

IBM **BusinessConnect**

A new era of thinking.

#BizCoMaroc

IBM Security

Security for a New Era of Computing

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Paradigm shift in crime



Attackers break through conventional safeguards every day

2013
800+ Million
records breached

2014
1+ Billion
records breached

2015
Unprecedented
high-value targets breached



Attack types



XSS



Heartbleed



Physical
access



Brute force



Misconfig.



Malvertising



Watering
hole



Phishing



SQLi



DDoS



Malware



Undisclosed

average time to detect APTs

256 days

average cost of a U.S. data breach

\$6.5M

New technologies introduce new risks...

44%



of security leaders expect a major cloud provider to suffer a security breach in the future

33%



of organizations don't test their mobile apps

...and traditional security practices are unsustainable

85



security tools from

45

vendors

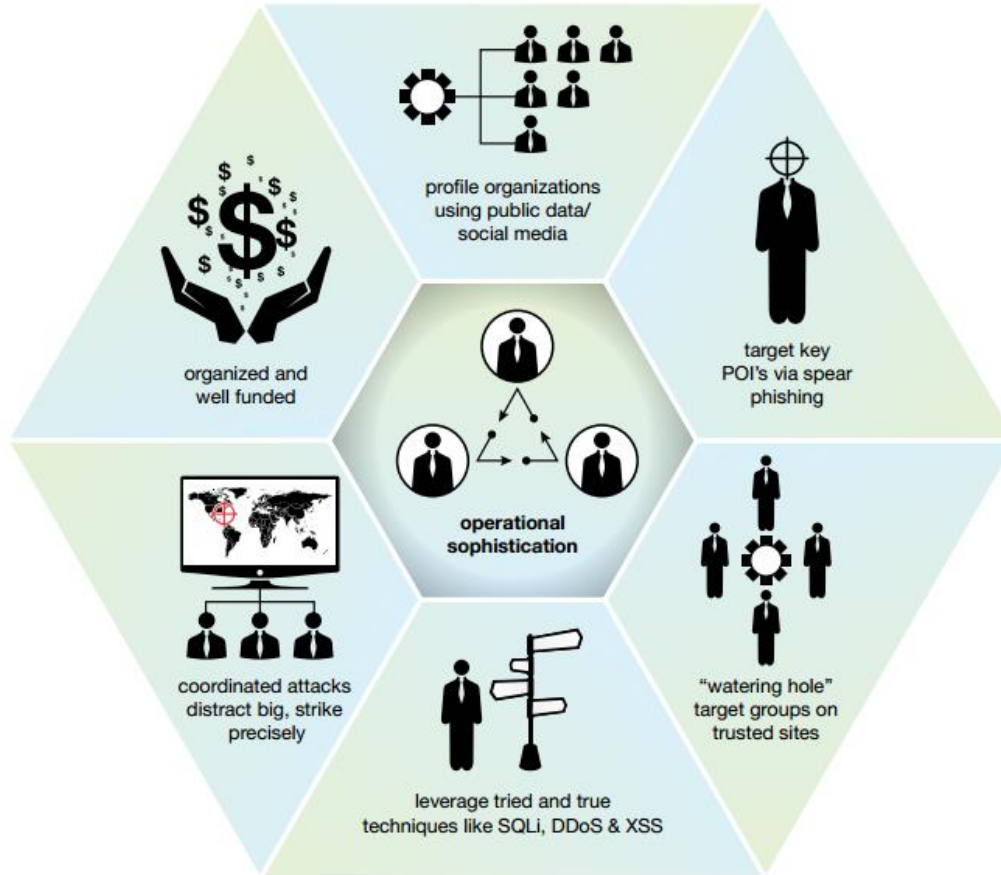


1.5M

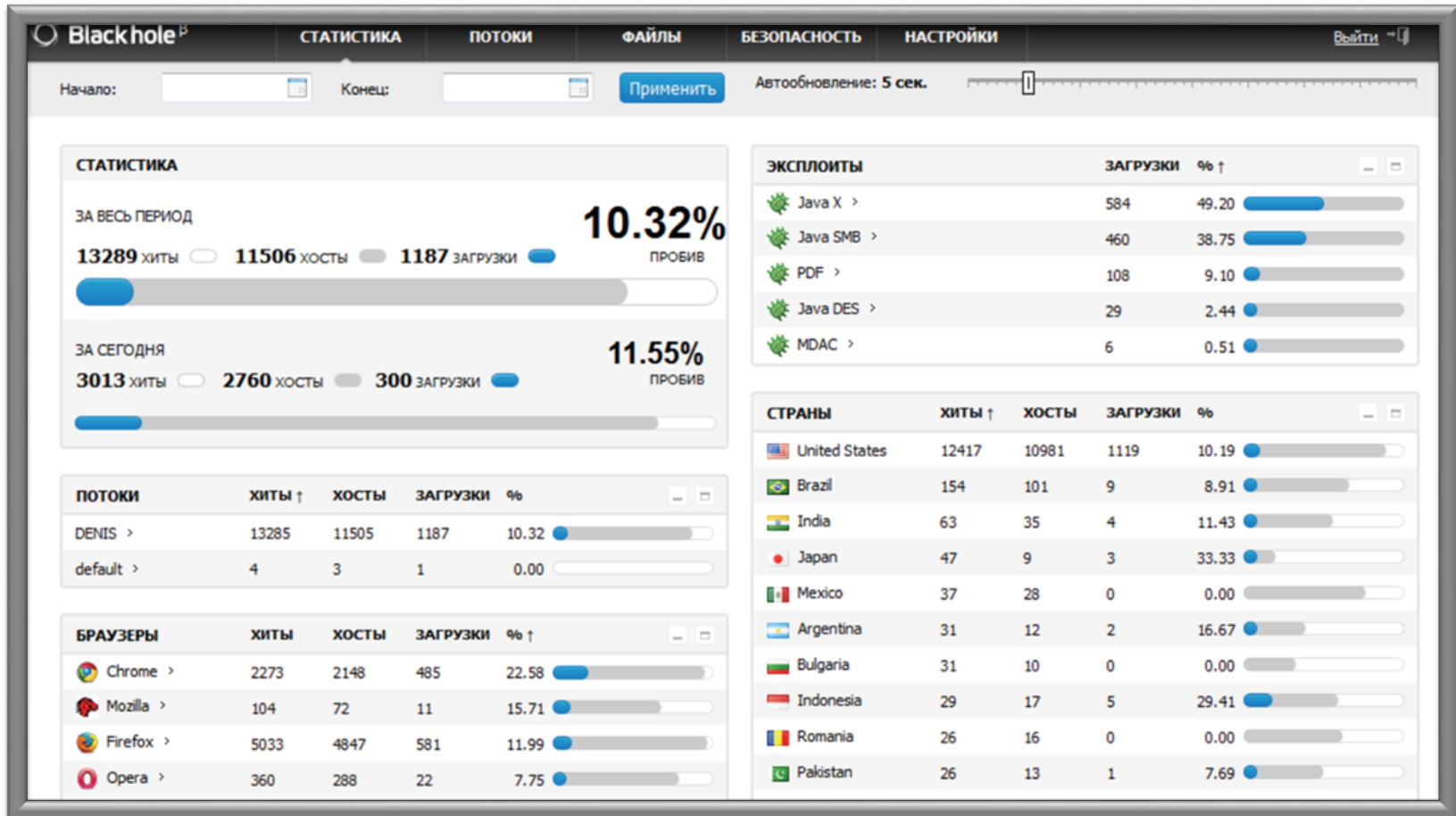


open and unfilled security positions by 2020

From Technical to Operational Sophistication...



Cybercriminals use Business Analytics too



Low Pain, Big Gain



A 30 meters long tunnel, 12 months work, by a local gang to reach the bank safe.

