

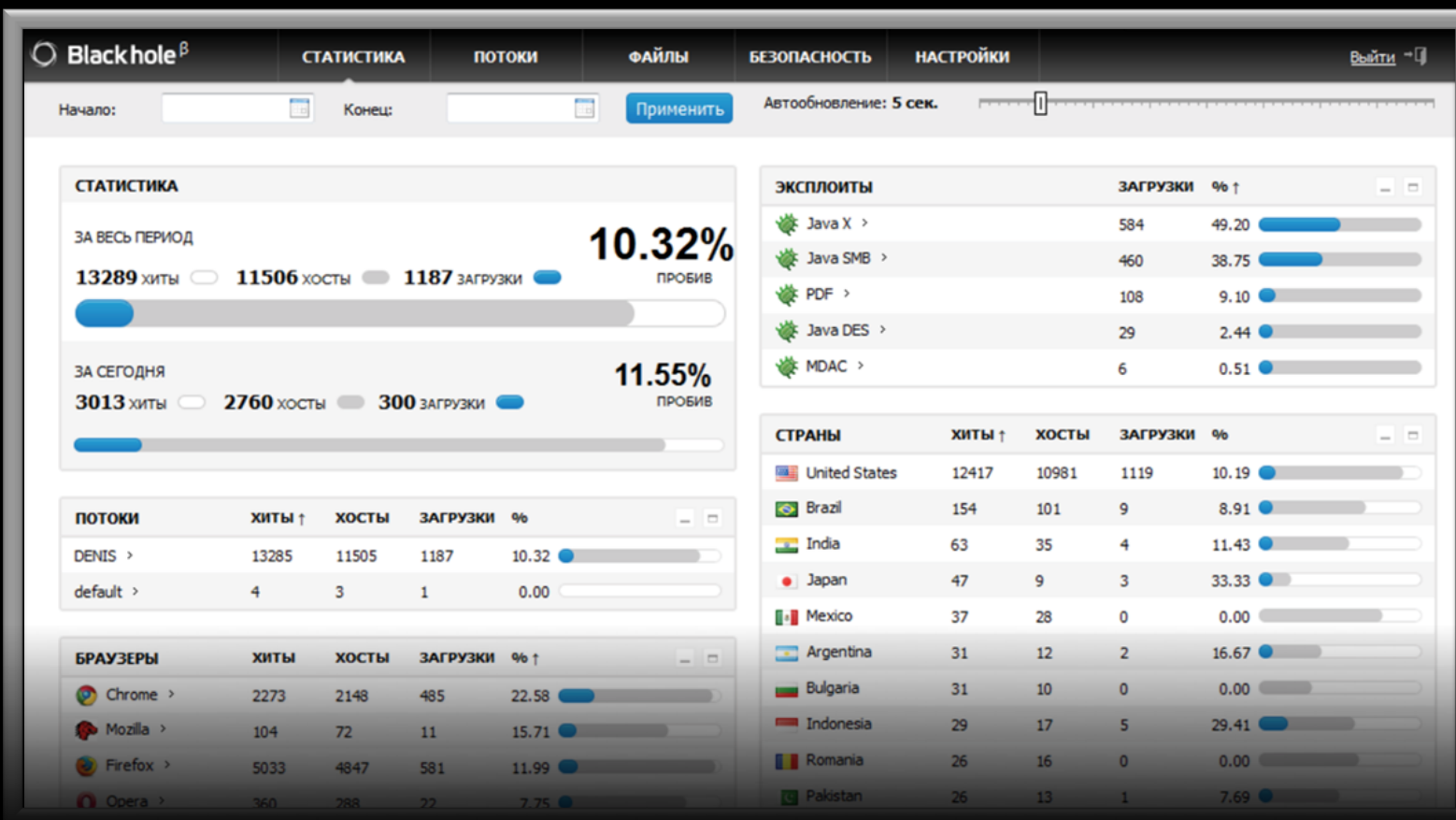
Changing the Game: *An integrated Security Approach*

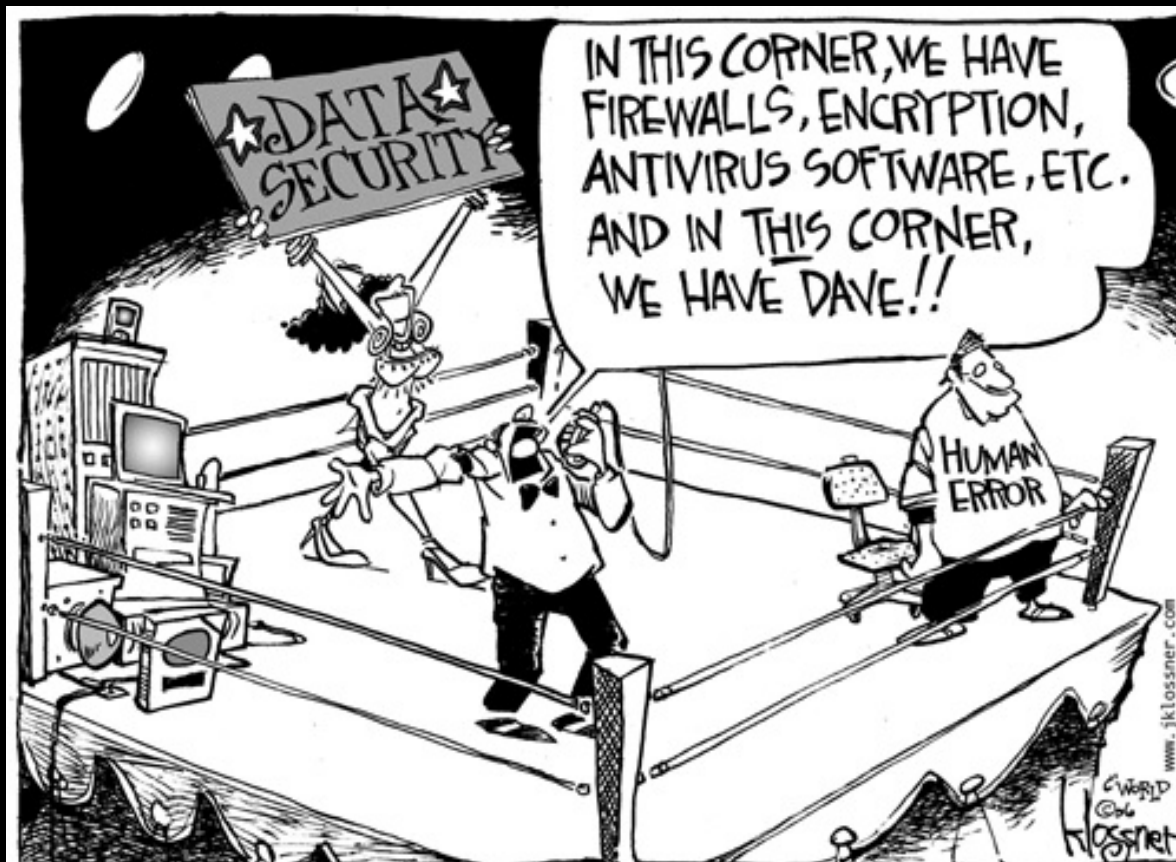
John Wheeler
Director of Strategy and Offerings
IBM Security
February 4, 2016





