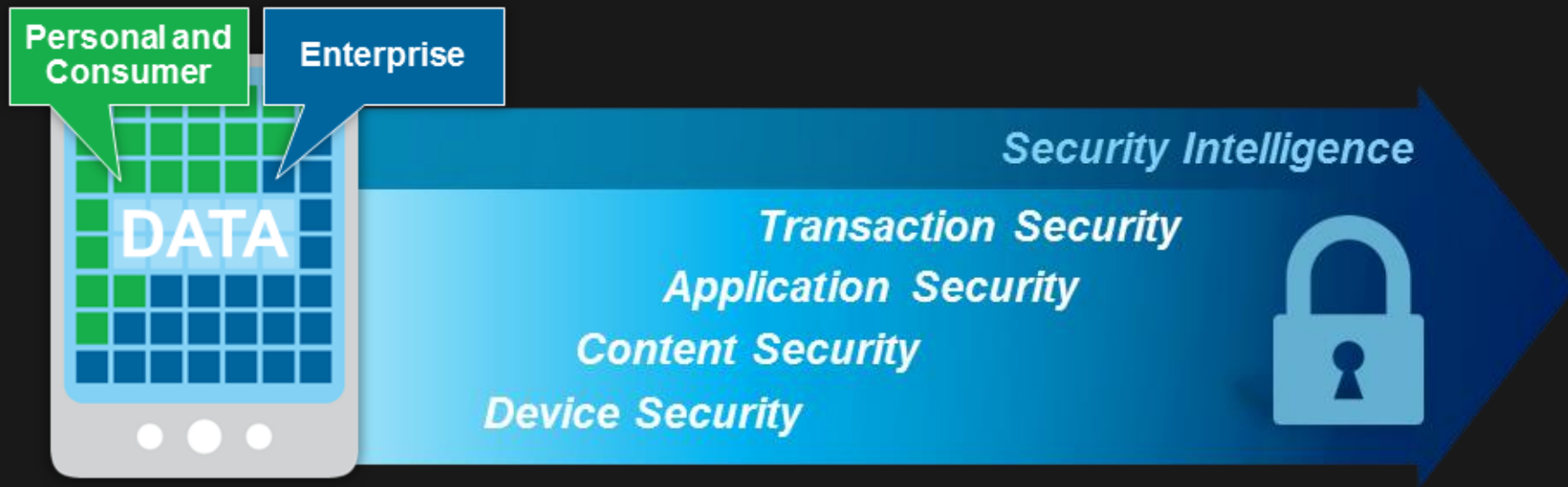
IBM Security Systems

Skills and Expertise

Services to design,
deploy and manage
cloud security

IBM Security Services

Protect the mobile enterprise with smarter security



Build security into mobile from day one



Discovered and enrolled **3,000 devices in under 5 minutes** each with ability to wipe the device if lost
Chemical company

Helping prevent user access to fraudulent websites for **thousands** of mobile customers
Large European bank



don't wait
for what
lies ahead

IBM Security Framework



Intelligence

Integration

Innovation

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 or misappropriated or can result in damage to or misuse of your systems, including to attack others. No IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a 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 SYSTEMS AND PRODUCTS ARE IMMUNE FROM THE MALICIOUS OR ILLEGAL CONDUCT OF ANY PARTY.

Thank You

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