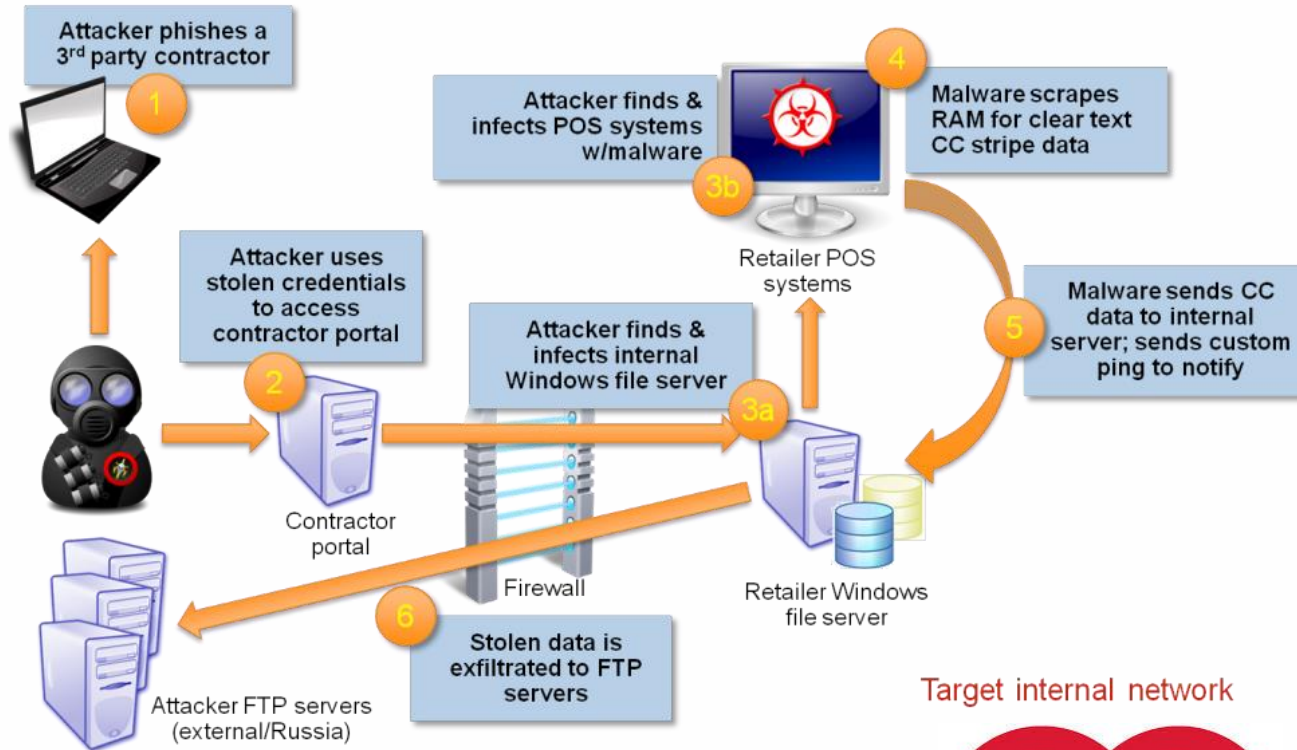
€10M gain



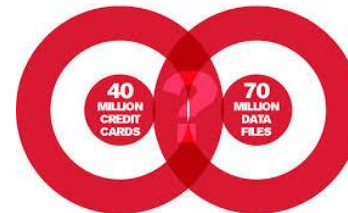
A 100 banks / 30 countries hack, driven for 2 years by the international “Carbanak” cybergang.

Up to \$1B gain

Anatomy of a Breach : Target Retailer



Target internal network



In the press...

- US federal employee database hacked
 - 22 millions people, including security form – filled by federal employees about themselves and relatives
- Panama Papers
 - 11.5 million documents of 214'000 companies
- Wikileaks
 - 1 million sensitive military and diplomatic documents

Anything for me here ?



Anything for me here?

Lloyd's Insurance estimates that cyber attacks cost businesses as much as **\$400B** a year (Austria's GDP = \$437B, 28th).

