

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM Security Strategy

Intelligence, Integration and Expertise

Vishal Kamat

Program Director, IBM Security Systems



IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

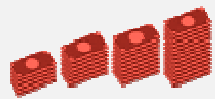
Compete in
the Era of
SMART.

A new security reality is here

Sophisticated attackers
break through conventional
safeguards every day

61% of organizations say
data theft and cybercrime
are their greatest threats

2012 IBM Global Reputational Risk & IT Study



\$3.5M

Average cost of a
data breach

2014 Cost of Data Breach, Ponemon Institute

Cloud, mobile, social
and big data drive
unprecedented change

70% of security
executives have **cloud and
mobile security** concerns

2013 IBM CISO Survey



614%

Mobile malware growth
in just one year

2012 - 2013 Juniper Mobile Threat Report

Yesterday's
security practices
are unsustainable

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

2012 ESG Research

85 security tools from



45 vendors



IBM client example

IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

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



Attack types



Note: Size of circle estimates relative impact of incident in terms of cost to business.



Source: [IBM X-Force® Threat Intelligence Quarterly – 1Q 2014](#)

IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

Security is a board room discussion, and security leaders are more accountable than ever before



Your Board and CEO demand a strategy



Source: Discussions with more than 15,000 C-suite executives as part of the IBM C-suite Study Series

IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

A new approach to security is needed



IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Strategic imperative #1

Use analytics and insights for smarter defense

Compete in
the Era of
SMART.



Use intelligence and
anomaly detection
across every domain

Build an intelligence
vault around your
crown jewels

Prepare your
response for
the inevitable

IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Strategic imperative #2

Use cloud and mobile to improve security

Compete in
the Era of
SMART.



Own the security
agenda
for innovation

Embed
security
on day one

Employ
innovation
to improve security

IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Strategic Imperative #3

Get help to develop an integrated approach

Compete in
the Era of
SMART.



Develop a
risk-aware
security strategy

Deploy a
systematic
approach

Harness the
knowledge
of professionals

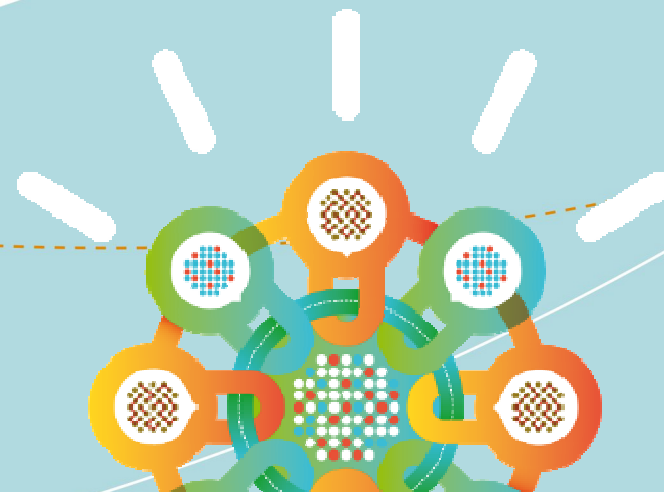
IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM is positioned to help



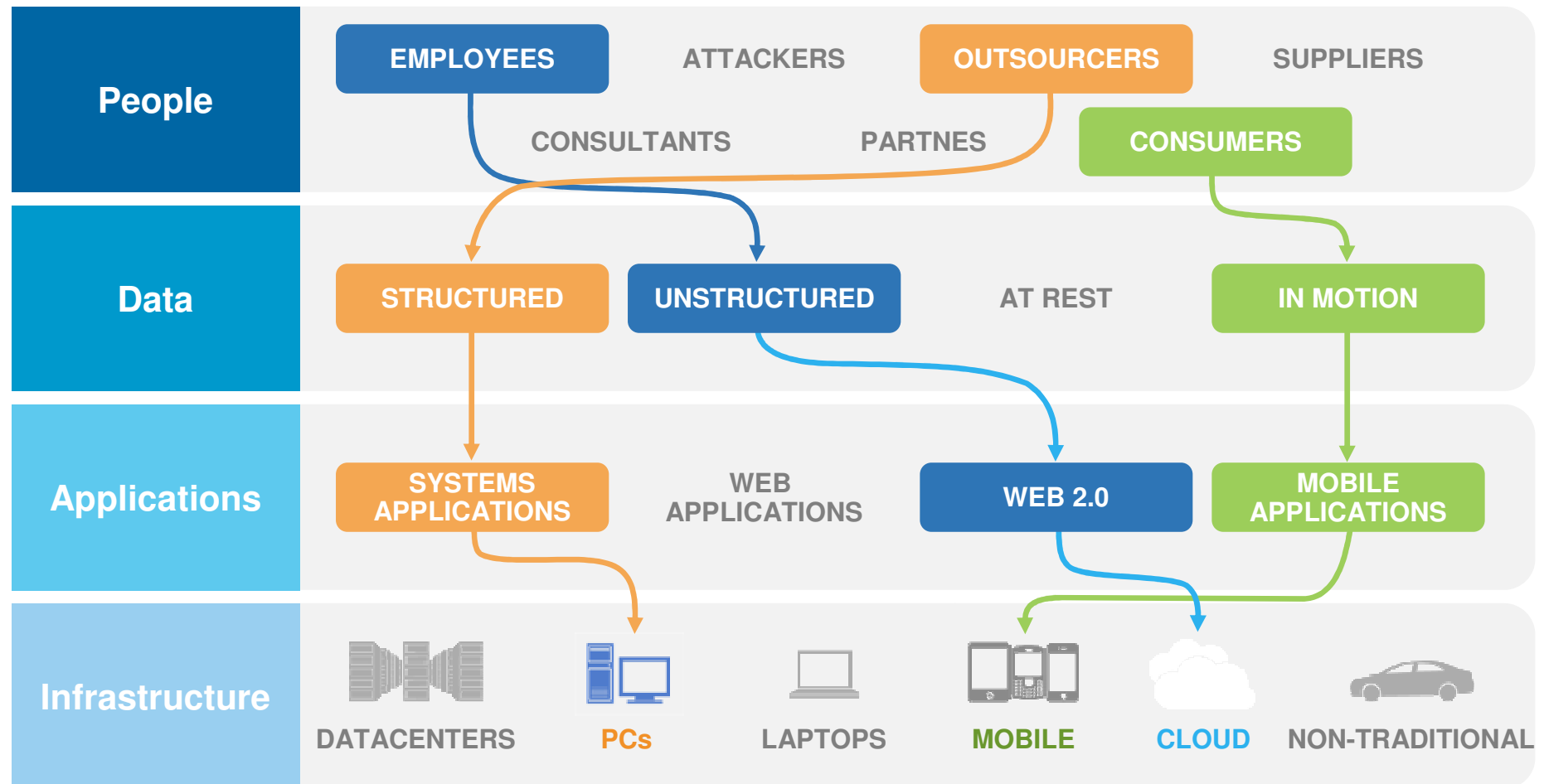
IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

Security challenges are a complex, four-dimensional puzzle...



