

# IBM SolutionsConnect 2015

Seize the Moment. Dive into Next Generation Technologies.

## Cloud Security

Addressing the Elephant in the Room.

Collin Penman



**SONY**

**Hack Most Serious  
Cyberattack Yet  
on U.S. Interests**

—  REUTERS

**CHASE** 

**76M  
Households  
Compromised**

— *The New York Times*

 **TARGET**

**Hack Costs  
Add  
Up to \$148M**

— WALL STREET JOURNAL



**60M Credit  
Card Numbers  
Stolen**

— TimeInc.

# EVERY ONE OF OUR CUSTOMERS IS A TARGET



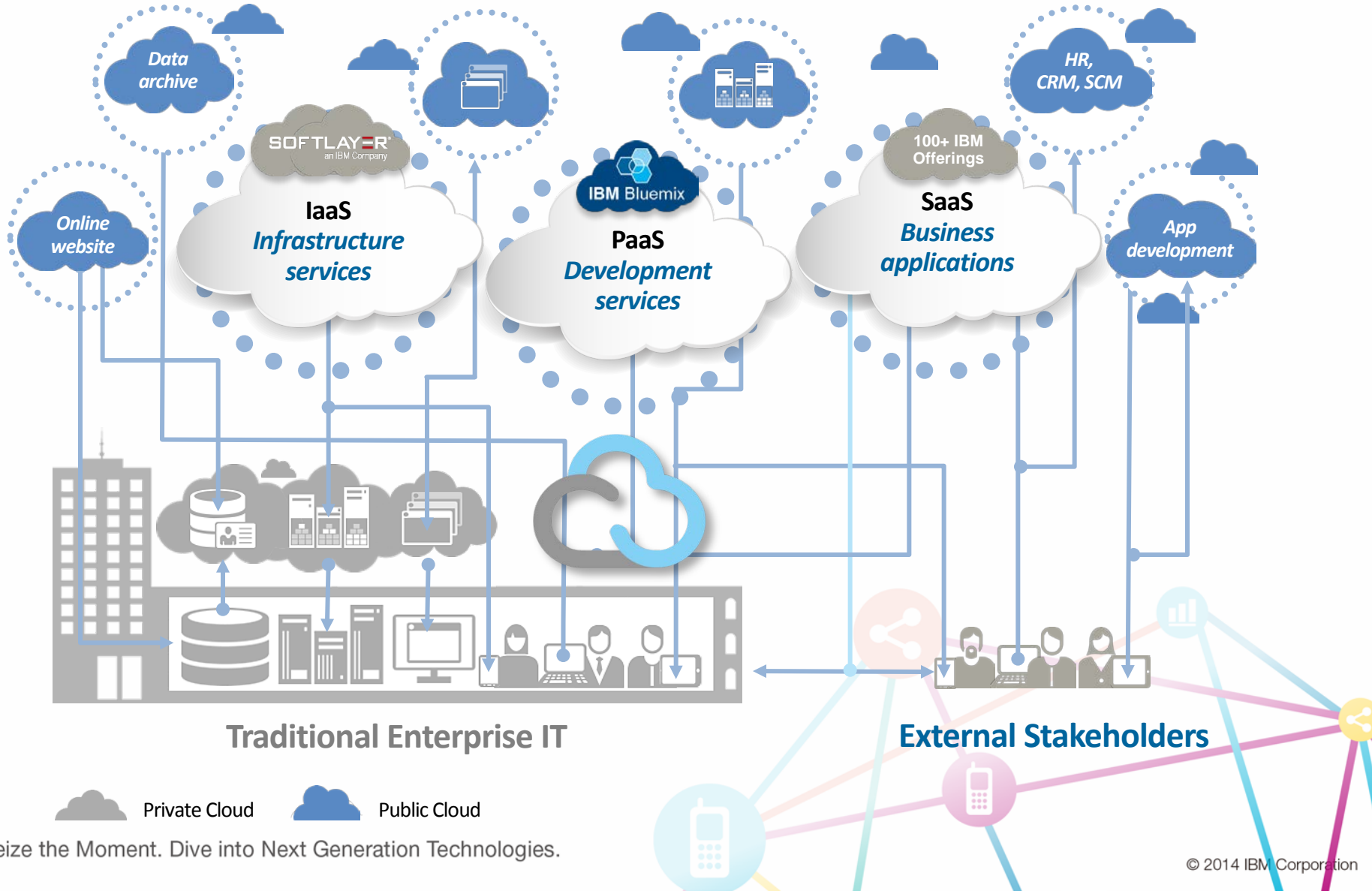
# Security leaders are more accountable than ever before