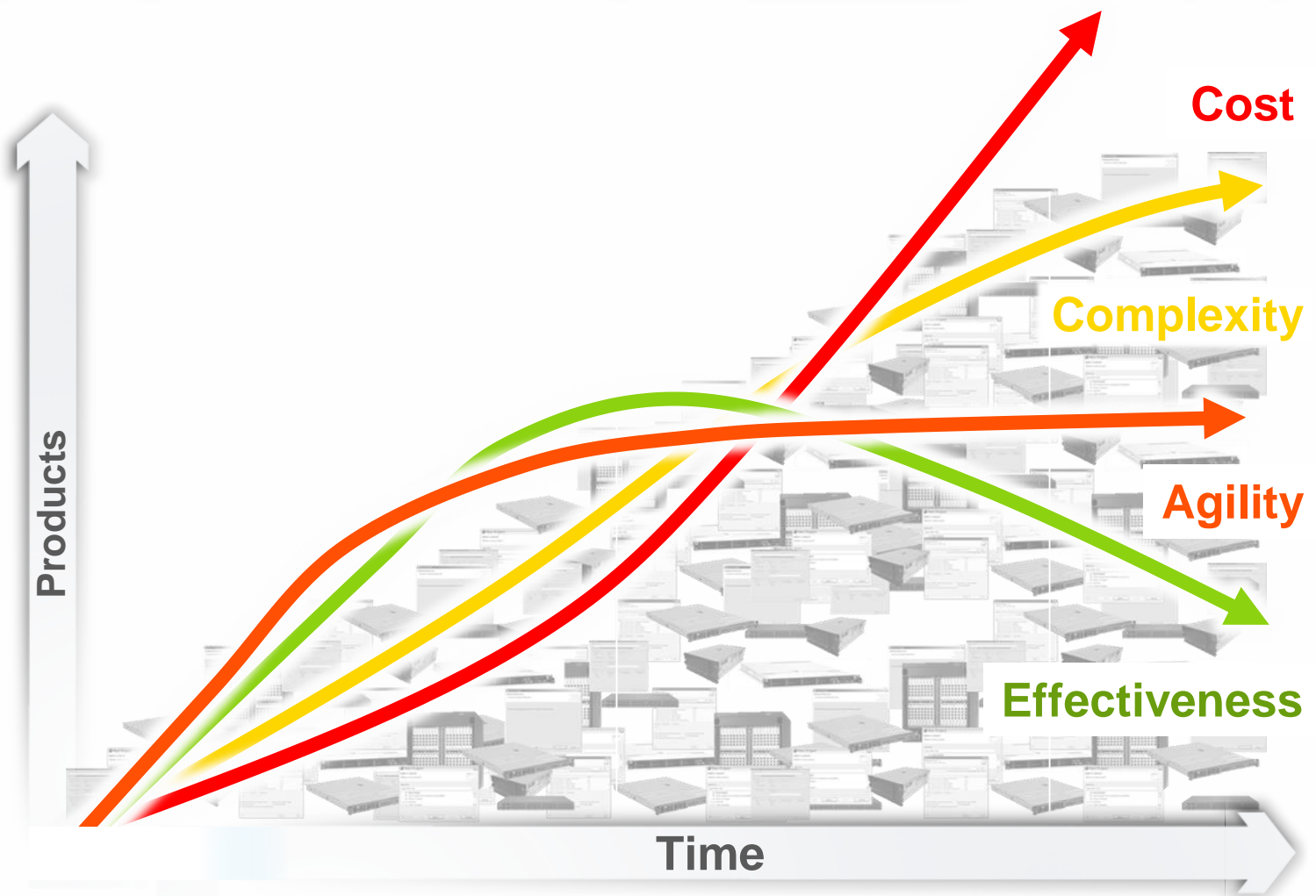
The World Economic Forum (WEF) says a significant portion of cybercrime goes **undetected.**

IBM's CEO: 'Cyber Crime Is The Greatest Threat To **Every Company** In The World'