...a holistic approach is needed



Transformation For Growth

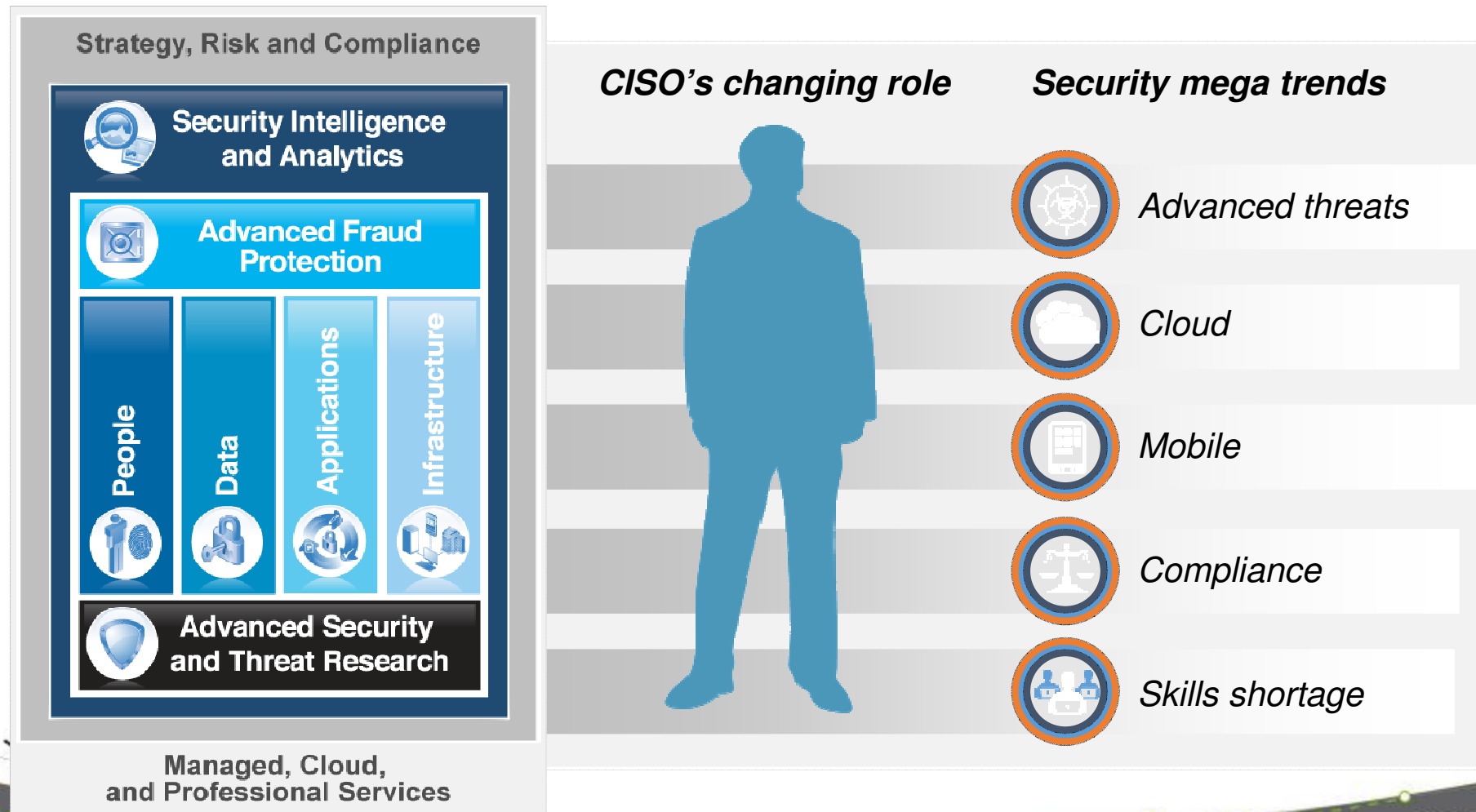
2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM Security strategy

Delivering intelligence, integration and expertise across a comprehensive framework

The IBM Security Framework

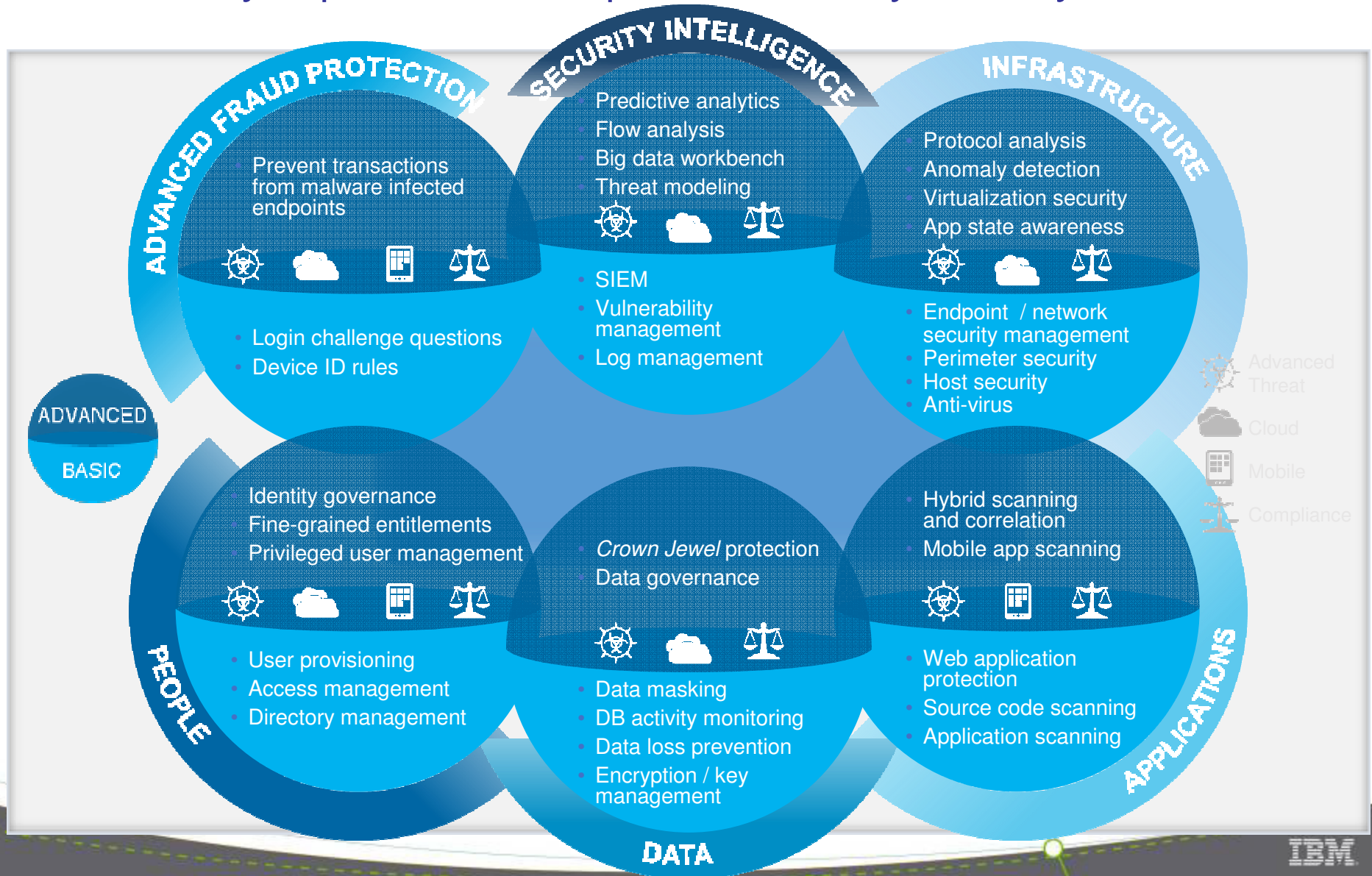


Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM Security capabilities to help reach security maturity