Cyber criminals use BUSINESS INTELLIGENCE





RISK

INNOVATION



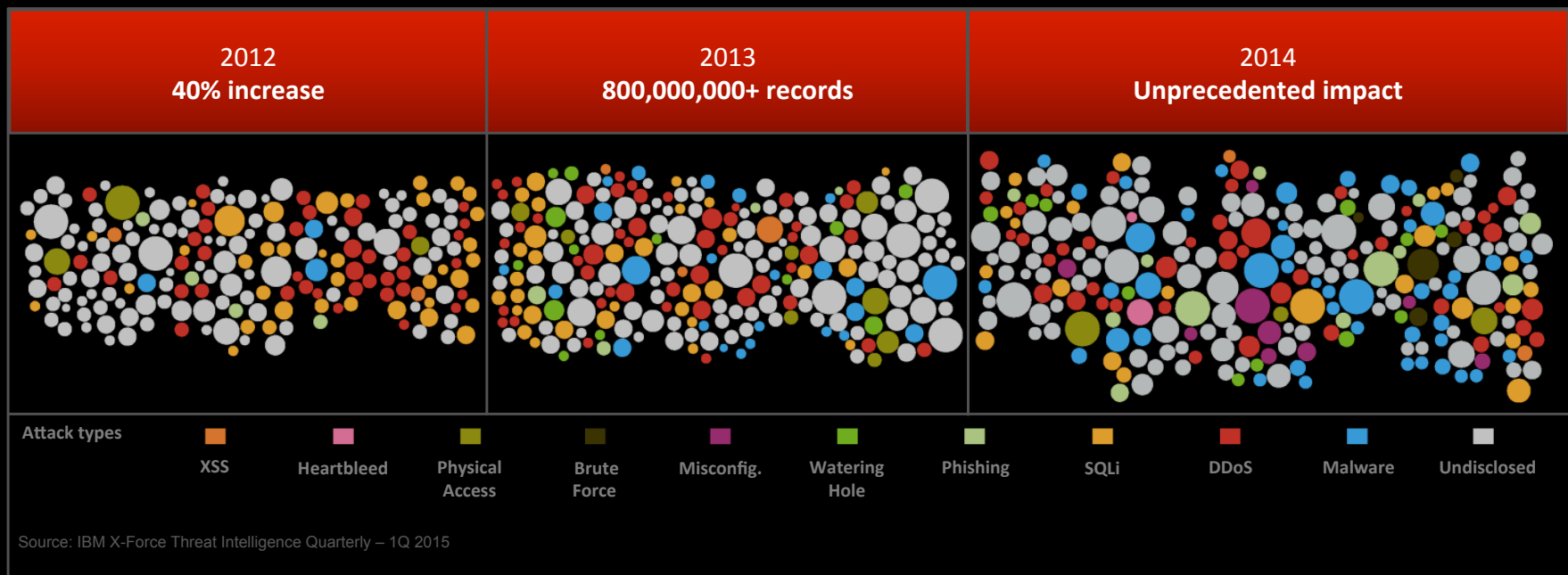
73% of firms discovered cloud usage outside of security policies



11.6M mobile devices are infected at any given time

Sources: 2013, IDC US Cloud Security Survey; 2015, IBM X-Force





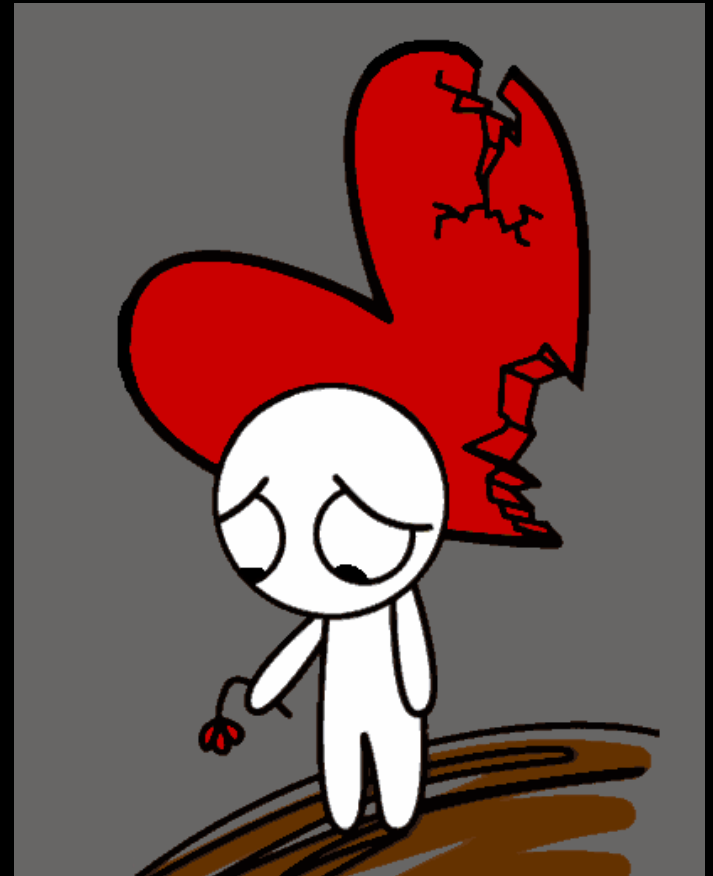
What are we doing about it?

- Adding another tool
- Hoping it's not me
- Building more barricades
- Skipping the basics
- Ignoring privileges
- Blocking the cloud
- Betting on BYOS



What are we doing about it?

