



"Big data calls for big protection"

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**IBM Corporation** 

Sept 19 2014



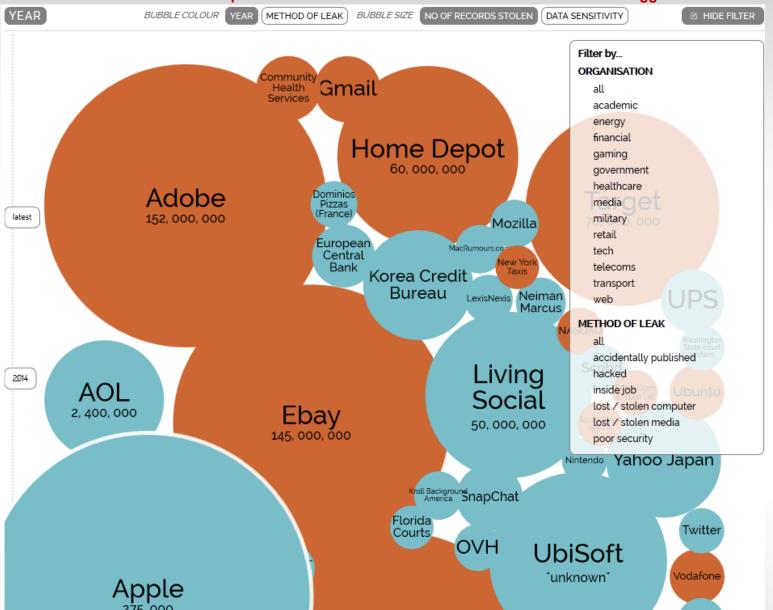


- Big Data opportunities and threats
- Proactive and preventative information protection
- Summary and Call to Action

# The who's who of the world's biggest data



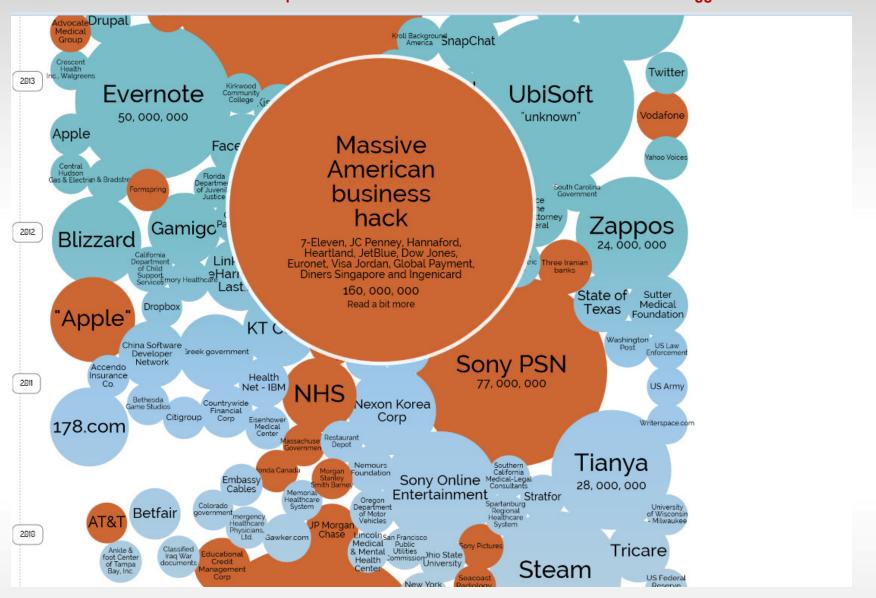
breaches.... http://www.informationisbeautiful.net/visualizations/worlds-biggest-data-breaches-hacks/#



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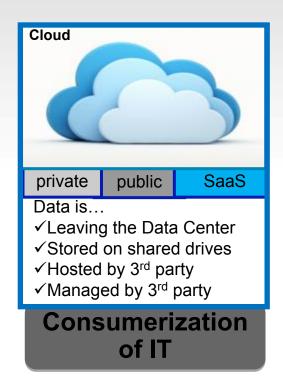
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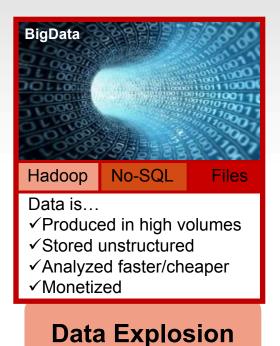




## Why is it happening?







✓ There is more data
✓ Data is leaving the data center
✓ Data is consumed everywhere
✓ Data is worth more than ever before





## Data Security is frequently in the news



President Obama declared that the "cyber threat is one of the most serious economic and national security challenges we face as a nation."



Former NSA director tells the Financial Times that a cyber attack could cripple the nation's banking system, power grid, and other essential infrastructure.



U.S. Defense Secretary Chuck Hagel said that intelligence leaks by National Security Agency (NSA) contractor Edward Snowden were a serious breach that damaged national security



Hackers had broken into its in-store payments systems, in what could be the largest known breach of a retail company's computer network. Estimated 60 million credit card details stolen.



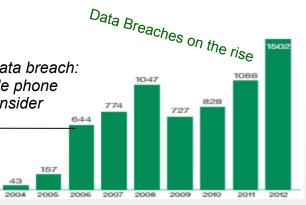
Hackers orchestrated multiple breaches of Sony's PlayStation Network knocking it offline for 24 days and costing the company an estimated \$171 million, and significantly damaged brand reputation



One of the world's largest corporations has been hit with a widespread data breach: Vodafone Germany, personal information on more than two million mobile phone customers has been stolen, extracted from an internal databases by an insider



In an act of industrial espionage, the Chinese government launched a massive and unprecedented attack on Google, Yahoo, and dozens of other Silicon Valley companies.... Google admitted that some of its intellectual property had been stolen





### Data breaches are on the rise...

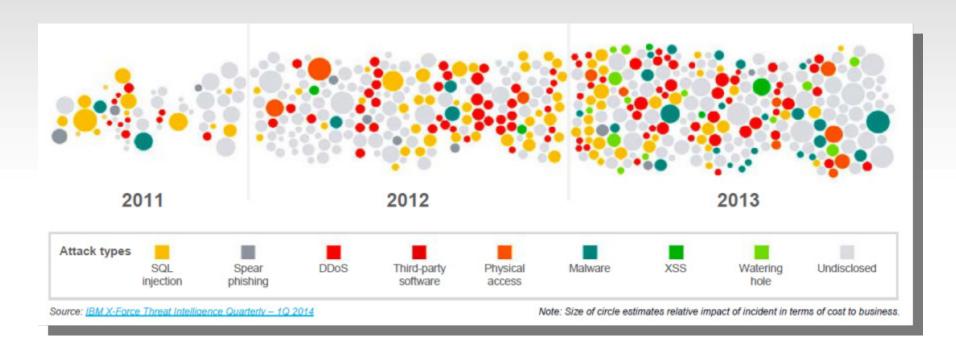


Table 10. Compromised assets b	y percent of bre	eaches and per	cent of records*
Туре	Category	All Orgs	Larger Orgs
Database server	Servers	6% 96%	33% 98%