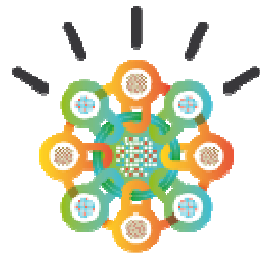


Transformation For Growth

2014 Consultants &
System Integrators Interchange

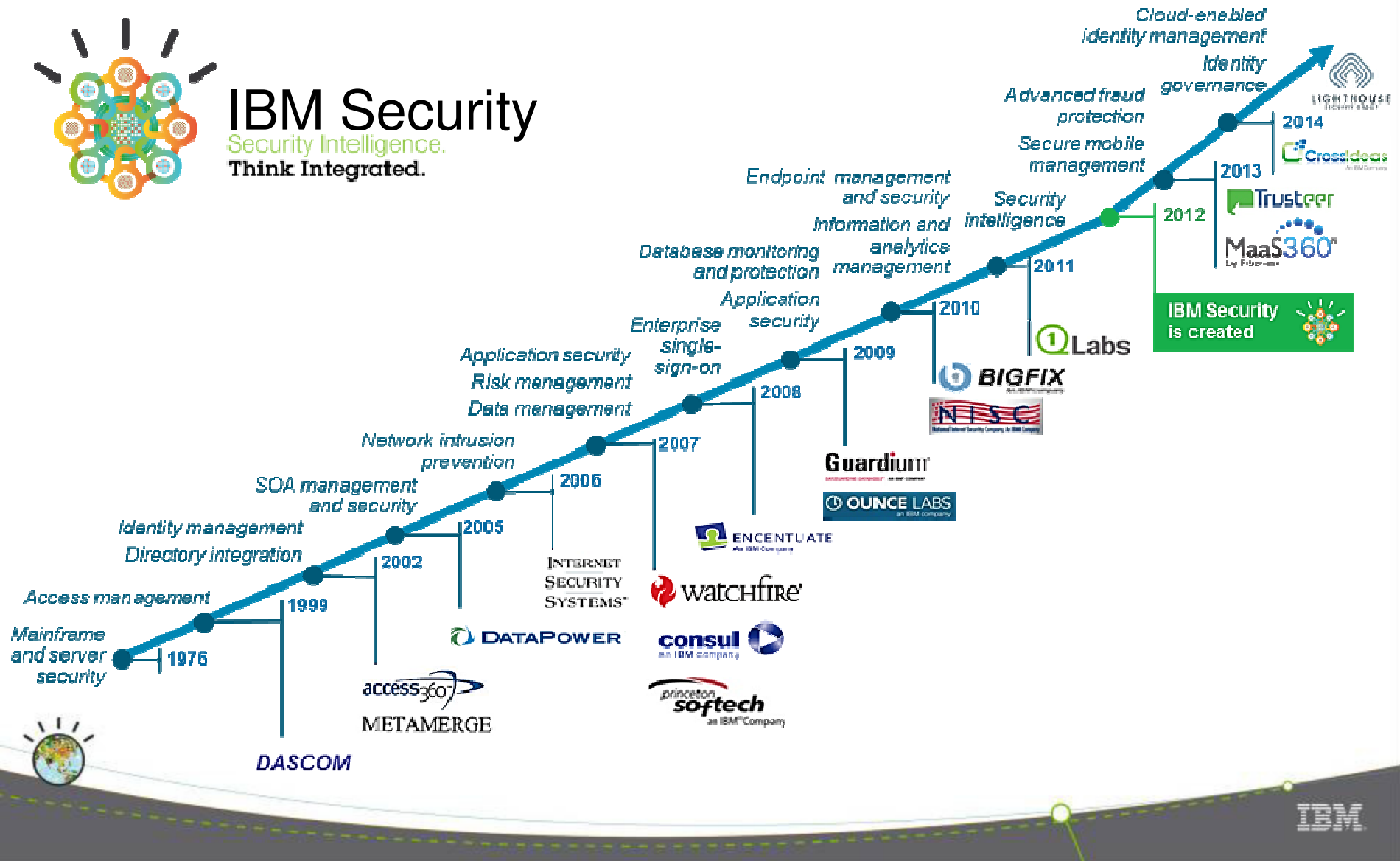
Compete in
the Era of
SMART.

Clients benefit from integrated best-of-breed capabilities



IBM Security

Security Intelligence.
Think Integrated.



Transformation For Growth

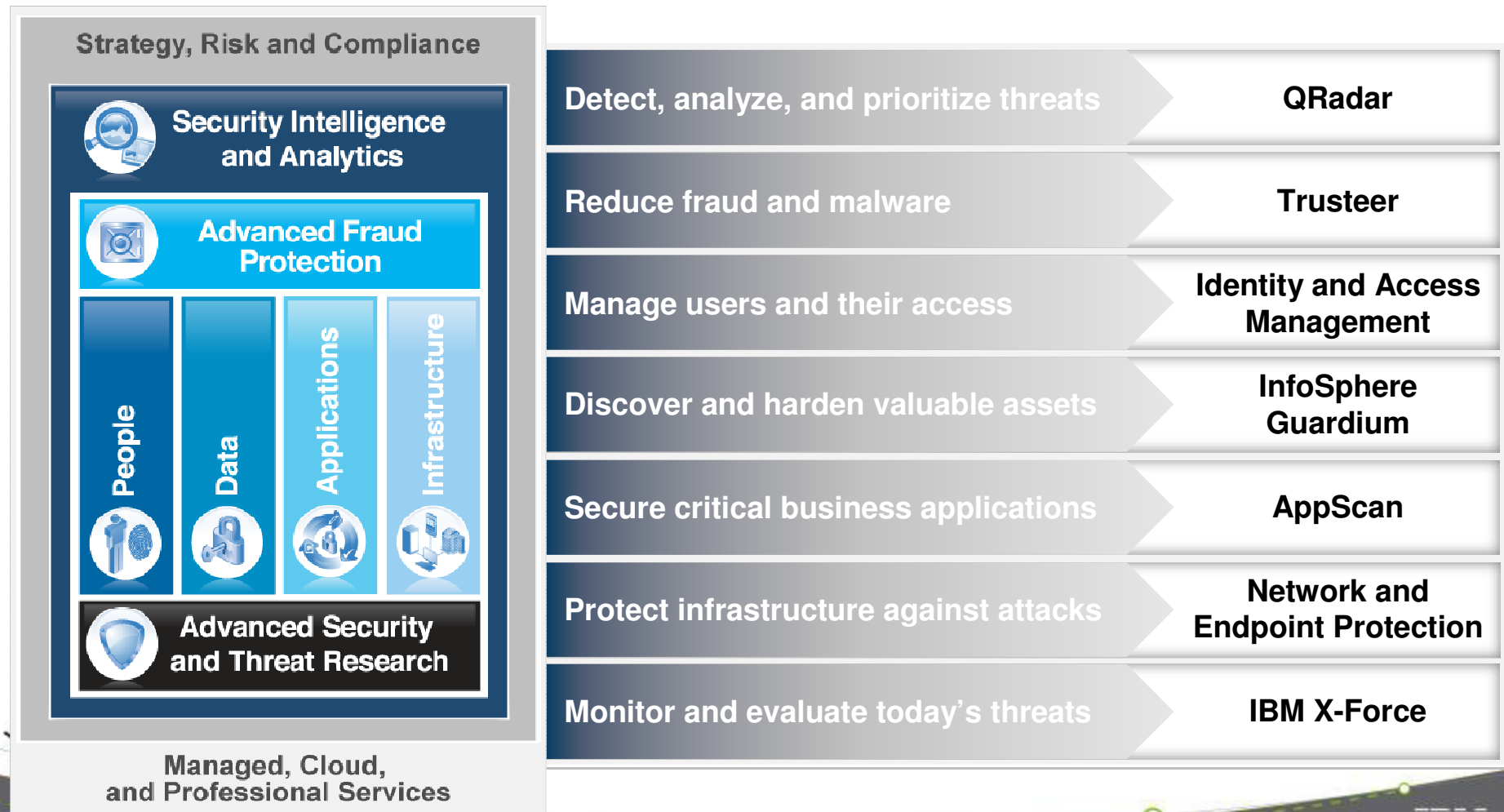
2014 Consultants &
System Integrators Interchange

IBM Security

Integrated capabilities delivered across a comprehensive security framework

Compete in
the Era of
SMART.