CEO	CFO / COO	CIO	CHRO	CMO
Loss of market share and reputation Legal exposure Business continuity	Audit failure Fines and enforcement impact Financial loss	Impact to data and systems, (confidentiality, integrity and/or availability)	Violation of employee privacy	Loss of customer trust Loss of brand reputation

**Your board and CEO demand a strategy**



# Cloud is rapidly transforming the enterprise



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# Security is in fact, a key inhibitor for growth in cloud adoption

**73%**

of firms discovered cloud usage outside of IT or security policies.<sup>1</sup>

**50%**

of firms are worried about unauthorized access or leakage of sensitive data.<sup>2</sup>

**75%**

of security breaches take days, weeks or even months to discover.<sup>3</sup>

1. 2013, IDC US Cloud Security Survey
2. Sept 2013, Information Week Cloud Security and Risk Survey
3. Verizon 2014 Data Breach Investigations Report



# Cloud is an opportunity to radically transform security practices



## Traditional Security

Manual, static,  
and reactive



## Cloud-enhanced Security

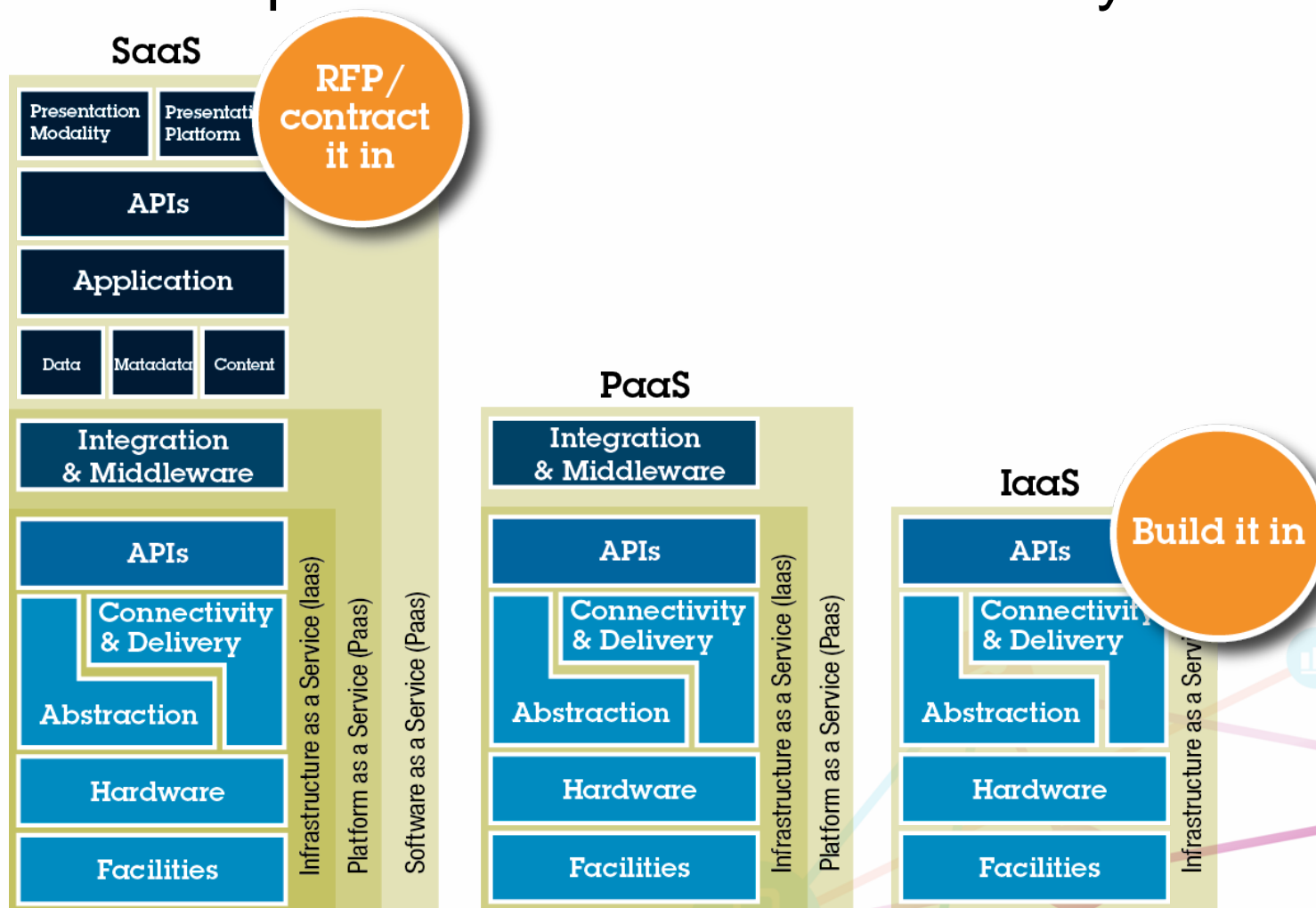
Standardized, automated, customizable  
, and elastic