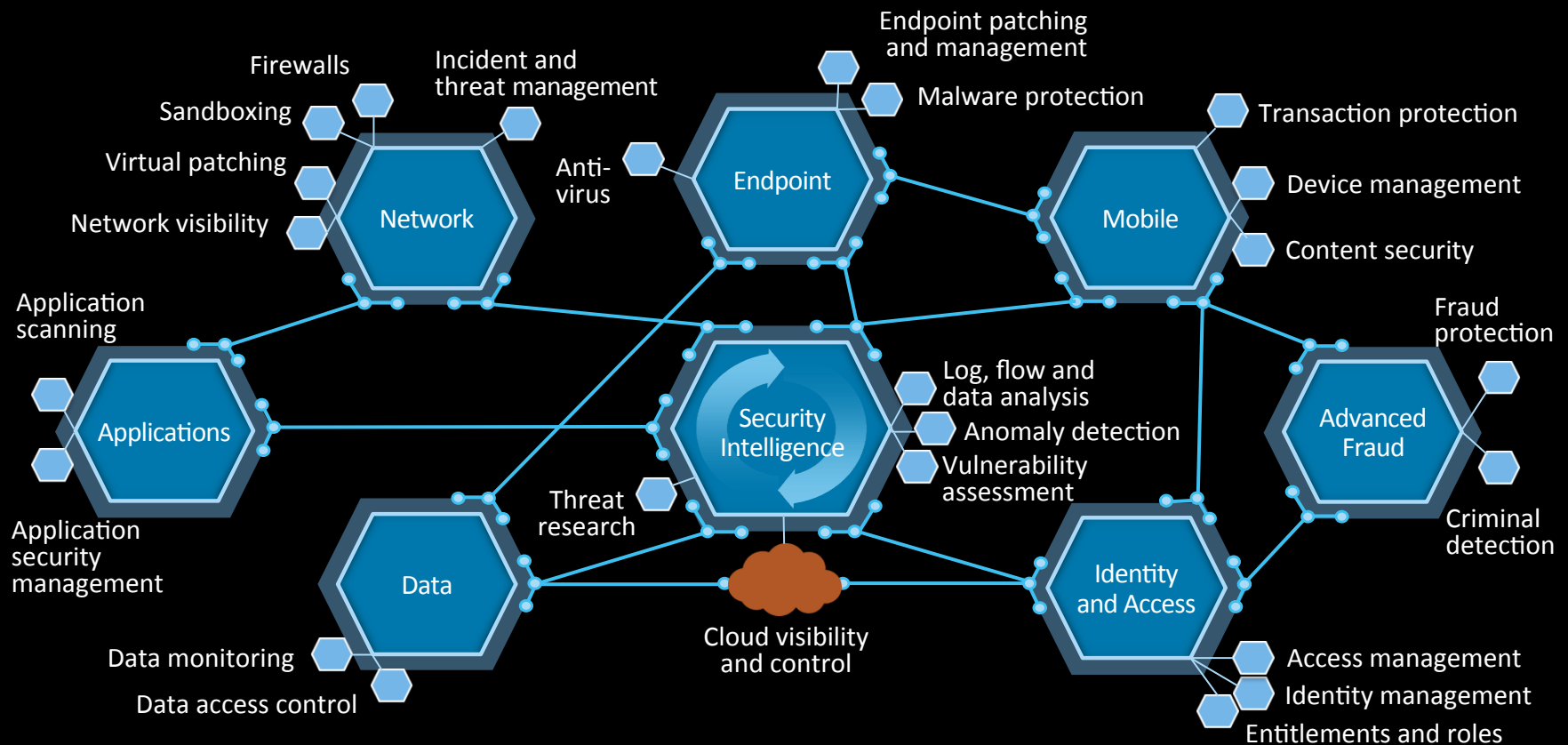
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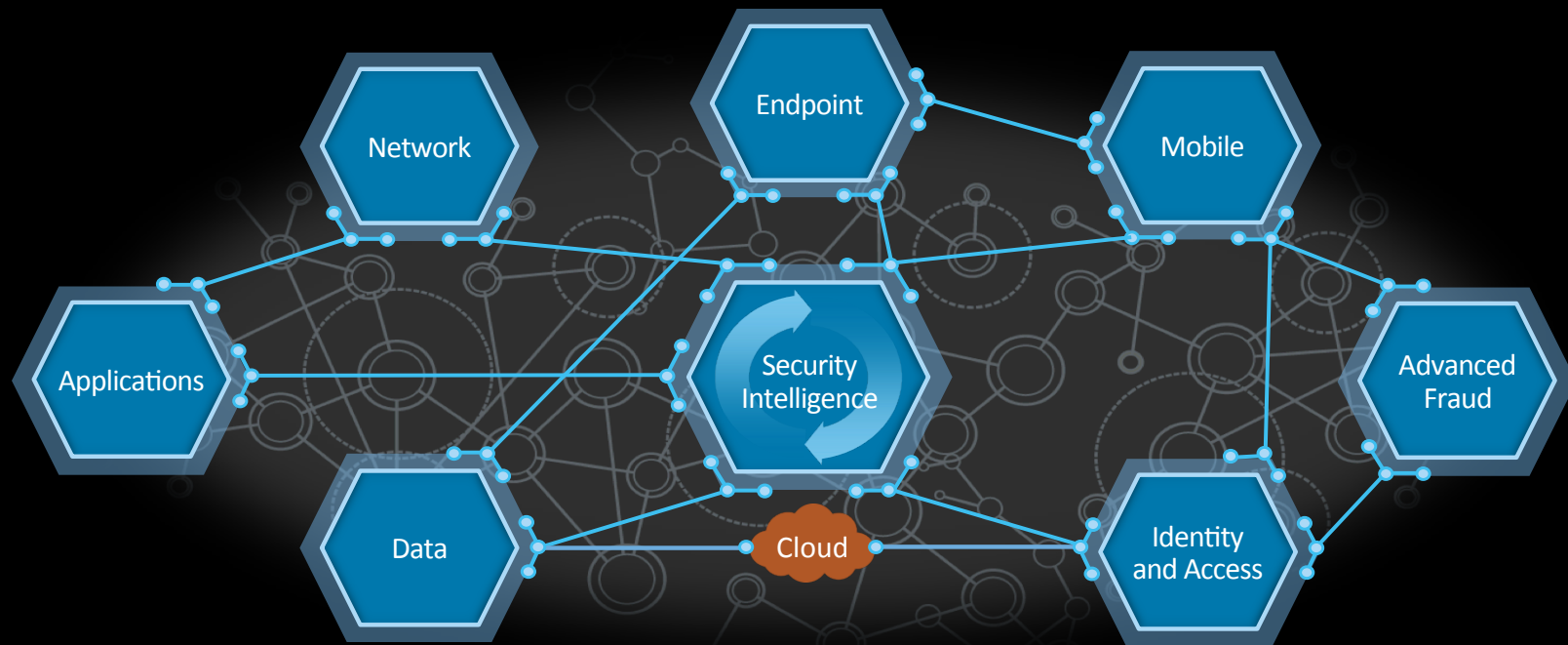




A NEW APPROACH TO SECURITY

Establish security as an immune system





Is your security intelligence limited to just log analysis?

[illegible]