2012 Data Breach Report from Verizon Business RISK

http://www.verizonbusiness.com/resources/repart\_data-breach-investigations-report\_2012\_en\_xg.pdf



#### Data Governance and Security are changing rapidly

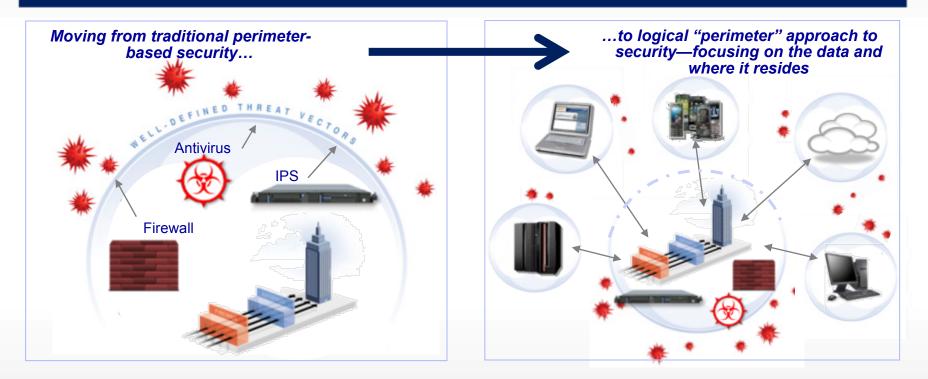
**Data Explosion** 

Consumerization of IT

Everything is Everywhere

Attack Sophistication

Extending the perimeter; focus shifts to protecting the DATA



Cloud, Mobile and Data momentum is breaking down the traditional perimeter and forcing us to look at security differently
Focus needs to shift from the perimeter to the data that needs to be protected



#### Real time monitoring and alerting is key

- Attacks occur in minutes yet not discovered for months without real-time monitoring
- •Customers will say they have their own solution but they never monitor in real time
- •They can't act as fast as the bad guys with home grown solutions.

#### Time span of events by percent of breaches







zEnterprise and Big Data

A significant data source for today's business

critical analytics

- Data that originates and/or resides on zEnterprise
  - 2/3 of business transactions for U.S. retail banks
  - 80% of world's corporate data
- Businesses that run on zEnterprise
  - 66 of the top 66 worldwide banks
  - 24 of the top 25 U.S. retailers
  - 10 of the top 10 global life/ health insurance providers
- The downtime of an application running on zEnterprise = apprx 5 minutes per yr
- 1,300+ ISVs run zEnterprise today
  - More than 275 of these selling over 800 applications on Linux







"Breaches in data security have been increasing steadily over the last few years...

These kind of incidents can seriously damage brand image and customer confidence...

and impact share price and bottom line performance" — Information Governance: Audit and

Protection on the IBM System z platform (A report paid for by IBM in December 2011 by Mike Ferguson, independent analyst)

### The potential costs of doing nothing

\$5.5M<sup>(1)</sup>

**USD** 

average cost of a data breach

\$194(1)

**USD** 

Average cost per Compromised record 28,349(1)

average number of breached records per incident 96%(2)

of records compromised involving database servers

### Using home grown approaches can be risky



Manual approaches can leave you open to higher risk and inefficiencies



New sources of threats: outsourcing, webfacing applications, mobile access, stolen credentials and insiders



Requirements for privacy and security by role can add complexity



#### **IBM InfoSphere Information Governance solutions.**

Data Security Architect
"I need to understand where
data is and how it is related to
other data. I also need to identify
sensitive data and how it is to be
classified from a security
perspective."

Corp Compliance Officer
"We have to comply with
regulatory and industry mandates
and must protect the organization
from negative external visibility
resulting from failed audits and
non-compliance."



**Auditor** 

"I need 100% visibility and transparency into the who, what, where, why and how of what's been happening with the data." Chief Security Office
"I need tools that help me interpret
and implement security policies
into IT deliverables. I also need
better ways to manage security
and be alerted of potential threats
before a breach occurs."



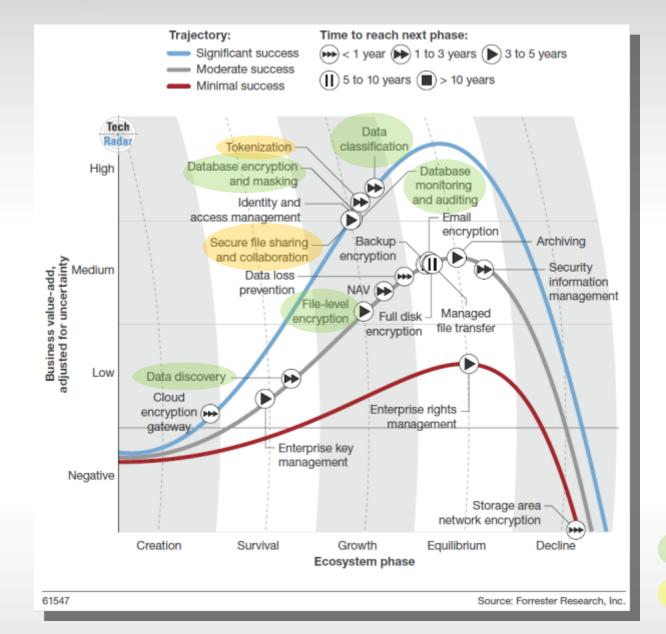


## **Agenda**

- Big Data opportunities and threats
- Proactive and preventative information protection
- Summary and Call to Action

#### **Focus moving to Data Centric Security**







"The shift to datacentric security is finally happening"

TechRadar™: Data Security, Q2 2014

by Stephanie Balaouras, John Kindervag, and Heidi Shey, April 22, 2014

Market leader

Within a year





#### How we do it?





Discovery Classificatio n

Masking Encryption

#### **Configuration Data**



Vulnerability Assessment



Entitlements Reporting

#### **Data in Motion**



**Activity Monitoring** 



Blocking g Quarantine



Dynamic Data Masking

Where is the sensitive data?

How to protect sensitive data?

How to secure the repository?

Who should have access?

What is actually happening?

How to protect sensitive data to reduce risk?

How to prevent unauthorized activities?