The IBM Security Framework



IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM Security offers a comprehensive product portfolio

Security Intelligence and Analytics					
QRadar Log Manager	QRadar SIEM	QRadar Risk Manager	QRadar Vulnerability Manager	QRadar Incident Forensics	
Advanced Fraud Protection					
Trusteer Rapport	Trusteer Pinpoint Malware Detection	Trusteer Pinpoint ATO Detection	Trusteer Mobile Risk Engine		
People	Data	Applications	Network	Infrastructure	Endpoint
CrossIdeas Identity Governance	Guardium Database Activity Monitoring	AppScan Source	Network Intrusion Prevention (GX)	Trusteer Apex	
Identity Manager		AppScan Enterprise / Standard	Next Generation Network Protection (XGS)	FiberLink MaaS360	
Access Manager Family	Guardium Encryption Expert			SiteProtector Threat Management	Endpoint Manager
Privileged Identity Manager	Guardium / Optim Data Masking	DataPower Web Security Gateway	QRadar Network Anomaly Detection	Host Protection	
Federated Identity Management		Security Policy Manager		zSecure	
Directory Integrator / Directory Server	Key Lifecycle Manager				
IBM X-Force Research					

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM Security latest industry rankings

Domain	Market Segment / Report	Security Analyst Report Rankings			
		Gartner Magic Quadrant	Forrester Wave	IDC Market Share / Scope	
Security Intelligence	Security Information and Event Management (SIEM)	Leader 2014		Leader 2013	
Anti-Fraud	Web Fraud Detection (<i>Trusteer ranking</i>)	Leader 2013			
People	Federated Identity Management and Single Sign-On			Leader 2013	
	Identity and Access Governance		Strong Contender 2013		
	Identity and Governance Administration	Visionary 2014			
	Role Management and Access Recertification		Contender 2011		
	Web Access Management (WAM)	Leader 2013 MarketScope			
	Mobile Access Management	Leader, 2014 Customer Value, Frost & Sullivan			
	Identity Provisioning Management	Leader, 2014 Leadership Compass, KuppingerCole			
Data	Database Auditing and Real-Time Protection		Leader 2011		
	Data Masking	Leader 2013			
Applications	Application Security Testing (<i>dynamic and static</i>)	Leader 2014		Leader 2013	
Infrastructure	Network Intrusion Prevention Systems (NIPS)	Challenger 2013			
	EndPoint Protection Platforms (EPP)	Visionary 2014	Strong Performer 2013		
Services	Managed Security Services (MSS)	Leader 2014	Leader 2012	Leader 2014	
	Information Security Consulting Services		Leader 2013		

Note: Rankings compiled as of July, 2014

Rankings not yet available

© 2014 IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

At IBM, the world is our security lab



6,000+

IBM researchers, developers,
and subject matter experts
focused on security

3,000+

IBM
security
patents

IBM

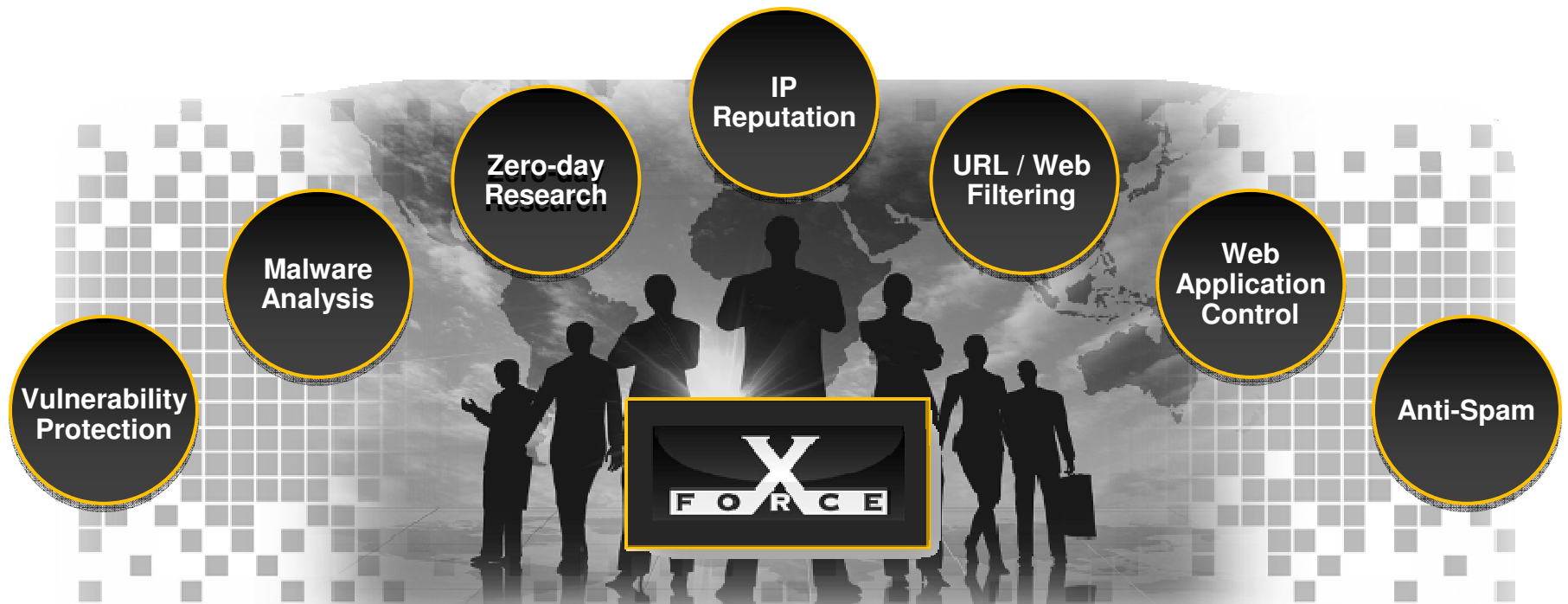
Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM X-Force® Research and Development

Expert analysis and data sharing on the global threat landscape



The IBM X-Force Mission

- **Monitor** and evaluate the rapidly changing threat landscape
- **Research** new attack techniques and develop protection for tomorrow's security challenges
- **Educate** our customers and the general public
- **Integrate** and distribute Threat Protection and Intelligence to make IBM solutions smarter

IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

Integrated intelligence, protection, and research



Integrated Research

Stay ahead of the changing threat landscape

Integrated Intelligence

Consolidate and correlate information from hundreds of sources to detect threats missed by point solutions