Security leaders are more accountable than ever before



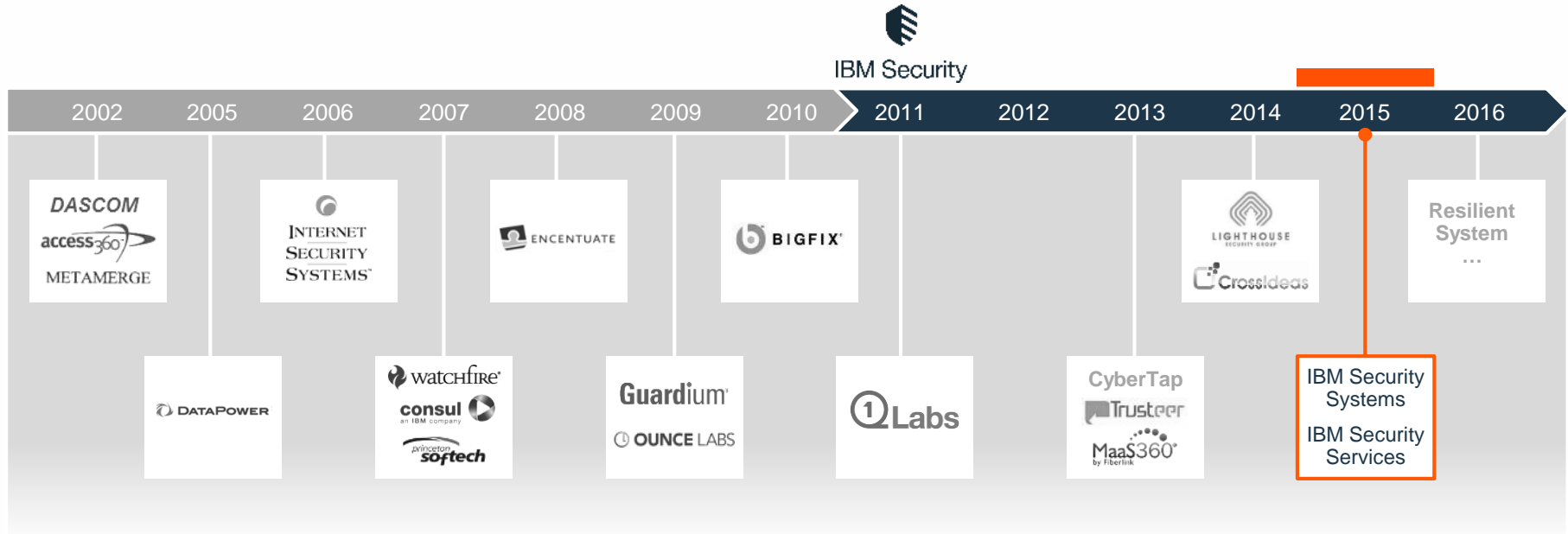
Your board and CEO demand a strategy





A new approach
to security
is needed

IBM Security invests in best-of-breed technologies



“...IBM Security is making all the right moves...”