Security

**Policies** 

**Dormant Data** 

Security Alerts /

Enforcement

**Dormant Entitlements** 

**Compliance Reporting** 



# Address the Full Data Protection Lifecycle

- Discover your DBMSs
  Discover & classify sensitive data
- Continuously update security policies

Discover & Classify

Assess & Harden

- •DB vulnerability assessments
- Masking sensitive data
- Encryption of sensitive data
- Archive un-needed data
- Preconfigured tests based on best practices / standards

- Cross-DBMS policies
- Pre-built compliance reports (SOX, PCI, etc.)
- Enterprise integration
- SIEM integration
- Sign-off management
- Centralized audit repository
- No database changes

Critical
DataServer
Infrastructure

Audit & Report Monitor & Enforce

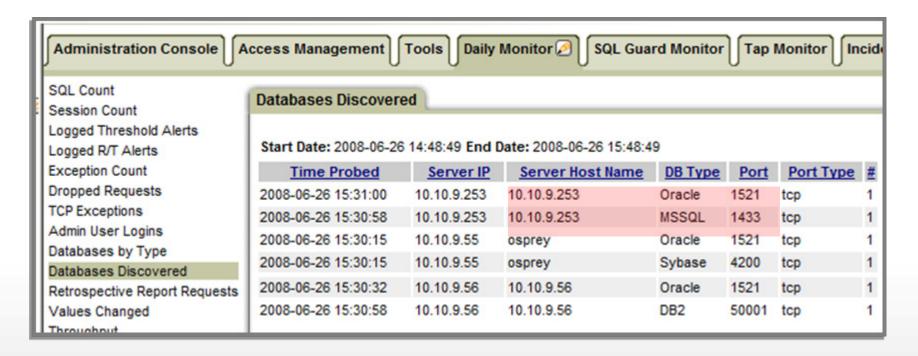
- Monitor & alert on attacks
- Monitor privileged users
- Monitor changed behavior
- · Real-time alerts
- Prevent cyberattacks
- Enforce change controls
- Forensics data mining





### **Find your Data Servers**

- Scan the network to develop an inventory of databases
- Schedule regular scans to discover new instances
- Policy-based actions
  - Alerts
  - Add to group for monitoring







## **Sensitive Data Discovery**

**The Problem:** Finding Sensitive Data can be difficult:

- Sensitive data can't be found just by a simple data scan.
- "Corporate memory" is poor
- Hundreds of tables and millions of rows:
- Data quality problems make discovery more difficult

#### **Sensitive Relationship Discovery**

#### The Solution:

- Common PII data element discovery
  - · Pre-Defined Scanning
- Custom sensitive data discovery
  - Supply Discovery with "descriptions/examples"
  - Discovery will scan for matching columns
- Hidden sensitive data discovery
  - Sensitive data embedded in free text columns
    - Scan by "floating" patterns
  - Sensitive data that is partial or hidden

	Cyata	m A Toble 1	
ı		em A Table 1	
	Number		
	3544600986	AlexFulltheim	
	5728150928	BarneySolo	
	3786736304	BillAlexander	
	6783802468	BobSmith	
	4035567193	EileenKratchman	
	8037409934	FredSimpson	
	4306123913	George Brett	
	9525061085	JamieSlattery	
	4594182715	JimJohnson	
	1288966020	MartinAston	
	_		•

	Sys	tem A Table	e 15
Ī	Patient	Result	Test
ŀ	3802468	Ν	53
1	4182715	Ν	53
1	4600986	Ν	32
ļ	5061085	Ν	53
ļ	5567193	Ν	72
1	6123913	Υ	47
l	6736304	N	34
ŀ	7409934	N	34
ŀ	8150928	N	47
E	8966020	N	34

	System Z Table 25
Test	Name
53	Streptococcus pyogenes
53 72 32 47	Pregnancy
32	Alzheimer Disease
47	Hemorrhoids
34	Dermatamycoses





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## **Vulnerability Assessment**

### Based on best practices

- Cost effectively improve the security of data servers by conducting automated database vulnerability assessment tests
  - Packaged tests to detect vulnerabilities including inappropriate privileges, grants, default accounts and passwords, security exposures, patches, etc.
  - Capabilities enabling the development of custom tests
- Based on industry standards such as STIG and CIS
- Management of VA testing from central InfoSphere Guardium console for enterprise-wide control
- Integrated with other InfoSphere Guardium elements for improved process efficiency, including Compliance Workflow Automation and audit repository
- Based on DISA STIG and CIS security standards
  - Server defaults
  - Patch levels
  - OS and DBMS Vulnerability Assessment