Integrated Protection

Link security and vulnerability information across domains

Third-party Ecosystem

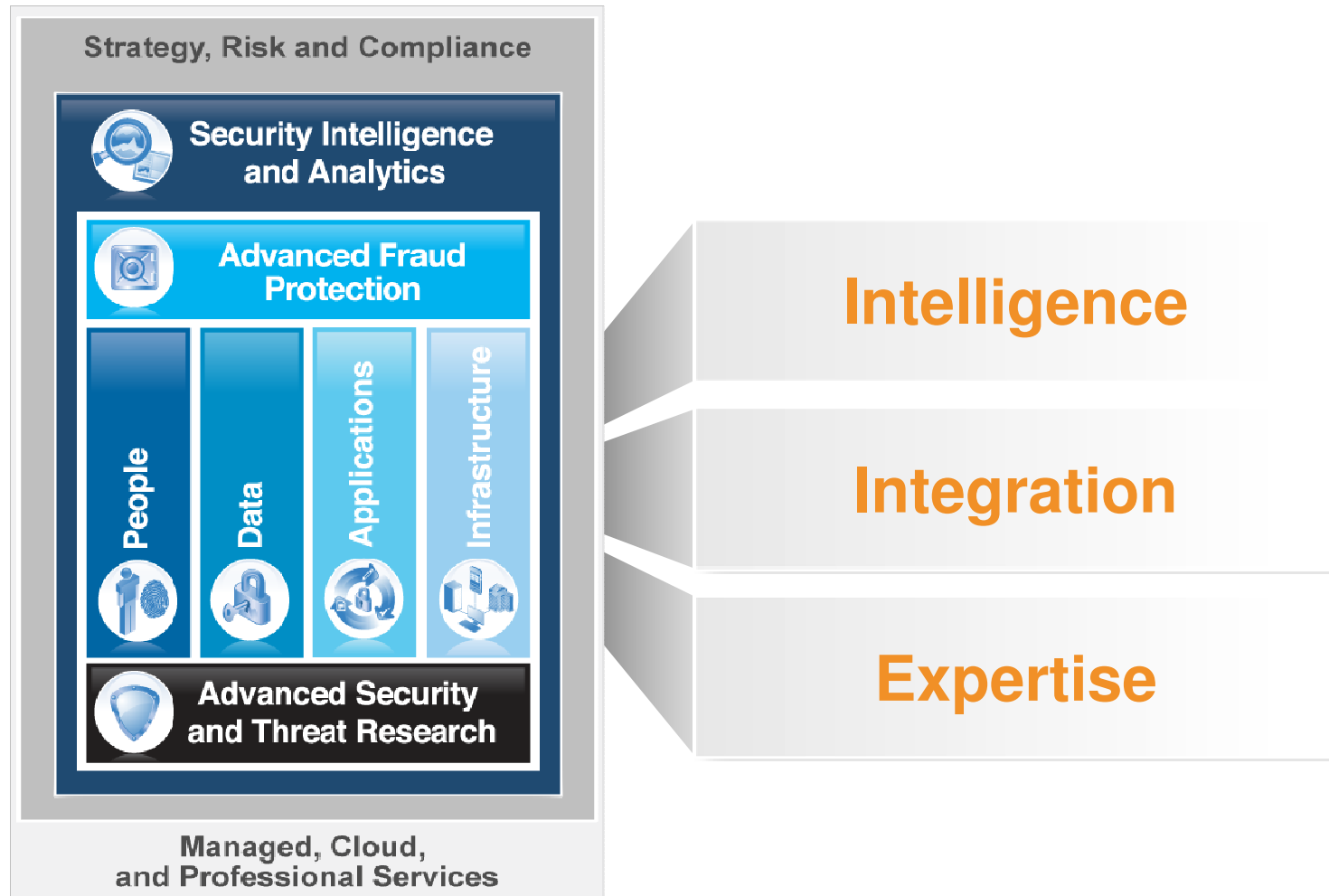


Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM Security: Delivering intelligence, integration and expertise across a comprehensive framework



Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

Solving complex security problems



IBM

IBM

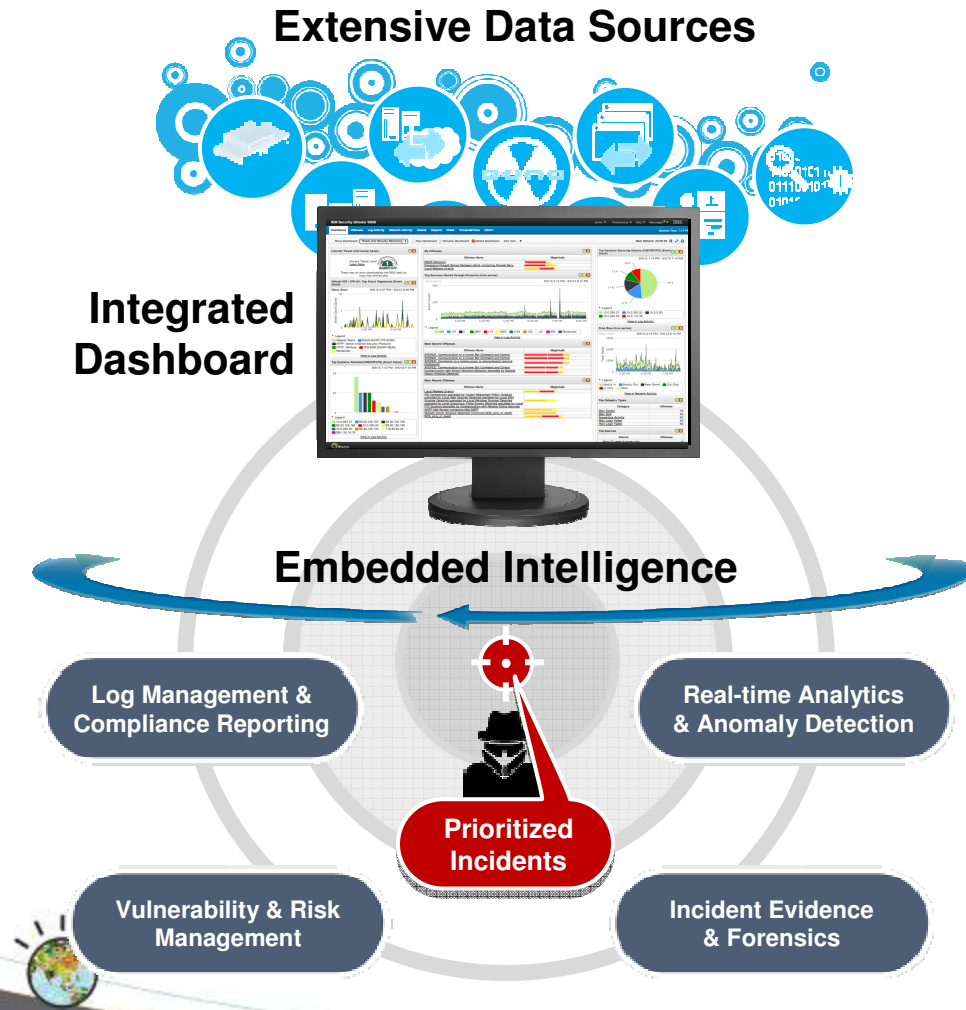
Transformation For Growth

2014 Consultants &
System Integrators Interchange

Security Intelligence and Analytics

Visibility into security posture and clarity around incident investigation

Compete in
the Era of
SMART.