Use an analytics dashboard to hunt

Fortune 5 energy company

✓ Configurations

✓ Identities

✓ Assets

✓ Vulnerabilities

✓ Events

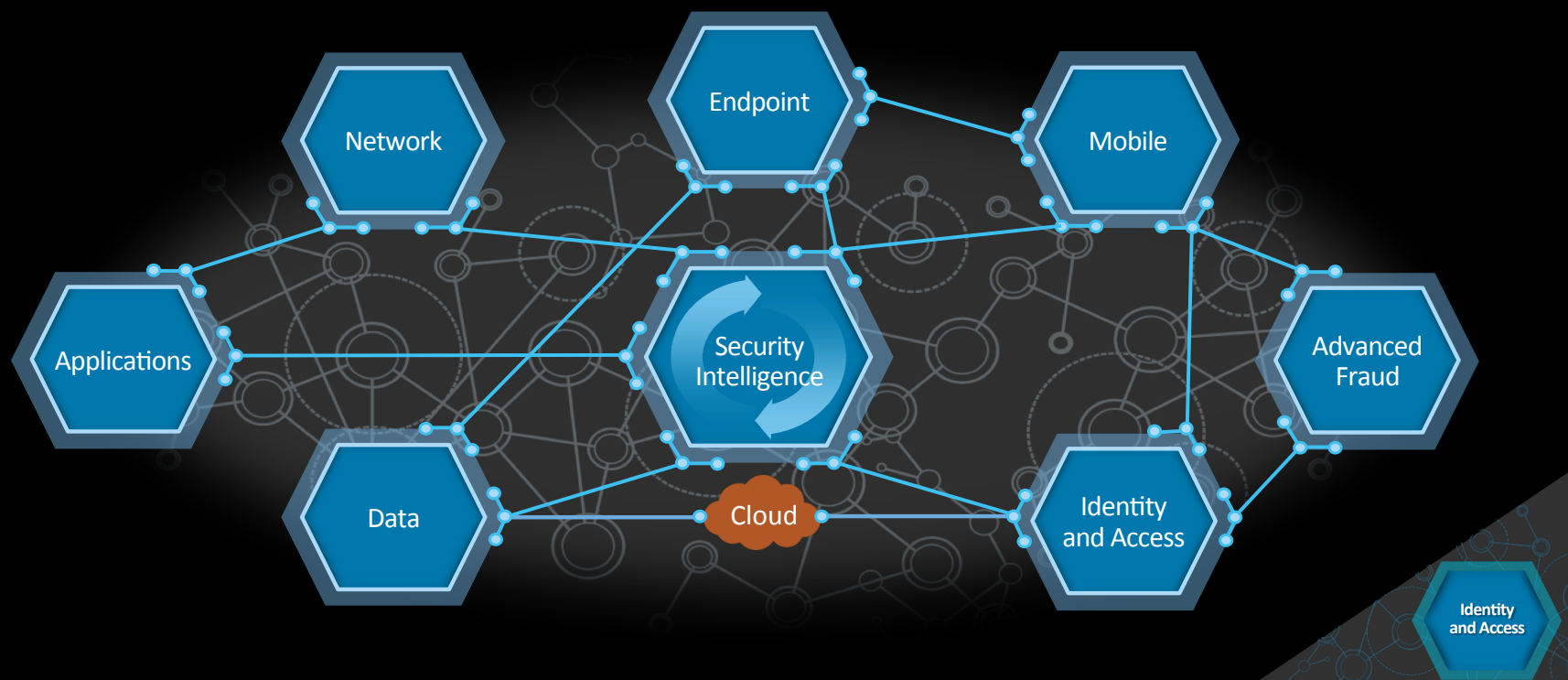
✓ Logs

✓ Flows

Gain visibility with continuous monitoring



Security Intelligence

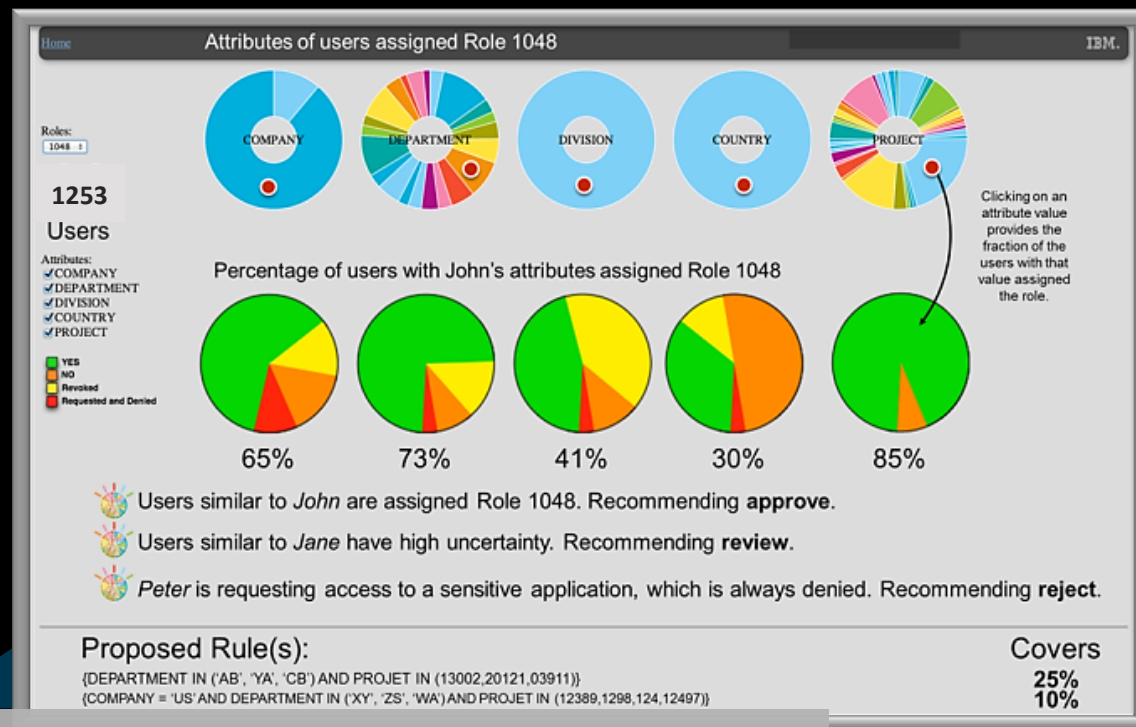


Can your identity and access capabilities scale?



Manage the identity lifecycle for 100,000 employees

Multinational manufacturer

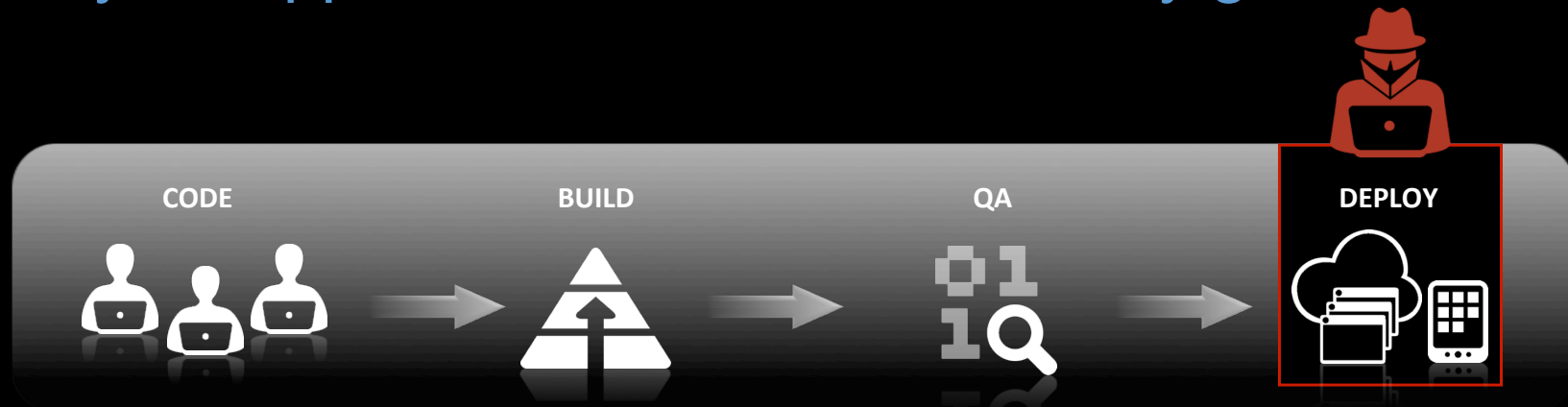


Collect and analyze identity data

Identity
and Access



Are your applications secure before they go-live?