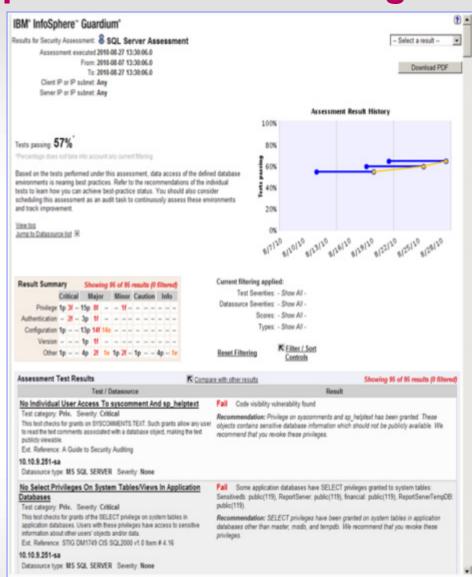


## Identify Unpatched and Misconfigured Systems

Current Test Results

Prioritized Breakdown

Detailed Test Results



Result History

Filters and Sort Controls

Detailed Remediation Suggestions





# Eliminate inappropriate privileges

Cat.	Test Name	Datasource	P/F	Sev.	Reason
Priv.	Access To The UTL_FILE Package is restricted	ORACLE: Oracle EE - Joe		tion: Pe	Found Exec UTL_FILE privilege granted to public ermissions to execute the UTL_FILE package have been granted to users other than DBAs. UTL_FILE allows rating system files from Oracle, which may result in a security breach.
Conf.	LOG ARCHIVE DUPLEX DEST Set	ORACLE: Oracle EE - Joe		ation: L	Parameter: 'LOG_ARCHIVE_DUPLEX_DEST' is not set.  OG_ARCHIVE_DUPLEX_DEST is not set. We recommend to set this parameter to a valid directory owned by an and group read/write permissions only.
Conf.	MAX ENABLED ROLES is not greater than 30	ORACLE: Oracle EE - Joe		ation: M	Parameter: 'MAX_ENABLED_ROLES' with a value of '150' has been obsoleted for version 10.2.  [ax_enabled_roles is set to a value higher than 30. This parameter should be limited as much as possible 20 roles by default)
Priv.	No 'Catalog' Role Assignments	ORACLE: Oracle EE - Joe	'EXECUTE_C recommend r 'SELECT_CA 'OLAP_DBA', granted to 'S')	ation: Ad ATALO estriction TALOG 'OLAP_ (S', 'DB	Some users or roles other than predefined dba or roles have been granted default roles: SH, OLAPSYS, PERFSTAT, IX.  Cocess to Data Dictionary and Catalog roles, 'SELECT_CATALOG_ROLE', 'OLAP_DBA',  IG_ROLE', 'DELETE_CATALOG_ROLE', 'RECOVERY_CATALOG_OWNER' is granted to some users. We  ing access to the Data Dictionary. Access to the Data Dictionary should be done using the V\$ views.  IG_ROLE' may be granted to 'SYS', 'DBA', 'OEM_MONITOR', 'EXP_FULL_DATABASE', 'IMP_FULL_DATABASE',  USER'. 'OLAP_DBA' may be granted to 'SYS', 'DBA', 'OLAPSYS'. 'EXECUTE_CATALOG_ROLE' may be  A', 'EXP_FULL_DATABASE', 'IMP_FULL_DATABASE'. 'DELETE_CATALOG_ROLE' may be granted to 'SYS',  CATALOG_OWNER' may be granted to 'SYS'.
Priv.	No Authority To Create Libraries	ORACLE: Oracle EE - Joe	revoking this	ation: Ti privileg	Some users or roles without DBA or IMP_FULL_DATABASE authority have CREATE LIBRARY privileges: MDSY: DMSYS, EXFSYS, ORDSYS, ORDPLUGINS, XDB.  the CREATE LIBRARY (or CREATE ANY LIBRARY) privilege has been granted to some users. We recomment to unless it is absolutely necessary for a very minimal number of users to have the privilege. These privileges as the operating system, and they allow a user to load an operating system binary file and make calls to that
Priv.	No Roles With The Admin Option	ORACLE: Oracle EE - Joe		ation: Ri ble, a u	Found roles granted WITH ADMIN option  oles have been granted with the admin option to roles or users other than DBA, SYS, and SYSTEM. When a  iser can grant that role to other users. Since granting roles should be restricted, we recommend that you not  GRANT option





### **Sensitive Data Masking**

Masked or transformed data must be appropriate to the context:

- -Consistent formatting (alpha to alpha)
- -Context and application aware

–Within permissible range of values

-Maintain referential integrity

A comprehensive set of data masking techniques to transform or de-identify data, including:

- String literal values
- Character substrings
- Random or sequential numbers

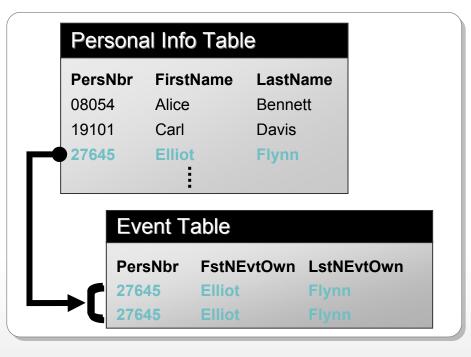
Arithmetic expressions

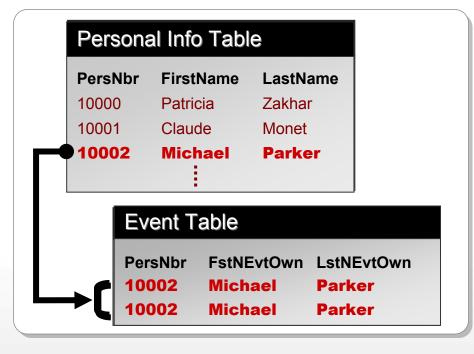
Lookup values

Concatenated expressions

■Trans Col

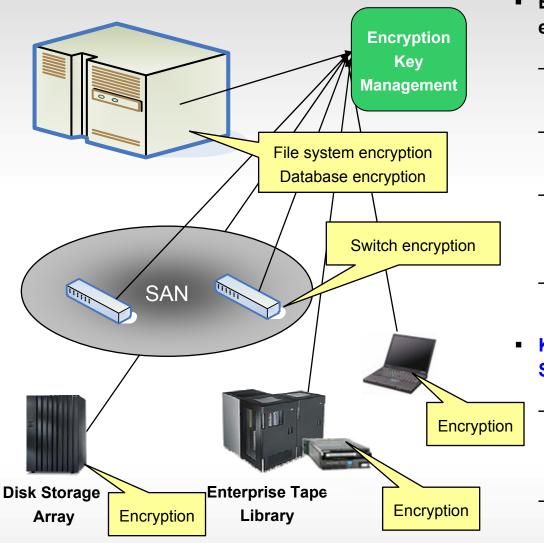
Date aging







Encryption is everywhere – but where and how makes a difference

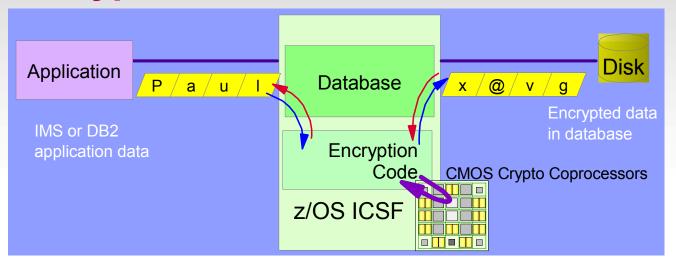


- Encryption choices why should encryption be built into storage
  - Performance cryptography can be computationally intensive
  - Efficiency encrypted data is not able to be compressed or de-duplicated
  - Security Data in transit should use temporary keys, data at rest should have long term retention and robust management
  - Scalability best to distribute cryptography across many devices
- Key Management Interoperability Protocol Standard makes this viable
  - Four years now have demonstrated interoperability at the RSA conference with 8+ vendors
  - TKLM includes a c source reference implementation





## **Data Encryption for DB2 and IMS**



- Supports all levels of DB2
- No application changes needed
- Applications need no awareness of keys
- Supports both secure key and clear key encryption
- Index access is unaffected by encryption
- Compatible with DB2 Load/Unload utilities and DB2 Tools
- EDITPROC, FIELDPROC, or UDF invocation

- Data encryption on disk
- Data on channel is encrypted (protects against channel/network sniffers)
- Existing authorization controls accessing this data are unaffected
- Assumption made that access is through the DBMS, or, direct access invokes the DBMS data exits