CLIENT SUCCESS

A Canadian financial services firm
analyzes

30,000,000

security events
per day to find

30

prioritized security offenses

IBM Security Solutions

- QRadar Log Manager
- QRadar SIEM
- QRadar Risk Manager
- QRadar Vulnerability Manager
- QRadar Incident Forensics

IBM

Transformation For Growth

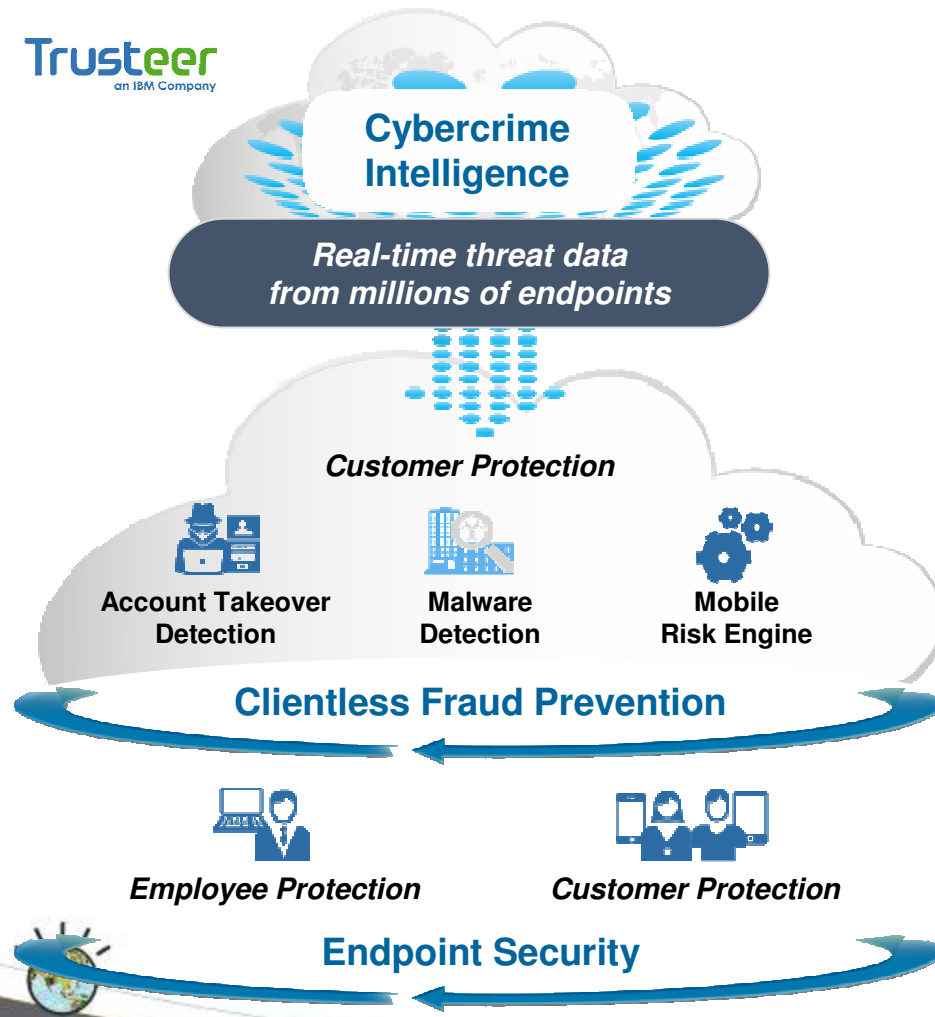
2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

Advanced Fraud Protection

Helping protect against financial fraud and advanced security threats

Trusteer
an IBM Company



CLIENT SUCCESS

A large North American bank
**reduced financial malware
fraud incidents from**

500
to
0

in less than 3 months, moving the
security border out to the customer

IBM Security Solutions

- Trusteer Apex
- Trusteer Rapport
- Trusteer Mobile
- Trusteer Pinpoint
- Trusteer Mobile Risk Engine

IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

Identity and Access Management

Capabilities to help organizations secure the enterprise identity as a new perimeter



CLIENT SUCCESS

A large Asian paint company governed user access and compliance in 17 countries for

8,500 Employees, interns, contractors, and privileged administrators

25,000 Business partners and service providers

IBM Security Solutions

- Access Manager for Web
- Access Manager for Mobile
- Federated Identity Manager
- Identity Manager
- Privileged Identity Manager
- zSecure Suite

IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Data Security

Discover and harden your most valuable assets while enabling access

Compete in
the Era of
SMART.



CLIENT SUCCESS

A global financial services company
secured
2,000 critical databases

and saved

\$21M

in compliance costs

IBM Security Solutions

- Guardium Database Activity Monitoring
- Guardium Encryption Expert
- Guardium / Optim Data Masking
- Key Lifecycle Manager



IBM

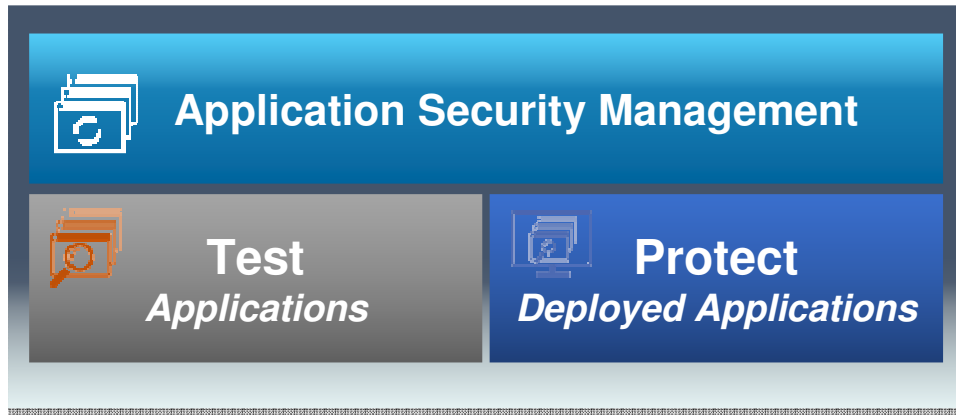
Transformation For Growth

2014 Consultants &
System Integrators Interchange

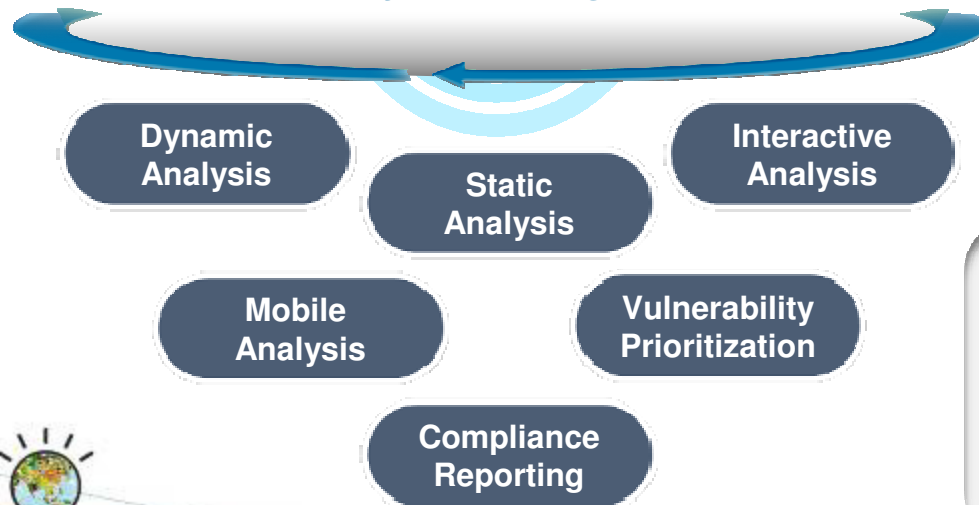
Compete in
the Era of
SMART.