33% of vulnerability disclosures are web application vulnerabilities

Source: IBM X-Force Threat Intelligence Quarterly, 1Q 2014



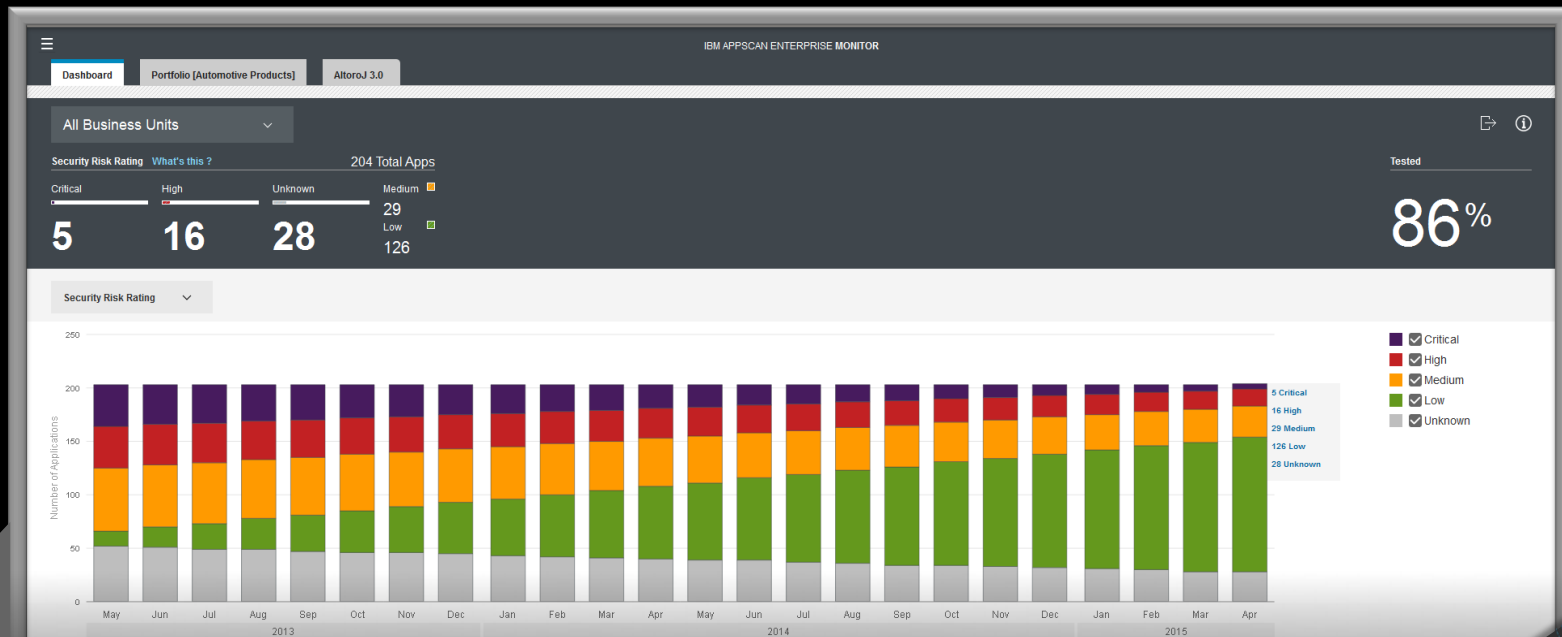
90% of the top mobile apps have been hacked

Source: Arxan Technologies, "App Economy under Attack: Report Reveals More than 90 Percent of the Top 100 Mobile Apps Have Been Hacked"

Applications

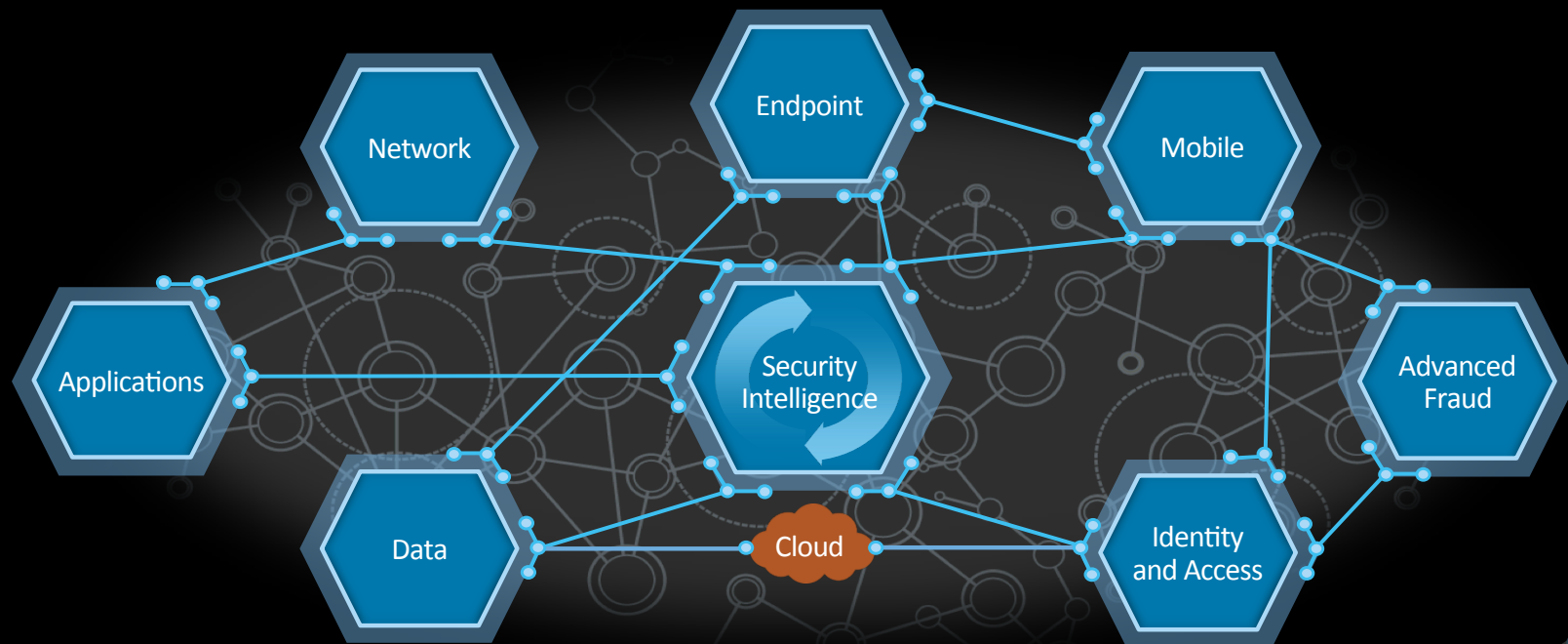
Manage 2,500 apps and reduce vulnerabilities by 33%

Leading networking company



Bring cognitive intelligence to application security

Applications



Are you equipped to manage cloud and mobile?

1 in 3

Fortune 1000 employees
upload corporate
data to cloud apps

50%

of millennials
use third-party
cloud apps at work

33%

of organizations
don't test their
mobile apps



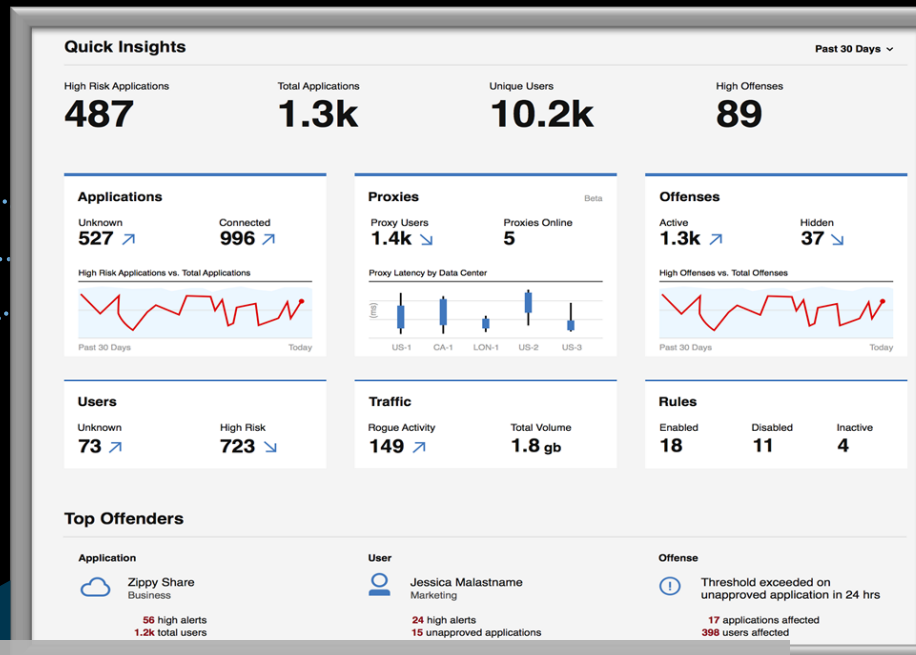
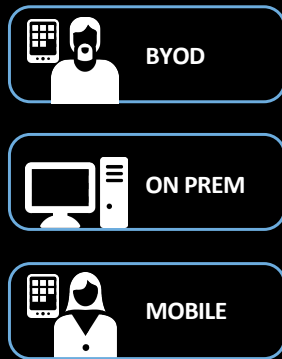
***“My team is not equipped to manage
the increased employee usage
and demand for cloud”***