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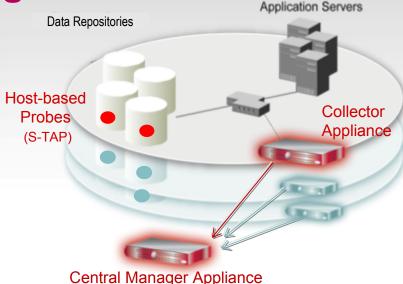




## **Data Activity Monitoring**

- ✓ Activity Monitoring
  - Continuous, policy-based, real-time monitoring of all data traffic activities, including actions by privileged users
- ✓ Blocking & Masking

  Data protection compliance automation
- ✓ Vulnerability Assessment
   Database infrastructure scanning for missing patches,
   mis-configured privileges and other vulnerabilities



#### **Key Characteristics**

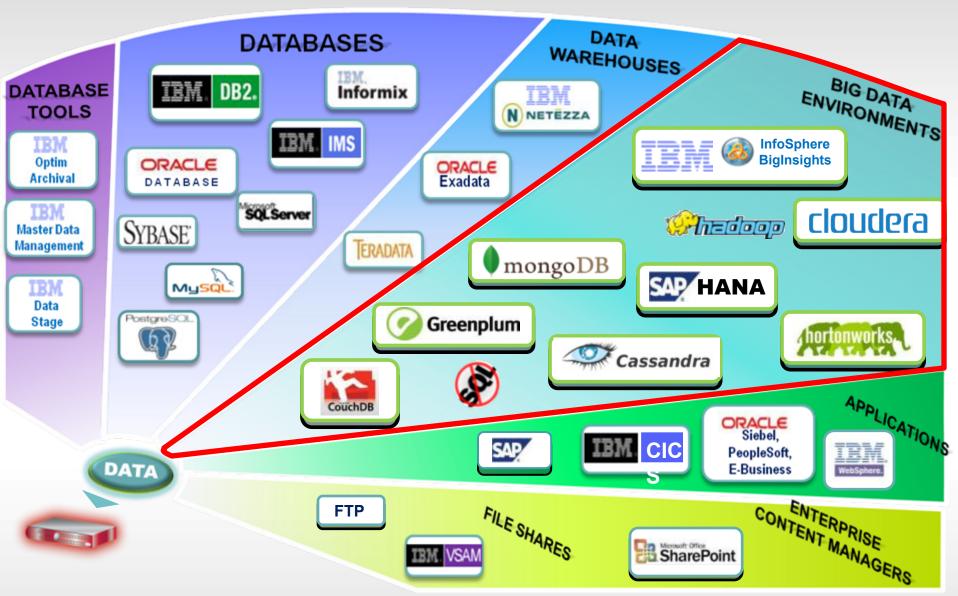
- Single Integrated Appliance
- Non-invasive/disruptive, cross-platform architecture
- Dynamically scalable
- SOD enforcement for DBA access
- Auto discover sensitive resources and data
- Detect or block unauthorized & suspicious activity
- Granular, real-time policies
  - Who, what, when, how

- 100% visibility including local DBA access
- Minimal performance impact
- Does not rely on resident logs that can easily be erased by attackers, rogue insiders
- No environment changes
- Prepackaged vulnerability knowledge base and compliance reports for SOX, PCI, etc.
- Growing integration with broader security and compliance management vision





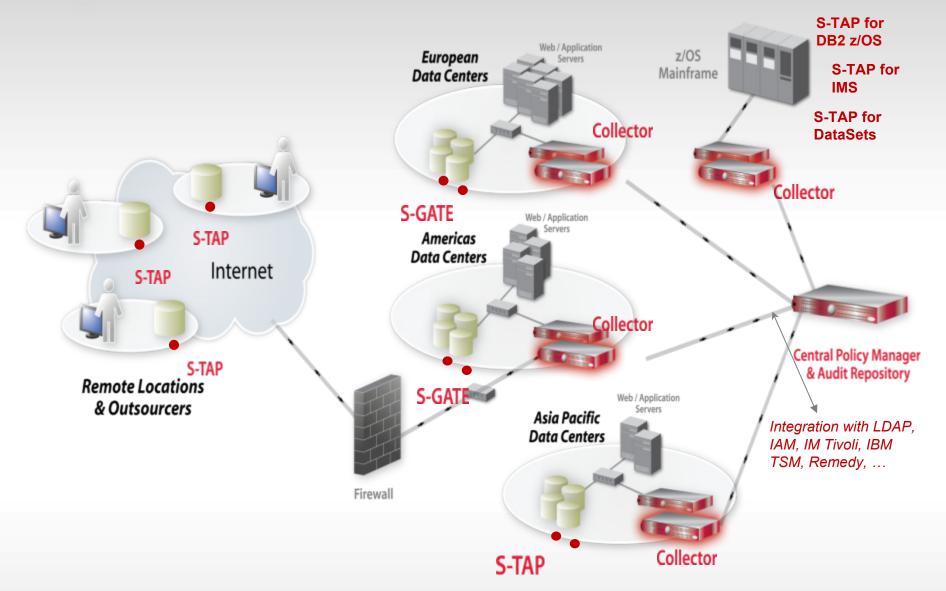
# **Extend Activity Monitoring to Big Data, Warehouses, File Shares**





## **Scalable Multi-Tier Architecture**









### Cross-platform policies and auditing across enterprise

Unified cross-platform policies easily defined

Responsive actions defined within policies

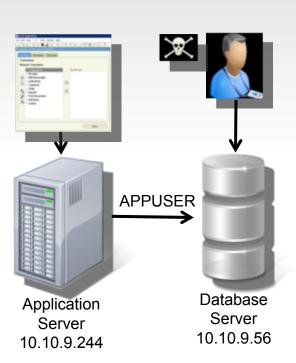
Single audit repository enables enterprise-wide compliance reporting and analytics