**IBM**

Point of View:

*Cloud security is an opportunity  
to improve defenses and reduce risk*

# Know your and your provider's security responsibilities at each cloud layer

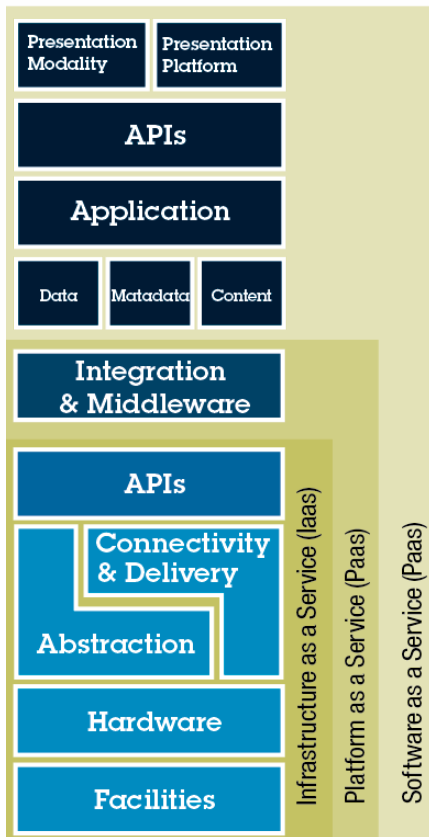




# Your strategy begins by assessing compliance and controls



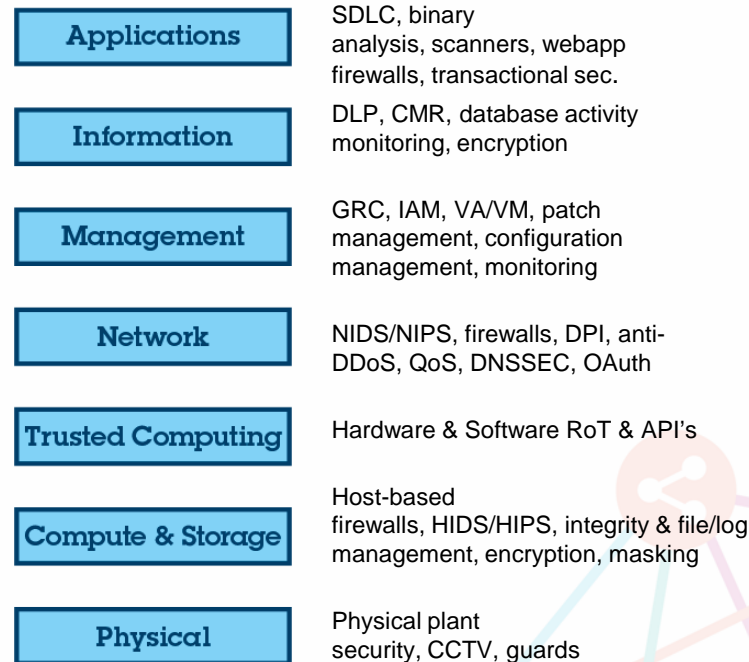
## Cloud Model



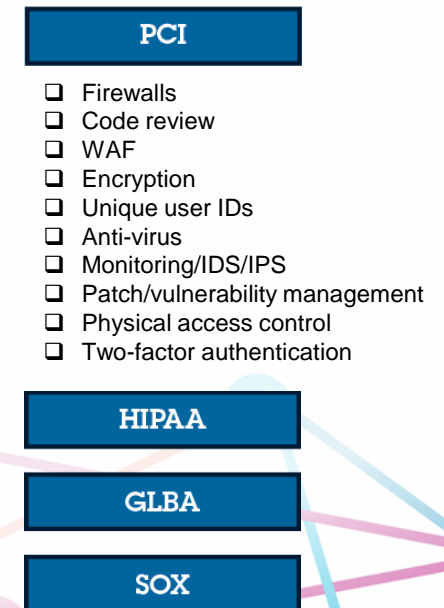
Source: The Cloud Security Alliance

## Example: PCI Compliance

### Security Control Model



### Compliance Model



# Your focus needs to be on three imperatives for improving security

*How can I understand who is accessing the cloud from anywhere, at anytime?*

## **Govern the usage of cloud**



*“Going to the cloud gives me a single choke point for all user access – it provides much more control.”*

*How can I fix vulnerabilities and defend against attacks before they're exploited?*

## **Protect workloads and data in the cloud**



*“Cloud gives me security APIs and preconfigured policies to help protect my data and workloads”*

*How can I obtain a comprehensive view of cloud and traditional environments?*

## **Detect threats with visibility across clouds**



*“I can take advantage of centralized cloud logging and auditing interfaces to hunt for attacks.”*

# IBM is uniquely positioned to offer Security for the Cloud




## IBM Cloud

- 40** IBM global data centers *expanded from 25*
- 15** Countries and 5 continents covered by IBM Cloud
- 500** IBM developers working on cloud open source
- 40K+** IBM Cloud experts with deep industry knowledge
- 80%** Of Fortune 100 companies use IBM Cloud capabilities
- 30K+** IBM Cloud clients
- 300K+** Trading communities connected to IBM's B2B cloud network
- 10B+** Commuters get to work with the help of IBM Cloud