Sources: Ketchum Global Research & Analytics Survey, July 2015; “Security for the Cloud and on the Cloud”, Security Intelligence.com, November 2014



Embrace the cloud but not the risk

EMPLOYEES



Securely deploy cloud services

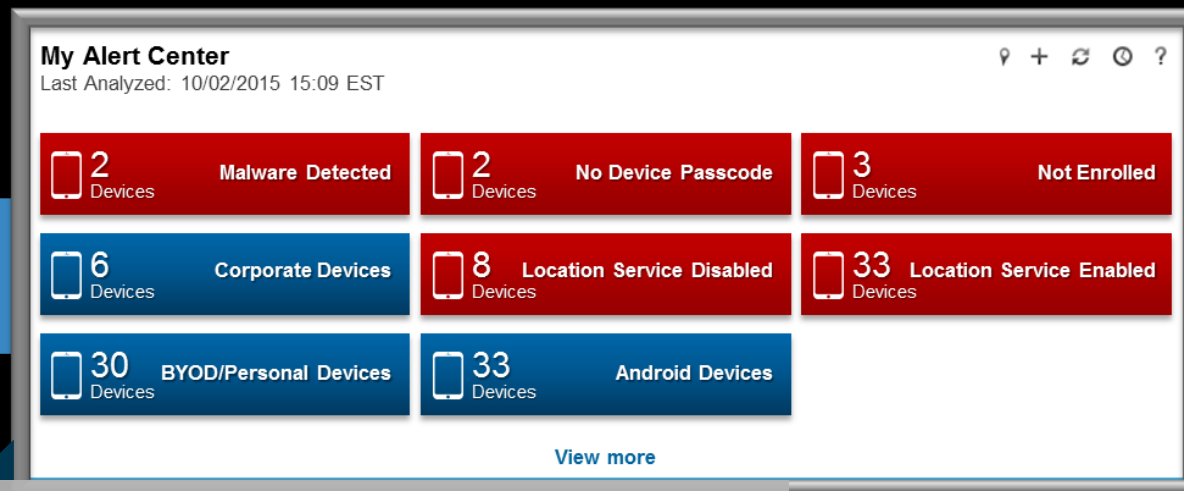
RISKY APPS

APPROVED APPS

Cloud

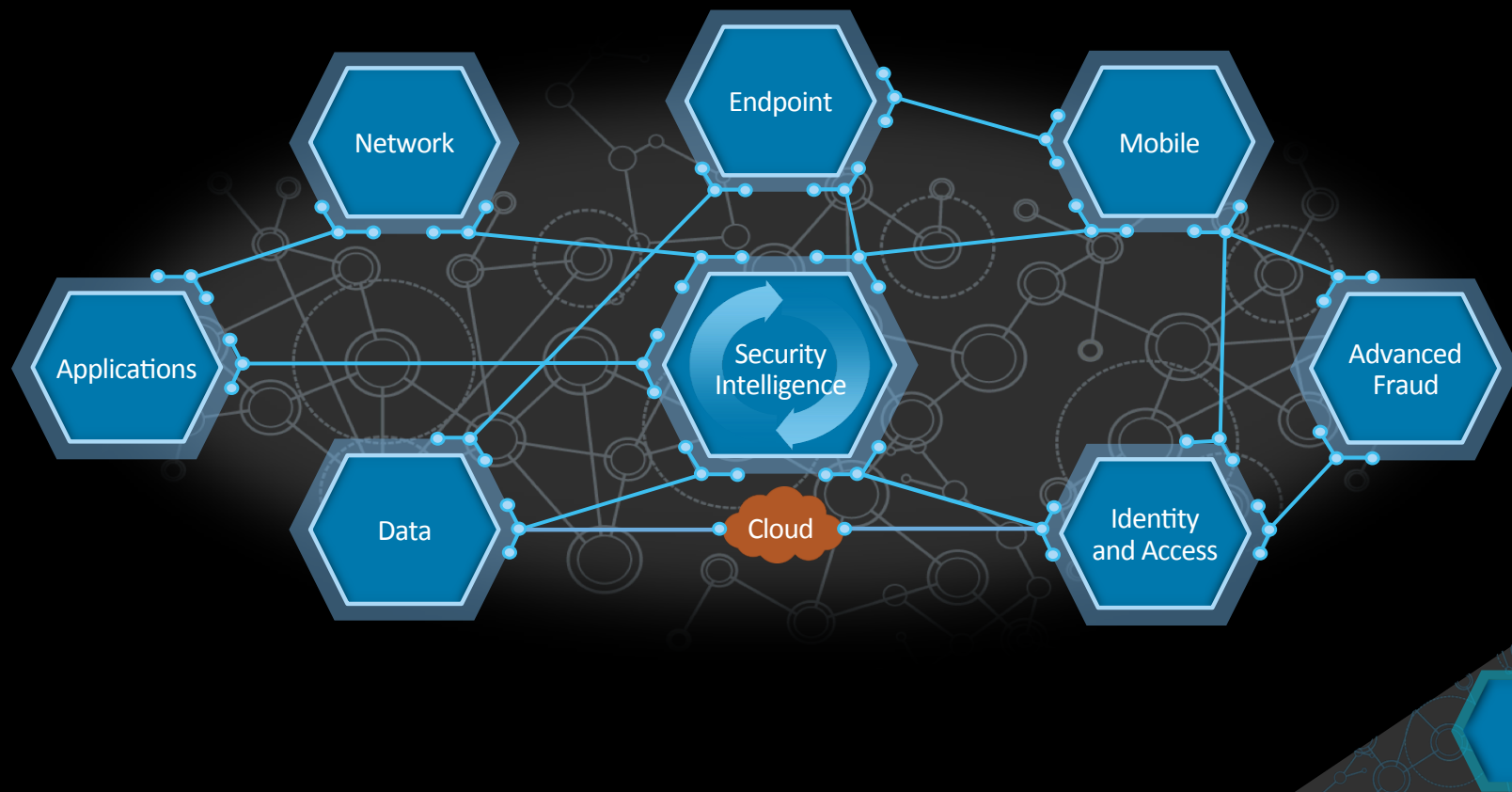
Roll out security on 100,000 devices in 6 weeks

