BusinessConnect

A New Era of Smart
June 12 2014

IBM Center of Excellence in BGU:

Bringing together Industry and Academia to Protect Information Infrastructure

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Top VC Trends for 2014 from around the World

TECH | 12/31/2013 @ 10:16AM | 29,175 views

Top VCs Predict Where They'll **Invest Their Money In 2014**

"The top area for growth mentioned across either consumer or enterprise tech was **security** – be it for mobile data, social media accounts or the cloud."

Forbes 12/31/2013





Israel: Cyber Innovation Hub

- 1. Entrepreneurship
- 2. Strong education system
- 3. IDF/MoD environment
- 4. Deep state support
- 5. We have no choice

Financial Times

May 20, 2014

Israel makes headway in cyber security





Israel's Government "IDF Move to the South" Opportunities

- The development of the Negev is a major priority for the Israeli Government:
 - Relocation of army technological units
 - 10,000s of IDF servicemen
 - Focus on Big Data/Analytics and Cyber Security
- The Government committed to make the Negev and Beer Sheva the Eastern Hemisphere's cyber capital
- Global industry giants are now moving into the region to support the transition
- Technology Park is located near BGU





Beer Sheva's Advanced Technology Park

View from IBM's Center of Excellence in BGU



Image: Courtesy of BGU



IBM's Investment in Israel



נשיא המדינה קיים היום פגישת עבודה עם יו"ר ומנכ"ל IBM

15/8/2013

נשיא המדינה שמעון פרס קיים היום פגישת עבודה עם יו"ר ומנכ"ל IBM, ג'יני רומטי, בבית הנשיא. בפגישה, דנו השניים בדרכים בהן משנה טכנולוגיית המידע את פני החברה והכלכלה. הנשיא פרס, שביקר אשתקד במעבדת המחקר של IBM בארה"ב, הדגיש כי לחברות טכנולוגיה גלובליות תפקיד חשוב בפיתוח הדור הבא של ידע טכנולוגי וחדשנות בעולם ויכולת להביא פתרון לבעיות עסקיות, סביבתיות וחברתיות. הנשיא פרס ברך על רכישת חברת TRUSTEER וקרא לחברת IBM להמשיך ולהרחיב את פעילותה והשקעותיה במחקר ופיתוח בישראל: "פתיחת מרכז פיתוח הסייבר בישראל זוהי בשורה מבורכת"



לידידים ואורחים

לבוגרים

לחברי סגל

לסטודנטים

למועמדים

דף הבית



אוניברסיטת בן-גוריון בנגב

יבמ ואוניברסיטת בן-גוריון חונכות את מרכז המצוינות החדש בתחום אבטחת תשתיות קריטיות