Forbes

IBM Security Strategy

1. SUPPORT the CISO agenda



CISO, CIO, and Line-of-Business

- Strategy and leadership
- Rapid transformation
- Integrated solutions

2. INNOVATE around key trends



Advanced Threats



Compliance Mandates



Cloud



Skills Shortage



Mobile and Internet of Things

3. LEAD in selected segments

IBM Security Capability Framework

Strategy, Risk and Compliance

Cybersecurity Assessment and Response

Security Intelligence and Operations

Advanced Fraud
Protection

Identity and Access
Management

Data
Security

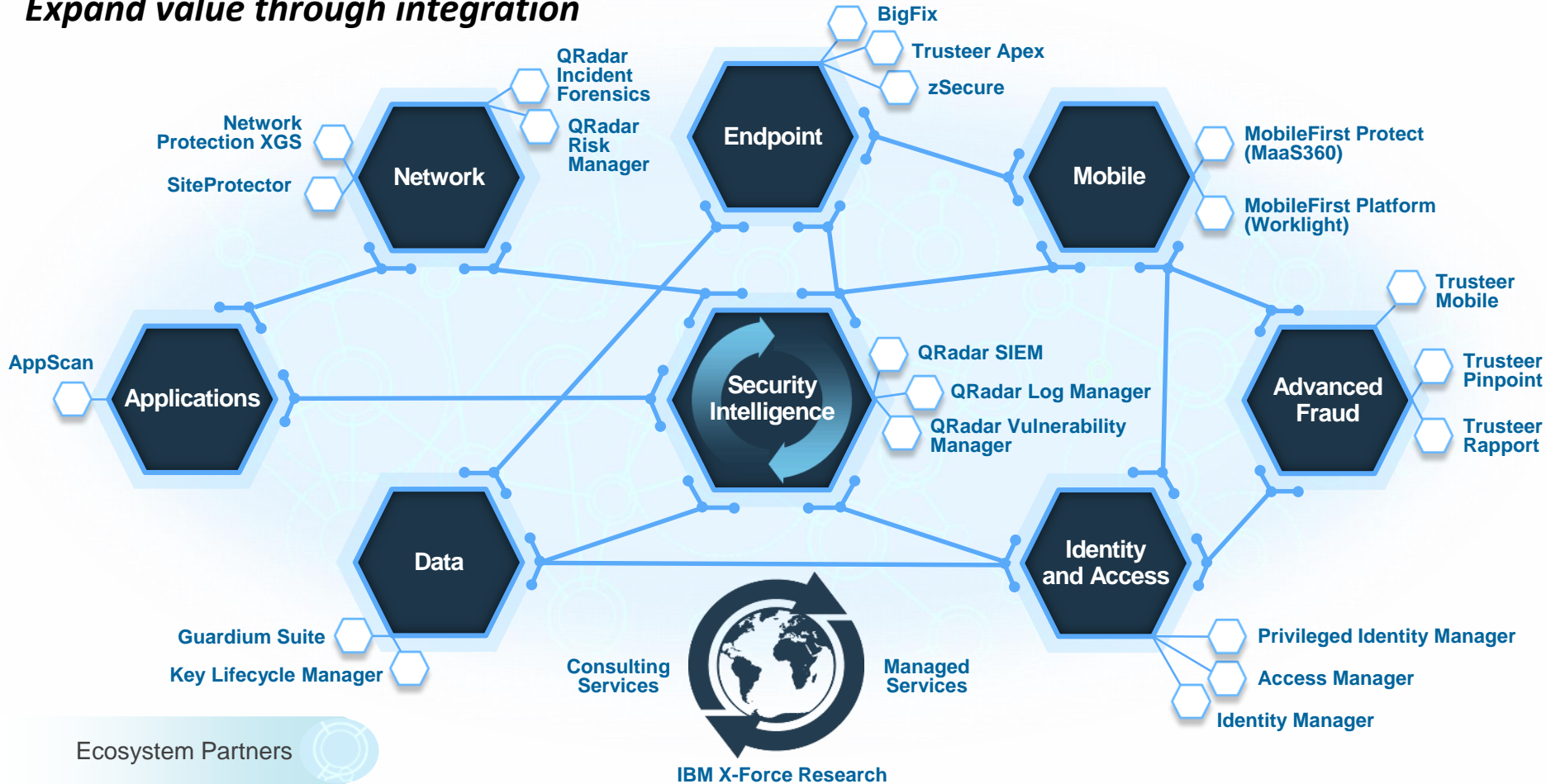
Application
Security

Network, Mobile and
Endpoint Protection

Advanced Threat and Security Research

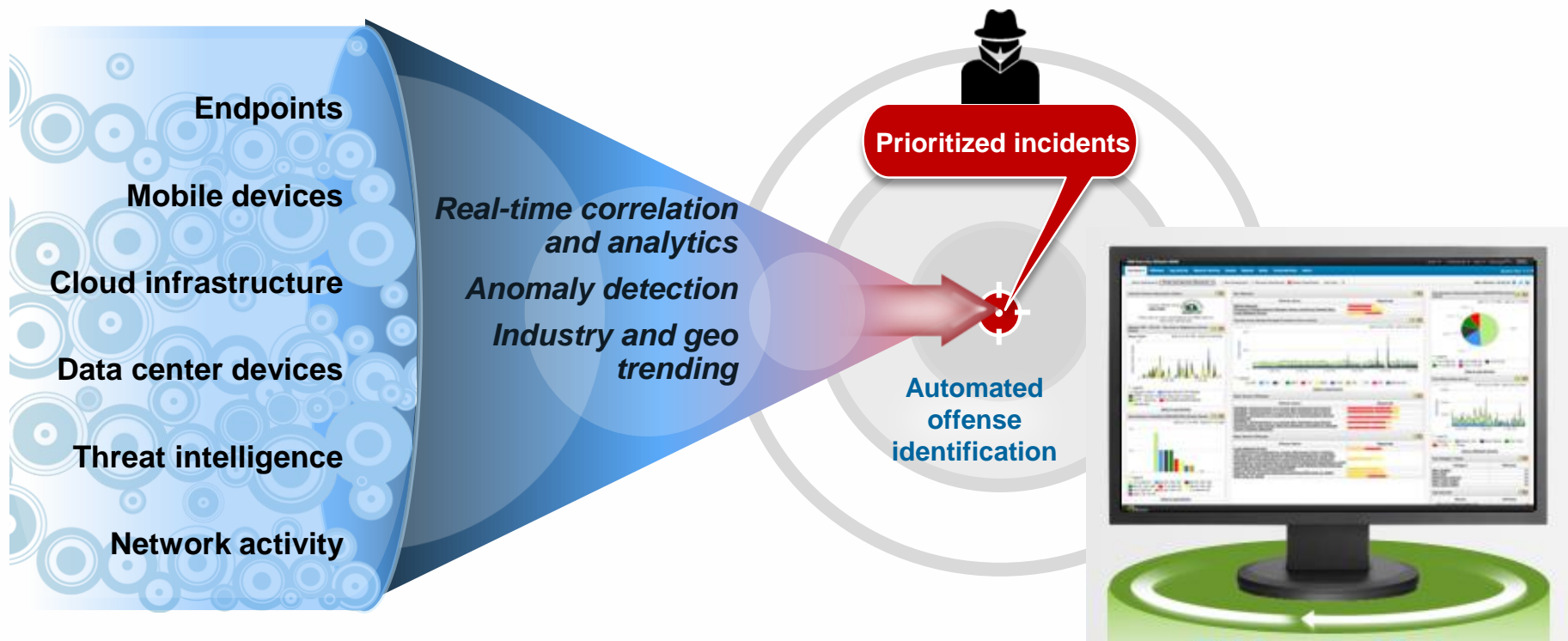
Think about Security as an Immune System