Application intelligence, policy and governance

Comprehensive, integrated, flexible solutions to help protect applications



Identify and mitigate risk



CLIENT SUCCESS

A computer services company with a small security team manages

2,500 applications

and drove a

33%

decrease in number of security issues found

IBM Security Solutions

- AppScan Source
- AppScan Enterprise / Standard
- DataPower Web Security Gateway
- Security Policy Manager



IBM

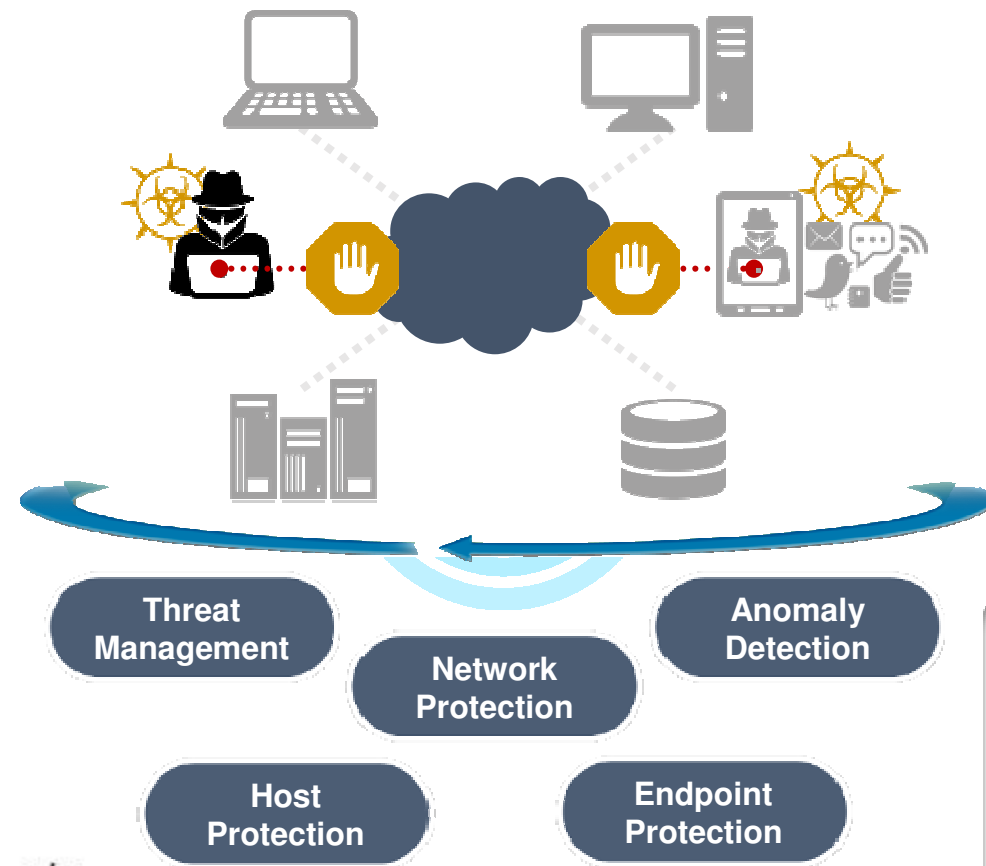
Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

Infrastructure

In-depth security across network, servers, virtual servers, mainframes, endpoints, and mobile devices



CLIENT SUCCESS

An international commodities exchange maintains system uptimes of over

99.9%

with

0

reported breaches in 3 years

IBM Security Solutions

- Next Generation Network Protection (XGS)
- Network Intrusion Prevention (GX)
- SiteProtector Threat Mgmt
- QRadar Network Anomaly Detection
- Trusteer Apex
- Fiberlink MaaS360
- Endpoint Manager
- Host Protection
- zSecure



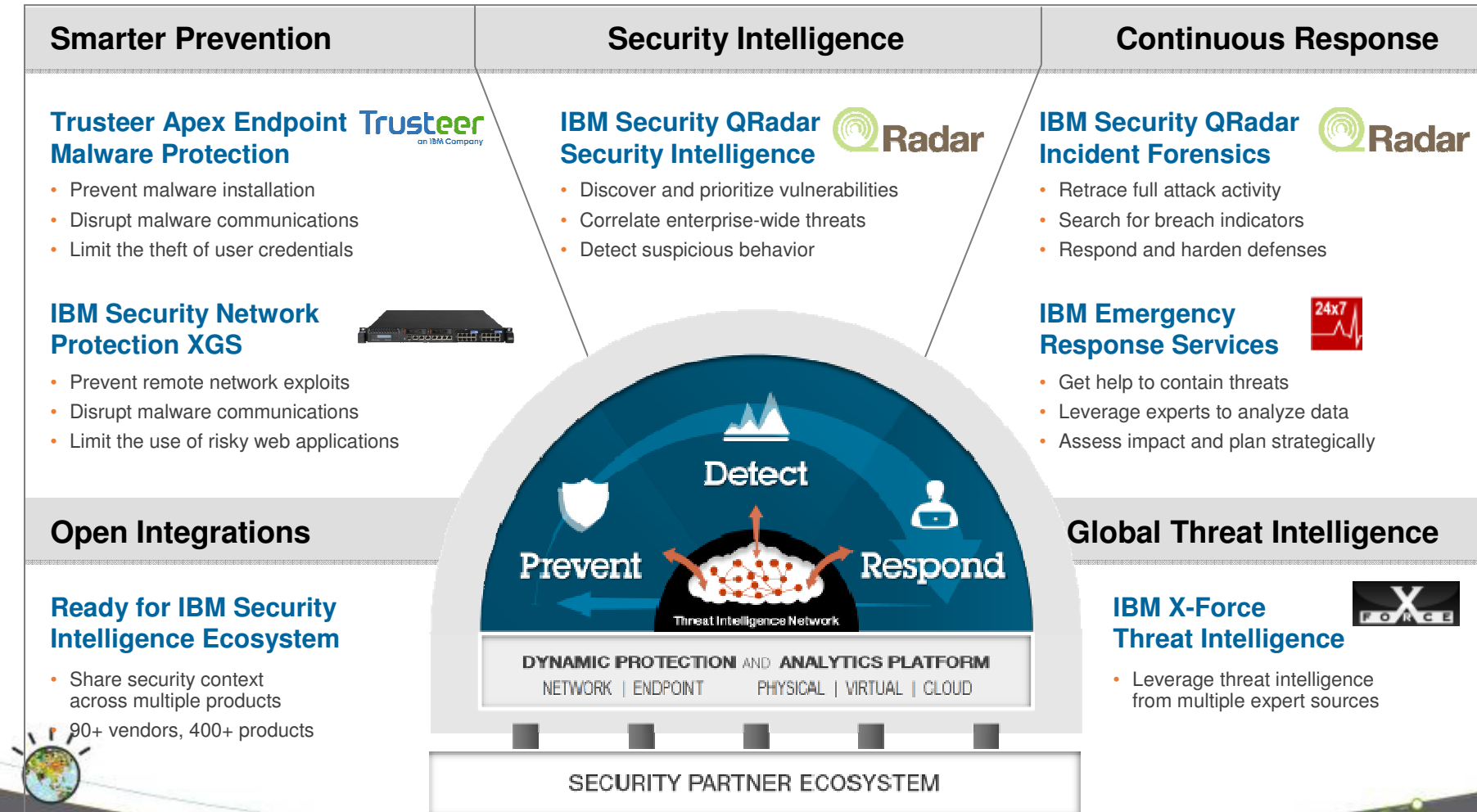
Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM Intelligent Threat Protection