18/05/2014



IBM Cyber Center of Excellence in Beer-Sheba











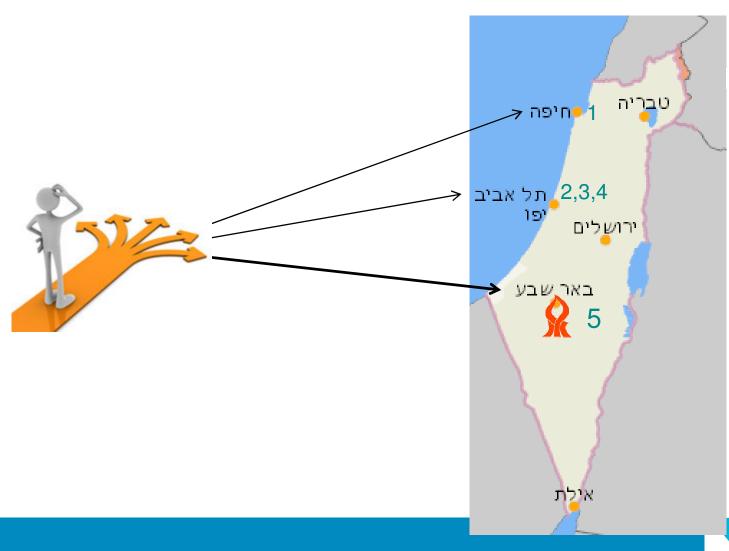








IBM's Cyber Hub in Israel 5 centers collaborating with ecosystem





IBM's Information Security Research in Israel: Five Centers

- Cyber Security Center of Excellence
 - Beer Sheva



- Product Research Teams
 - Herzliya
 - Jerusalem / Sde Boker
 - Tel Aviv

- AppScan
 - **Guardium**
- Trusteer



- Haifa

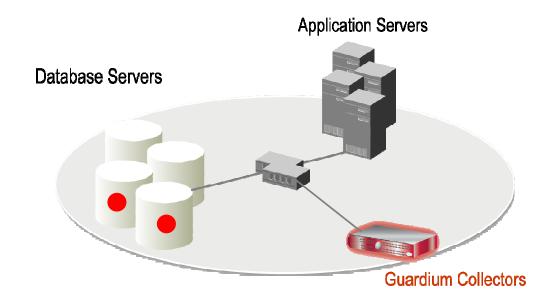






Safeguarding Databases

Detecting attacks by analyzing data access patterns







Application Security in the Cloud Era

How do you know your application is safely consuming the cloud?











Fraud and APT Research

REUTERS

April 2, 2014

US Regulators warn banks about rise in cyber attacks

חזי כאלו, מנכ"ל בנק ישראל: "שליש ממתקפות הסייבר מכוונות למגזר הפיננסי; אנחנו במלחמה"

"אחד האתגרים בפניהם אנחנו ניצבים הוא למנוע חדירות 'מתחת לראדאר'; אנחנו משקיעים שם לא מעט משאבים "אחד האתגרים בפניהם אנחנו ניצבים הוא למנוע חדירות 'מחשבה'', אמר כאלו ● לדבריו, "הבנק משקיע רבות בסייבר מחשש לפגיעה במוניטין ולאובדן אמון הציבור בו

מאת <u>יוסי הטוני,</u> 18/05/2014 13:18

Trusteer





Overcoming Attacks in the Connected World

- Internet of Things
 - Smart (and secure) home
 - Smart (and secure) cars
 - Smart (and secure) factories
- Secure SCADA system







IBM and BGU: Collaborative Innovation

- In today's environment, sharing information and expertise is critical to success.
 - True innovation is impossible without collaboration, and innovation is indispensable to success
- The joint research team of IBM and BGU will pursue advanced R&D in cyber security
 - Collaborative studies on protection of critical infrastructure and assets
- In doing so, IBM and BGU will leverage complementary strengths and expertise

Innovation Through Collaboration

THIS IDEA OF A TIPPING POINT COMES FROM WRITER MALCOLM GLADWELL, WHO DESCRIBES THE MOMENT OF CRITICAL MASS WHEN RADICAL CHANGE IS MORE THAN JUST POSSIBLE, BUT IS A CERTAINTY. THANKS TO THE COMMUNICATION CAPABILITIES OF THE INTERNET, COINS ARE AT THAT THRESHOLD; THEY HAVE ACHIEVED GLOBAL REACH AND THEY CAM SPREAD AT VIRAL SPEED. GLADWELL USES THE WORD "PIDEAMIC" TO DESCRIBE WHAT

We are at the dawn of a new way of working together, thanks in large part to technologica advances that make possible a radically superior mode of innovation. Soon, businesses throughout the world will be looking for ways to unleash the power of their Collaborative Innovation Networks. Some will be scrambling to figure out how to innovate in the new business environment.

Few today know COINs-Collaborative Innovation Networks-by that name, even though they have been around for hundreds of years. Many of us have already collaborated in COINs without even knowing it.

What makes them so relevant today is that they have reached their tipping point.
This idea of a tipping point comes from writer Malcolm Gladwell, who describes the
moment of critical mass when ractical change is more than just possible, but is a certainty
Thanks to the communication capabilities of the Internet, COINs are at that threshold;
they have achieved global reach and they can spread at viral speed. Gladwell uses the won.

A Collaborative Innovation Network is a cyberteam of self-motivated people with a collective vision, enabled by the Web to collaborate in achieving a common goal by sharing ideas, information and work.

BY PETER A. GLOOR

learning! Spring 2006 17

In 2007, MIT scientist Peter Gloor published a seminal paper on the concept of "Collaborative Innovation Network"





Thank You

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