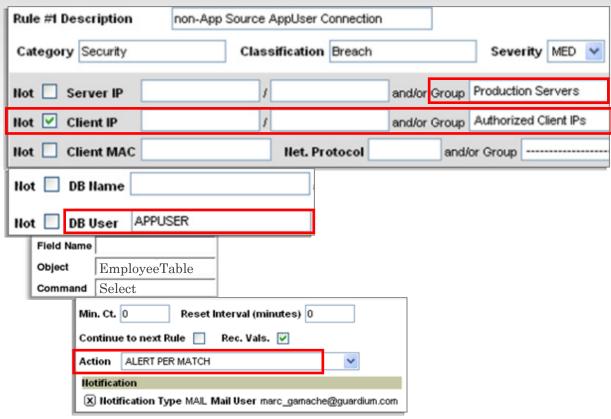
Description Granular Cross Pl	atform Policy Rule			100		
Category Security	Classific	ation Operation	ms	Severity HGH		
Server IP	1		andler Group	(Public) PCI Authorized	Sever IPs	•
Set Client IP			andlor Group	(Public) PCI Authorized	Client IPs	
Sor Client MAC						
Net Prtcl.	and/or Group		× 4.			
DB Type		1				
Nor Svc. Name		or Group -		*		
CIFS		or Group				
lot DB Name DB2		or Group			_ m	· .
IBM NF	ORMIX (DRDA)					- m
IDM IDE		c. Name  -		4		
MS SQL	SERVER	or Group				
Not OS User MYSQL		or Group	·	<u>.</u>		
Sec App. NETEZZ ORACLE		or Group		-		<b>■</b>
Not Field SYBASI	E	or Group		4		
Not Object TERADA			blic) PCI Cardho	lder Sensitive objects		• ♣
Not Command	an	dior Group -			• .	
Object/Cmd. Group						
Object/Field Group			×			
Pattern		8				
XML Pattern		(6)				
	rent Type		Event User			
App Event Values Text			and/or Group	₹		
Numeric		Date				
Data Pattern		- E	Replacem	ent Character *		
Time Period		• •			_	
Minimum Count 0	Reset Interva			pe Template Dylault	•	_
Quarantine for 0	minutes Reco	rds Affected Th	reshold [0	Rec. Vals.	Cont. to next	rule
Actions						
■ ■ ALERT PER	MATCH					
M MELENT PER	mr. rer					





# A simple policy example: Application bypass





#### Sample Alert

From: To:	GuardiumAlert @guardium.com Marc Gamache	Senti	Wed 4/15/2009 8:00	MA C
Cc: Subject:	(cl.) SQLGUARD ALERT			
Catego Rule # Reques 172.16 3.8 DB	: (c1) SQLGUARD ALERT Alert based on rule ID non-App Source AppUser Cory; security Classification: Breach Severity MED 20267 [non-App Source AppUser Connection ] t Info: [Session start: 2009-04-15 06:59:03 Server Type: ORACLE Client IP 192. 2.152 Client PORT: 11787 Server Port: 1521 Net Protocol: TCP DB Protocol: IN User: APPUSER tion User Name	168.20.1	60 ServerIP:	
	Program: JDBC THIN CLIENT Authorization Code: 1 Request Type: SQL_LAN elect * from EmployeeTable	G Last l	Error:	





# Identify inappropriate use by authorized users

Should my customer service rep view 99 records in an hour

when the average is 4?

<b>DB User Name</b>	<u>Sql</u>	Records
STEVE	select * from ar.creditcard where i>? and i </td <td>4</td>	4
HARRY	select * from ar.creditcard where i </td <td>4</td>	4
JOE	select * from ar.creditcard where i </td <td>99</td>	99

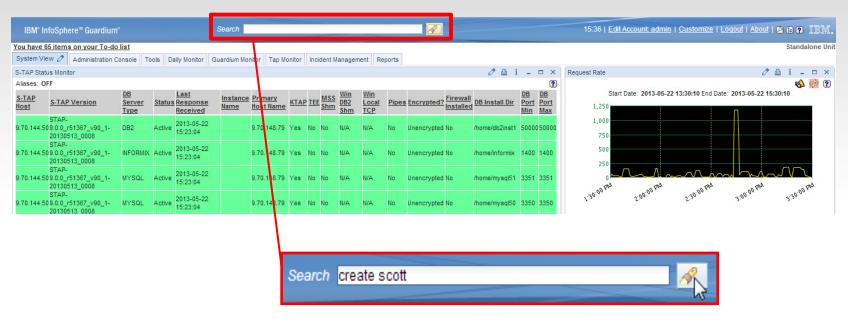
Is this normal?

What did he see?

HARRY	select * from ar.creditcard where i </th <th>0002,</th>	0002,
JOE	select * from ar.creditcard where i </td <td>0001</td>	0001
JOE	select * from ar.creditcard where i </td <td></td>	
JOE	select * from ar.creditcard where i </td <td></td>	
JOE	select * from ar.creditcard where i </td <td></td>	
JOE	select * from ar.creditcard where i </td <td></td>	
JOE	select * from ar.creditcard where i </td <td></td>	
JOE	select * from ar.creditcard where i </td <td></td>	
IOE	select * from ar.creditcard where i </td <td>0092,0093,0094,0095,0096,0097,</td>	0092,0093,0094,0095,0096,0097,



#### Quick Search (db activities, exception, violations)



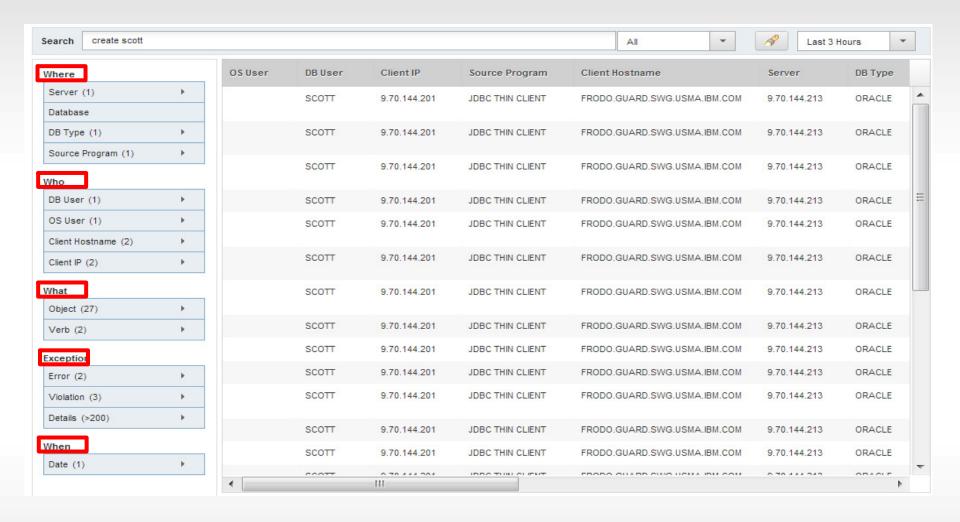
For manually entered search terms, the following rules apply:

- For exact match, use double quotes. Example: "Connection Profiling List Alert"
- For results that have all specified terms (AND condition), enter terms separated by a space. Example: hadoop getlisting
- To get results that include any specified terms, use OR (or I) between the terms. Example: hadoop OR client
- To exclude a term, use NOT (or -). Example: NOT hadoop
- Use the wildcard character (\*) at beginning or end of a string. Example: \*.10.70.30