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



IBM

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

Integrated security for public and private clouds

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**

IBM Security Solutions

- Federated Identity Manager
- Directory Integrator
- Access Manager Virtual Appliance
- Privileged Identity Manager
- InfoSphere Guardium
- AppScan
- Key Life Cycle Manager
- Network Protection (XGS)
- Intrusion Prevention System (GX)
- QRadar SIEM
- QRadar Log Manager
- QRadar QFlow

IBM

Transformation For Growth

2014 Consultants & System Integrators Interchange

Compete in the Era of SMART.

IBM Security enterprise mobile protection



Device Security	Content Security	Application Security	Transaction Security
Solutions to easily manage – from the cloud – a diverse set of mobile devices (corporate owned to BYOD)	Solutions to help secure file and document sharing across devices and SharePoint	Solutions to develop applications with security by design and protect enterprise data in both the applications you build and the applications you buy	Solutions to help protect mobile transactions with customers, business partners, and temporary workers that are not part of your enterprise mobile management framework



IBM Mobile Security Solutions



IBM Mobile Security Services



IBM Security AppScan



IBM Security Access Manager



Security Intelligence

A unified architecture for integrating mobile security information and event management (SIEM), anomaly detection, and log, configuration, and vulnerability management



IBM QRadar Security Intelligence Platform



Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

Client success across advanced threats, cloud, and mobile

Advanced Threats



A financial services firm
monitors threats to

600M+

customer accounts

with real-time alerts
and proactive
intelligence with

Zero

false positives

- IBM Network Protection
- IBM QRadar SIEM

Cloud



A global electronics firm
moves its datacenter to the
cloud and helps protect
access to cloud-based
applications for

10,000

employees

in North America while
providing visibility to
security events

- IBM Security Access Manager
Virtual Appliance
- IBM Security QRadar SIEM

Mobile



A large U.S. children's
hospital protects

3,000+

mobile devices

ensuring HIPAA compliance
Installed and integrated
with existing servers in just

90

minutes

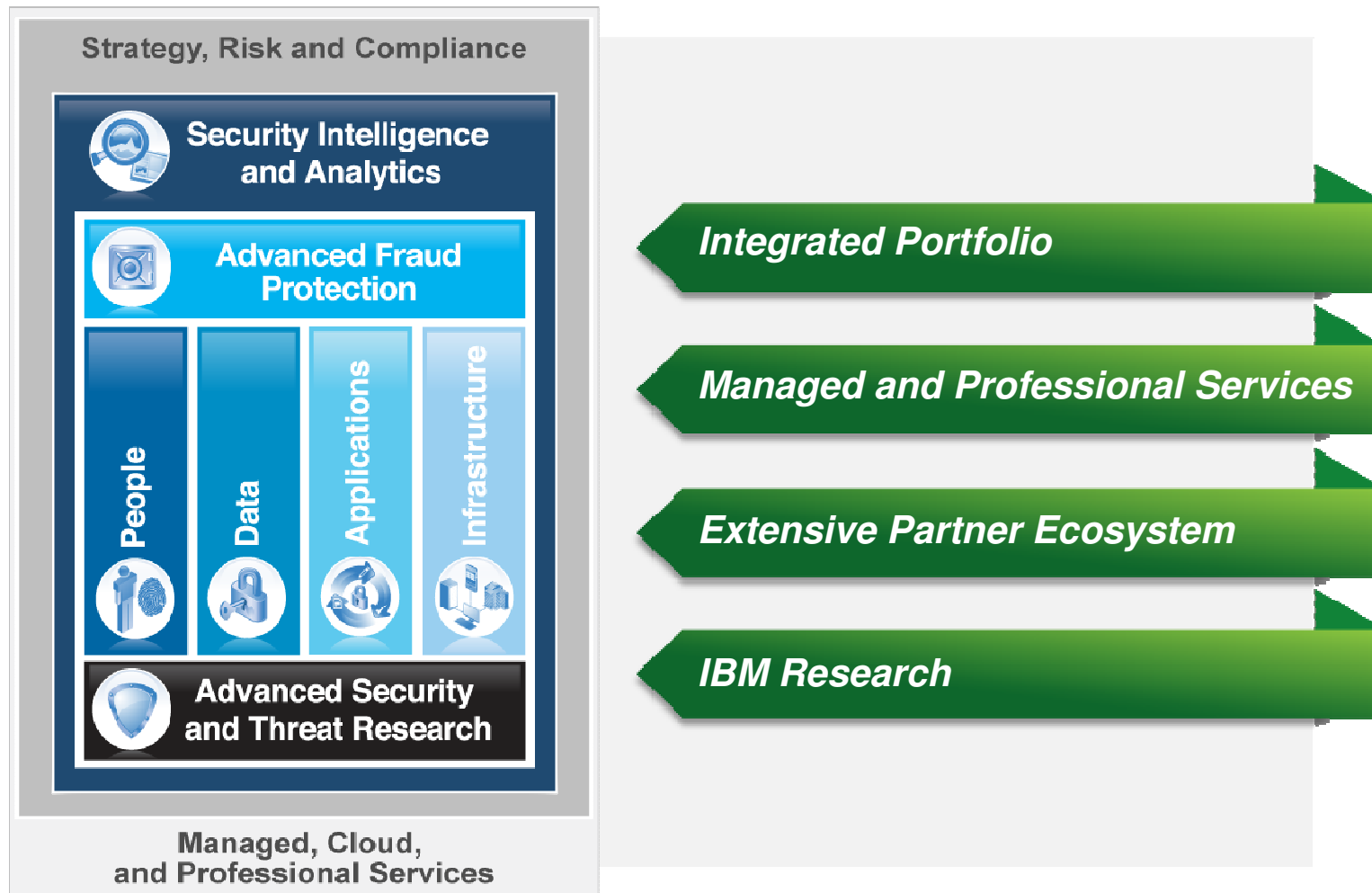
- Fiberlink MaaS360

Transformation For Growth

2014 Consultants &
System Integrators Interchange

Compete in
the Era of
SMART.

IBM Security: Helping clients optimize IT security



Disclaimer

Please Note:

IBM's statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at IBM's sole discretion.

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision.

The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.



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

www.ibm.com/security



© Copyright IBM Corporation 2014. All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. IBM shall not be responsible for any damages arising out of the use of, or otherwise related to, these materials. Nothing contained in these materials is intended to, nor shall have the effect of, creating any warranties or representations from IBM or its suppliers or licensors, or altering the terms and conditions of the applicable license agreement governing the use of IBM software. References in these materials to IBM products, programs, or services do not imply that they will be available in all countries in which IBM operates. Product release dates and/or capabilities referenced in these materials may change at any time at IBM's sole discretion based on market opportunities or other factors, and are not intended to be a commitment to future product or feature availability in any way. IBM, the IBM logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.