Expand value through integration



Use analytics for smarter prevention and defense

“Turn the light on”



IBM helps protect against new and complex security challenges



OPTIMIZE YOUR SECURITY PROGRAM

Use experts to modernize security, reduce complexity, and lower costs



STOP ADVANCED THREATS

Use analytics and insights for smarter and more integrated defense



PROTECT CRITICAL ASSETS

Use context-aware controls to prevent unauthorized access and data loss



SAFEGUARD CLOUD AND MOBILE

Use IT transformation to build a new, stronger security posture

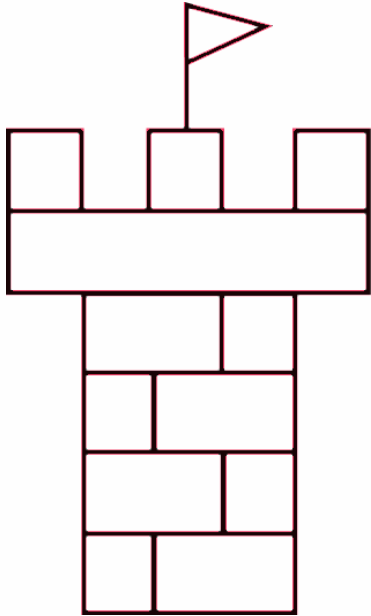
IBM Security has global reach



IBM Security by the Numbers

130 ⁺	monitored countries (MSS)	2700000000 ⁺	endpoints protected
3300 ⁺	service delivery experts	350000000000 ⁺	events managed per day

The Next Era of Security



Moats,
Castles



Intelligence,
Integration



Cognitive,
Cloud, Collaboration,

Evolving to COGNITIVE

Watson Security Advisor



SECURITY THAT...

Understands

Reasons

Learns

A screenshot of the Watson Security Advisor interface. At the top, it says "Check your corpus that is deployed to test by asking questions." Below that is the "Watson Security Advisor" header. A chat window shows a "Security Analyst" asking "What are common types of malware?". The response from "Watson Security Advisor" explains that malware is malicious code/software and lists types of malware in a table. At the bottom of the chat window is an "IBM WATSON." logo and a "Send" button. Below the chat window, a note states: "Responses that you see here come from searches of the corpus documents. The responses do not include answers that are identified in the Expert Training tool. Define the appearance and behavior of this window in the Configuration tool."

Check your corpus that is deployed to test by asking questions.

Watson
Watson Security Advisor

Security Analyst: What are common types of malware?

Watson Security Advisor: Malware, or malicious code/software, represents one of the best-known types of threats to information systems. There are numerous types of malware, some detailed in Table 7.2, that have evolved over the years to continually cause stress to operations.
Table 7.2.

Types of Malware.	
Malicious Code	Description
Virus	A virus is malware that does not self propagate: it requires a carrier, such as a human manually moving an infected USB device from one system to another
Macro virus	A macro virus is malware that infects Microsoft Office documents by means of embedding malicious macros within them

IBM WATSON. Send

Responses that you see here come from searches of the corpus documents. The responses do not include answers that are identified in the Expert Training tool.
Define the appearance and behavior of this window in the Configuration tool.

IBM is uniquely qualified to help secure a new era of computing



INTELLIGENCE and analytics

Advanced analytics
to protect against
cybercrime

25 security labs
deliver security
breakthroughs



INTEGRATED approach

Integrated portfolio
of security services
and technology

Open ecosystem
with 100+ technology
partners



EXPERTISE and knowledge

Unmatched practices
from thousands
of security engagements

20 billion security events
managed per day
for more than 4,000 clients

Learn more about IBM Security

No. 1 fastest growing worldwide security software vendor

24 industry analyst reports rank IBM Security as a **LEADER**

130+ countries where IBM delivers managed security services

12K+ clients protected *including...*

90% of the Fortune 100 companies



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THANK YOU

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