#### **Quick Search (cont)**





## Outliers – finding the needle in the security haystack

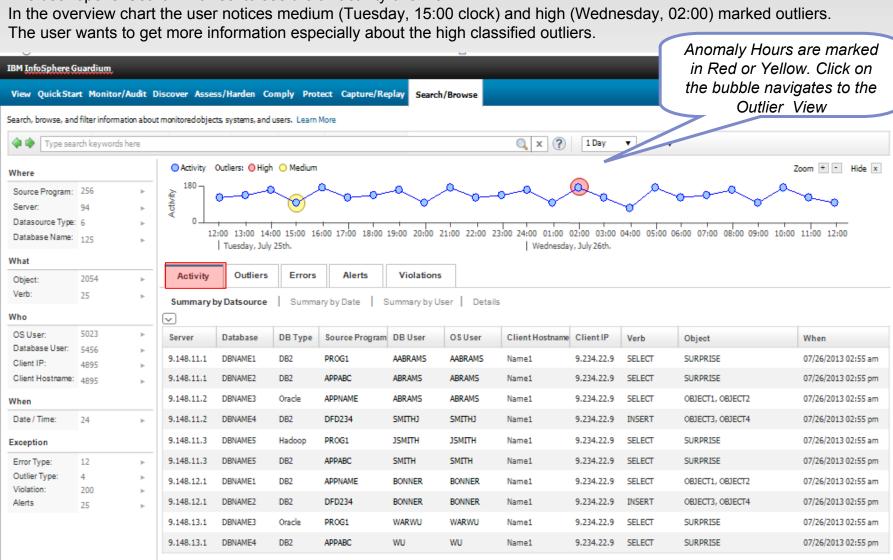
- Advanced Machine Learning algorithm
- Unsupervised model models normal activity patterns and analyzes new activities as they accumulate.
- Intuitive interface that clearly summarizes normal activities
   (who/what/when/where) and pinpoints anomalies and suspicious
   activities
- Cluster-based analysis predicts the appearance of data together, and flag anomalies when data appear out of "context" (i.e., if cluster is missing members)



#### **Outliers Analysis**



The user opens 'Search/Browse' to see the all activity overview.





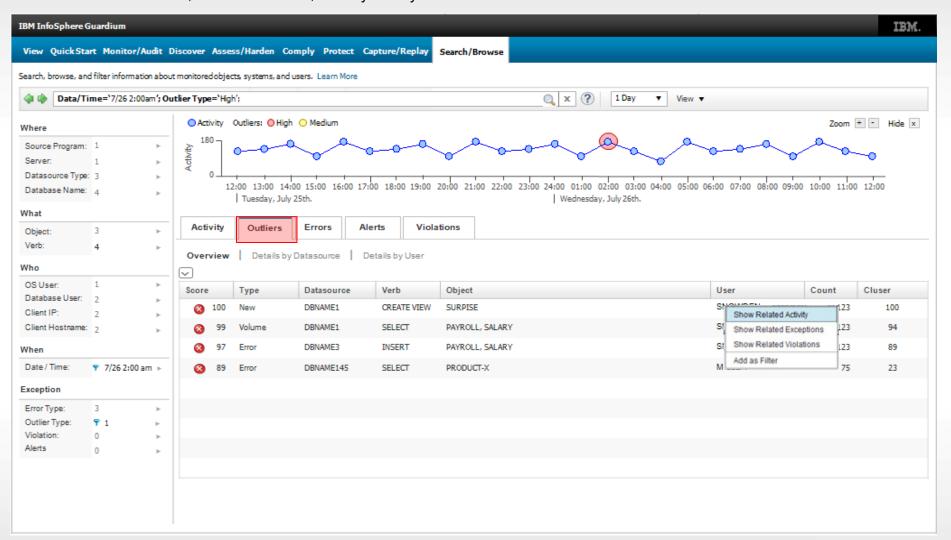
### **Outliers Details**



The ,Outliers' tab contains more information about the selected timeframe with high classified outliers.

The 'Type' explains the reason. Examples: New/Unique, Rare, Exceptional Volume, Exceptional Errors

The user can then interactively investigate each finding by Filtering-In / Out data or by using the Context Menu to navigate to the "Related Activities", "Related Errors", History or any other related data.







### Monitoring on System z - Recent Enhancements

- Termination of suspicious DB2 activity
  - Terminate a DB2 thread that a Guardium policy has flagged as high risk
- Many new System z RACF vulnerability tests
  - directly or via zSecure Integration
- New Entitlement Reporting for z
  - DB2 Catalog and RACF via zSecure
- New monitoring of DataSet activity (sequential and partitioned)
- Centralized IMS management
- Expanded DB2 monitoring including DB2 start and stop
- Resiliency across network or server outages
  - Consistent across all platforms
- Appliance based policy administration
  - Consistent with Distributed policies on Guardium UI





### Automate oversight processes to ensure compliance and reduce operational costs

Easily create custom processes by specifying unique combination of workflow steps, actions and users

Use case
 Different oversight processes for financial servers than PCI servers

Supports automated execution of oversight processes on a report line item basis, maximizing efficiency without sacrificing security

Use case
 Daily exception report contains 4 items I know about and have resolved, but one that needs detailed investigation. Send 3 on for sign-off; hold one

ent Type				
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	Dent Type	FIRST SMILES	Allowed Status	
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Deser	MA Stone Daily PCI I	DSS Incident Worldo		
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Roles	have been assigned to this	event type with status Open		Roles
Roles	have been assigned to this	event type with status - Net A	Approved	Roles
No rei	es have been assigned to t	his event type with status. Revi-	ery state	Roles.
			Cancel	Apply

Audit Process	Definition				8
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### **Address the Full Data Protection Lifecycle**

- Discover your DBMSs
- Discover & classify sensitive data
- Continuously update security policies

Discover & Classify

Assess & Harden

- •DB vulnerability assessments
  - Masking sensitive data
- Encryption of sensitive data
  - · Archive un-needed data
  - Preconfigured tests based on best practices and standards

Cross-DBMS policies

 Pre-built compliance reports (SOX, PCI, etc.)