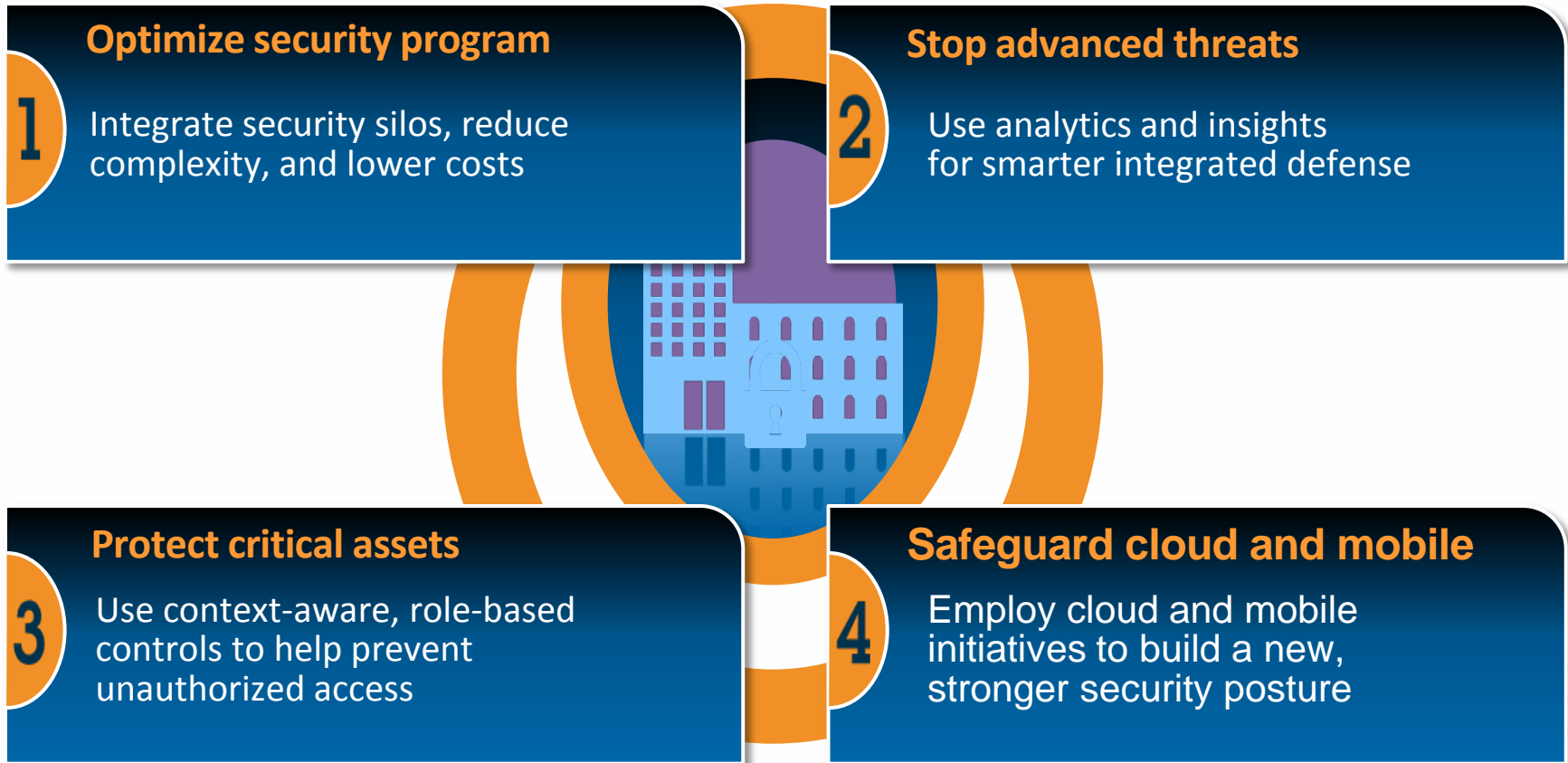


## IBM Security

- 13** Security market segments with industry leading capabilities
- 10** IBM Security Operations Centers (SOCs)
- 133** IBM Security supported countries
- 6K+** IBM Security professionals worldwide
- 10K+** IBM Security customers worldwide
- 270M+** Endpoints protected from the cloud
- 20B** Customer security events monitored each day
-  Industry leading security research team



# IBM Security will be essential to clients in 2015



1

# Optimize your security program



**Assess and transform your security maturity**

**Build a next generation security operations capability**

**Get help from the experts**



2

# Stop advanced threats

**Protect against fraud and targeted attacks**

**Detect advanced threats with security intelligence**

**Deploy integrated security**



3

# Protect critical assets

Use context-aware controls to prevent unauthorized access

Identify and protect your “crown jewels”