IBM internal example



Enforce mobile compliance



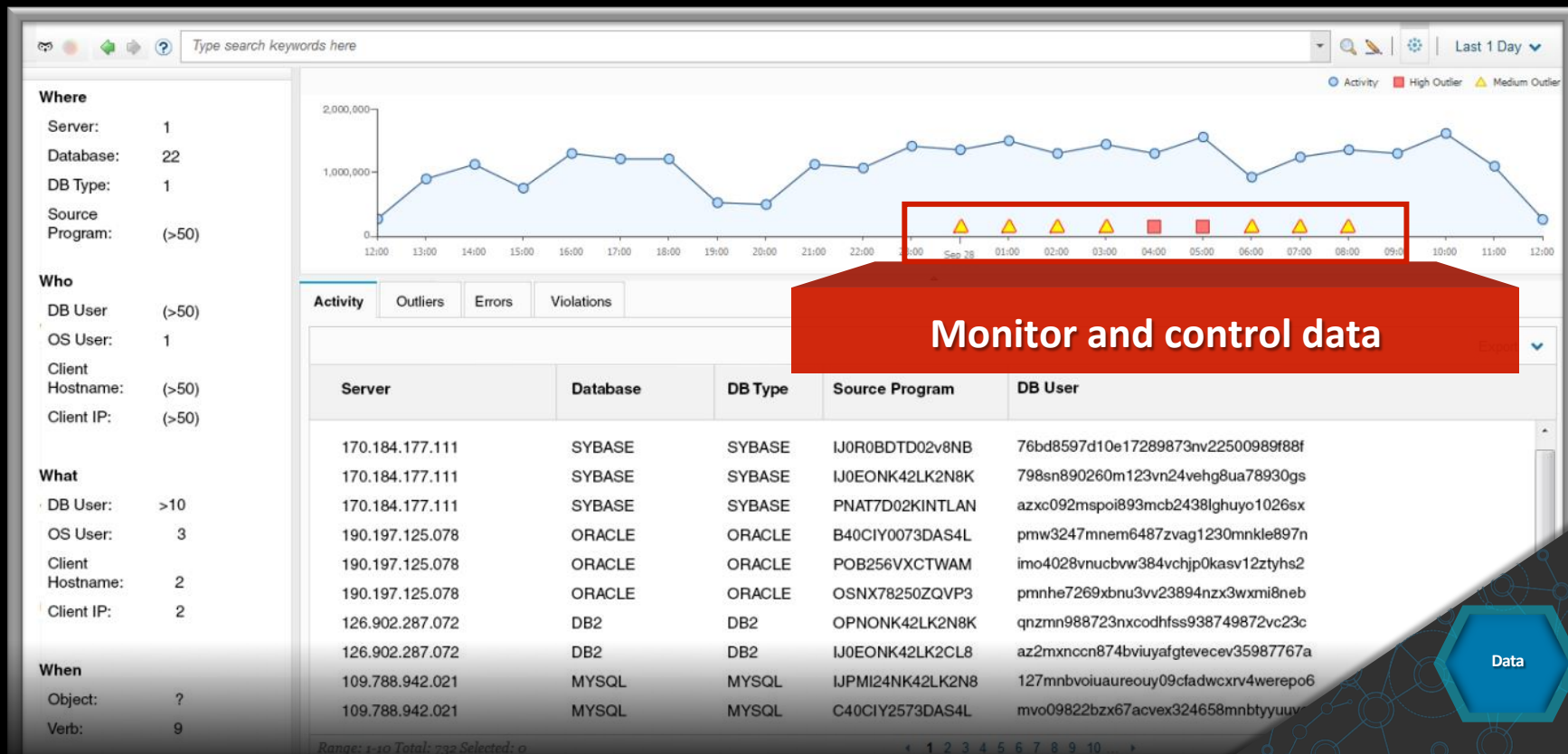


Do you know where your crown jewels are?