- Enterprise integration
- SIEM integration
- Sign-off management
- · Centralized audit repository
- No database changes

Critical
DataServer
Infrastructure

Audit & Report Monitor & Enforce

- Monitor & alert on attacks
  - Monitor privileged users
- Monitor changed behavior
  - Real-time alerts
  - · Prevent cyberattacks
- · Detect application-layer fraud
  - Enforce change controls
    - Forensics data mining

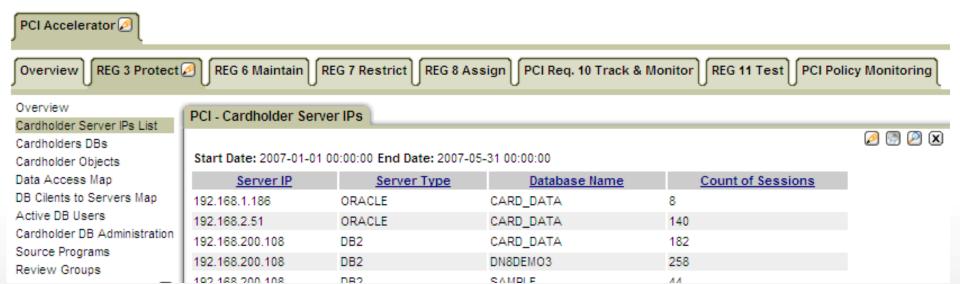




### **Audit and Report**

### Custom and Pre-Built Compliance Reports

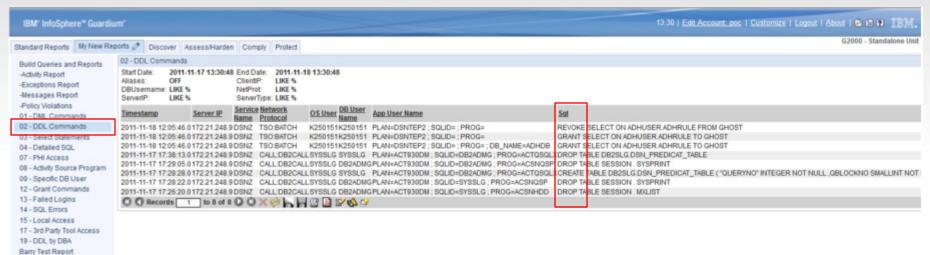
- Custom reporting
- SOX and PCI accelerators
  - Financial application monitoring (EBS, JD Edwards, Peoplesoft, etc)
  - Authorized application access only
  - Automated compliance reporting, sign-offs & escalations (SOX, PCI, NIST, etc.)







### Reporting DDL and DCL



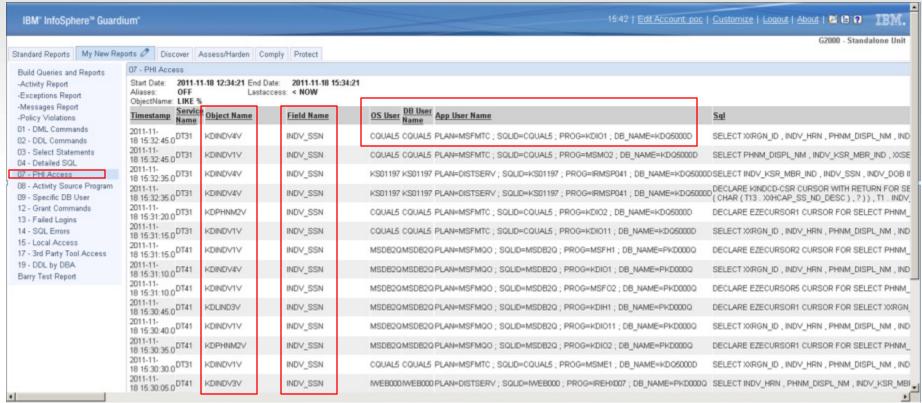
Ability to Monitor Data Definition Language Commands
•Create, Alter, Drop, etc.

Ability to Monitor Data Control Language Commands
•Grant, Revoke, etc.



### Reporting

### **Sensitive Data Access**

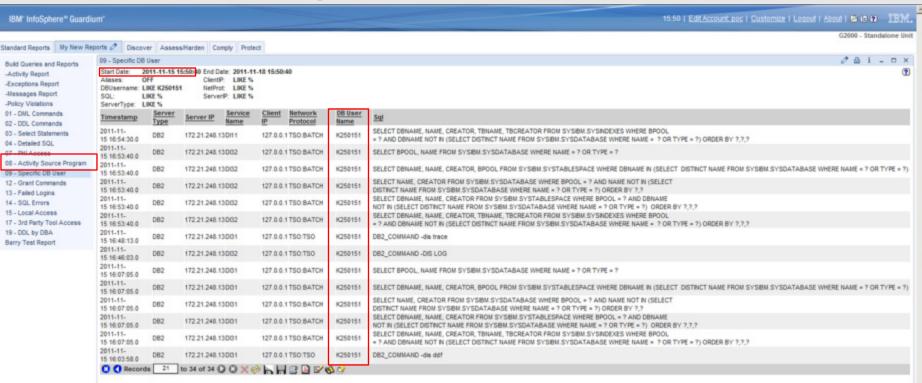


Ability to Monitor Access to Objects and Fields Containing Sensitive Data





### Reporting Specific User Activity

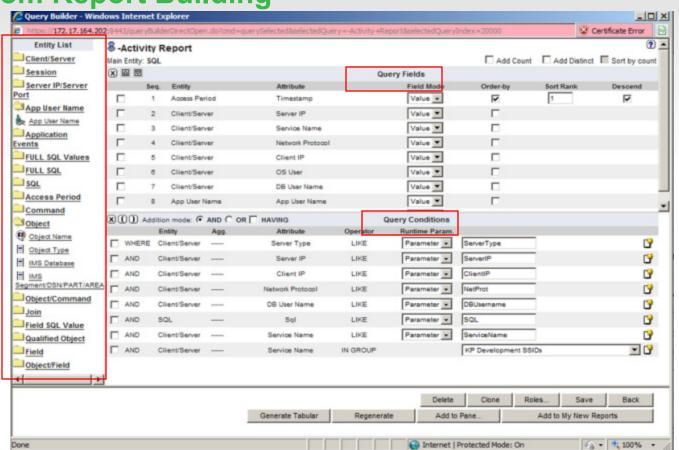


Ability to Report on a Specific User's Activity



### Reporting

**Custom Report Building** 



Ability to Easily Create Custom Reports Through Point and Click Interface





### **Agenda**

- Big Data opportunities and threats
- Proactive and preventative measures to information protection
- Summary and Call to Action





### Summary and call to action...

- Enterprise wide protection across many databases, platforms and data streams
  - Preventative and proactive data security controls
  - Real-time data threat detection and monitoring alerts
  - Support for many data streams not just transactional
  - Extensive integration capabilities
  - Fast implementation with automated workflows, predefined compliance reports and policies
  - Data Masking, Encryption and vulnerability assessment.
- Sign up for future related papers in 2015 "The world of DB2 for z/OS" on LinkedIn and Facebook





- <u>www.ibm.com/software/os/systemz/security/</u>
- <u>www.ibm.com/guardium</u>
- www.ibm.com/bigdata/z
- www.infogovcommunity.com

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### Thank You