Manage application security risk





4

# Safeguard cloud and mobile



**Maintain cloud visibility and control**

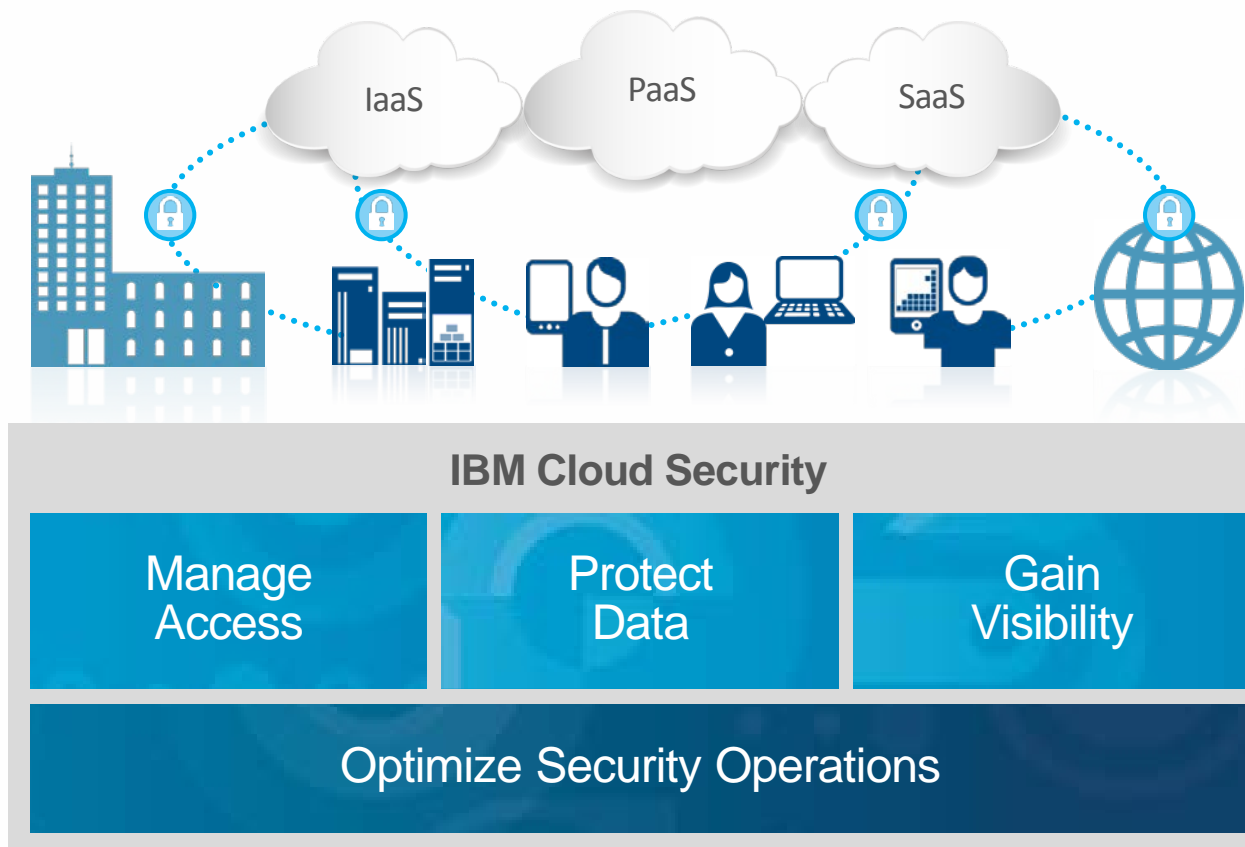
**Help protect the mobile enterprise**





# Introducing the world's most comprehensive portfolio of cloud security products and services

## IBM Cloud Security



# Where should customers turn?

## Security Intelligence and Vulnerability Management



Fraud	Identity & Access	Data	Applications	Network	Endpoint	Mobile

## Managed Security Services



# There are a number of actions security leaders can take today to begin fortifying their



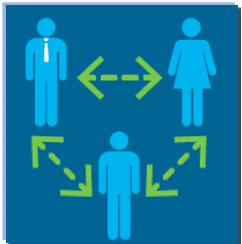
## Enhance education and leadership skills

*Technology skills continue to be important, but pure business skills will take on more importance with security leaders' growing influence*



## Shore up cloud, mobile, and data security

*Leaders are not waiting for future technology capabilities to solve their problems, they are focused on deploying today's security technologies to minimize their gaps*



## Engage in more external collaboration

*Leaders should make a concerted effort to determine how to build trust and clearly assess the security of their ecosystem*



## Plan for multiple scenarios

*Regular dialogue with chief privacy officers and general counsels is essential for leaders to understand what requirements may arise*

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# Thank You