Analyze and protect 3,000 databases

Major global financial services firm



Monitor and control data

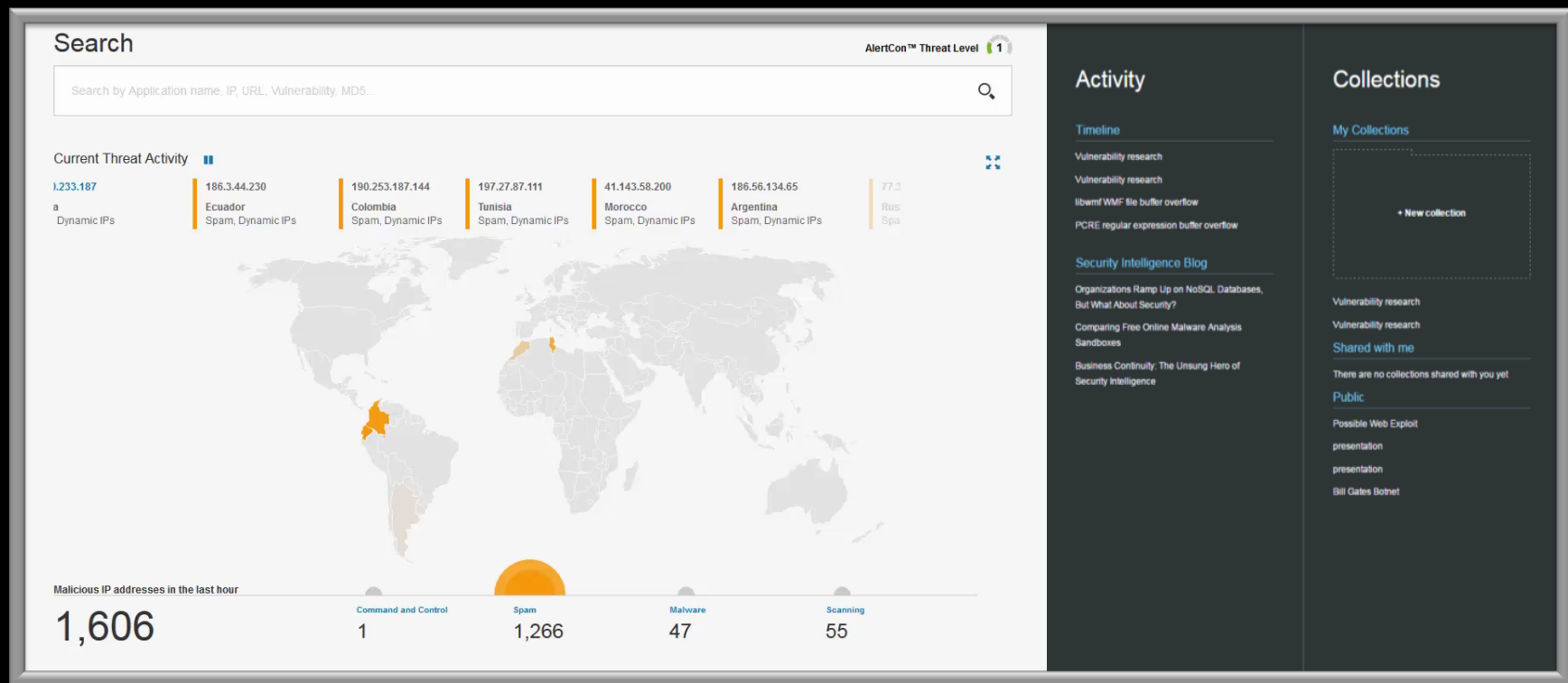
Data

Security requires
Collaboration

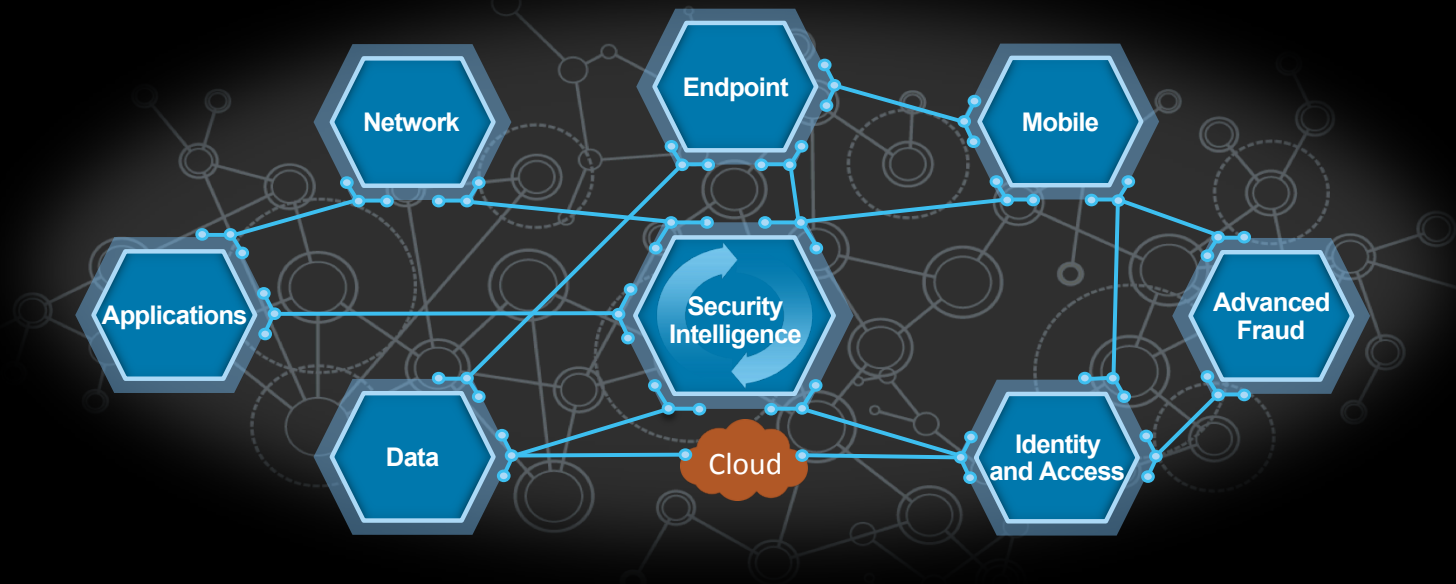


Collaborate more effectively than the hackers

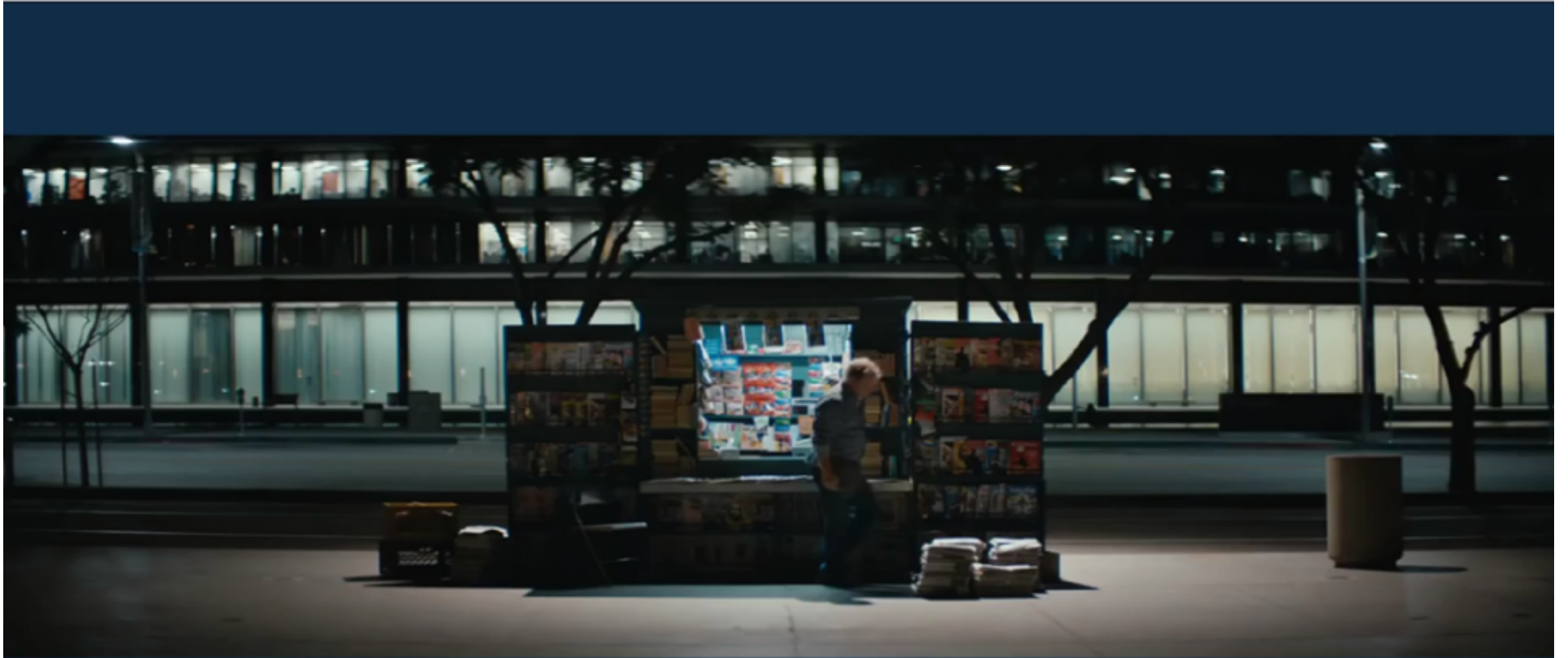
xforce.ibmcloud.com



Establish your security immune system



- Govern identity and access
- Protect crown jewels
- Manage application security
- Safeguard cloud and mobile
- Apply intelligence and analytics
- Collaborate globally





UNBREAKING NEWS

NO BREACH DETECTED

MILLIONS OF CUSTOMERS' DATA SAFE & SOUND



IBM at Reboot



@IBMSecurity



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Time	Topic	Speaker	Role	Where
February 4 11:05 AM – 12:15 PM	Panel B: Big Data Analytics	Paul Lewis	Executive Consultant Security Services, IBM	Lecture Theatre
February 4 11:05 AM – 12:15 PM	Panel C: Government as a Platform	Dr. Peter Williams	IBM Distinguished Engineer, Chief Technology Officer, Big Green Innovations	Salon C
February 4 12:15 PM – 1:30 PM	Luncheon Keynote: Securing the Cloud: Making Cloud an Opportunity to Enhance Security	Greg Coughlin	Director, IBM Canada	Crystal Ballroom
February 4 2:00 PM – 2:30 PM	IBM Breakout – Life on the Edgepoint: Winning the Battle Against Cyber Attacks	John Beal	IBM Endpoint Security & SaaS Leader. IBM Canada	Lecture Theatre



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THANK YOU

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