

Mind The Risk

IBM Security

April 1st 2015, Athens

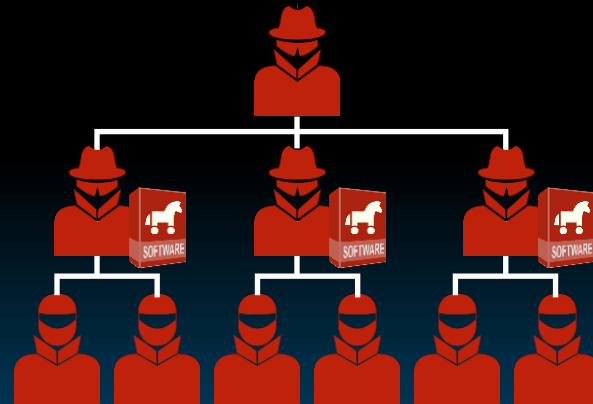
Emmanuel Roeseler – Emmanuel_roeseler@es.ibm.com

Sophistication is **INCREASING**

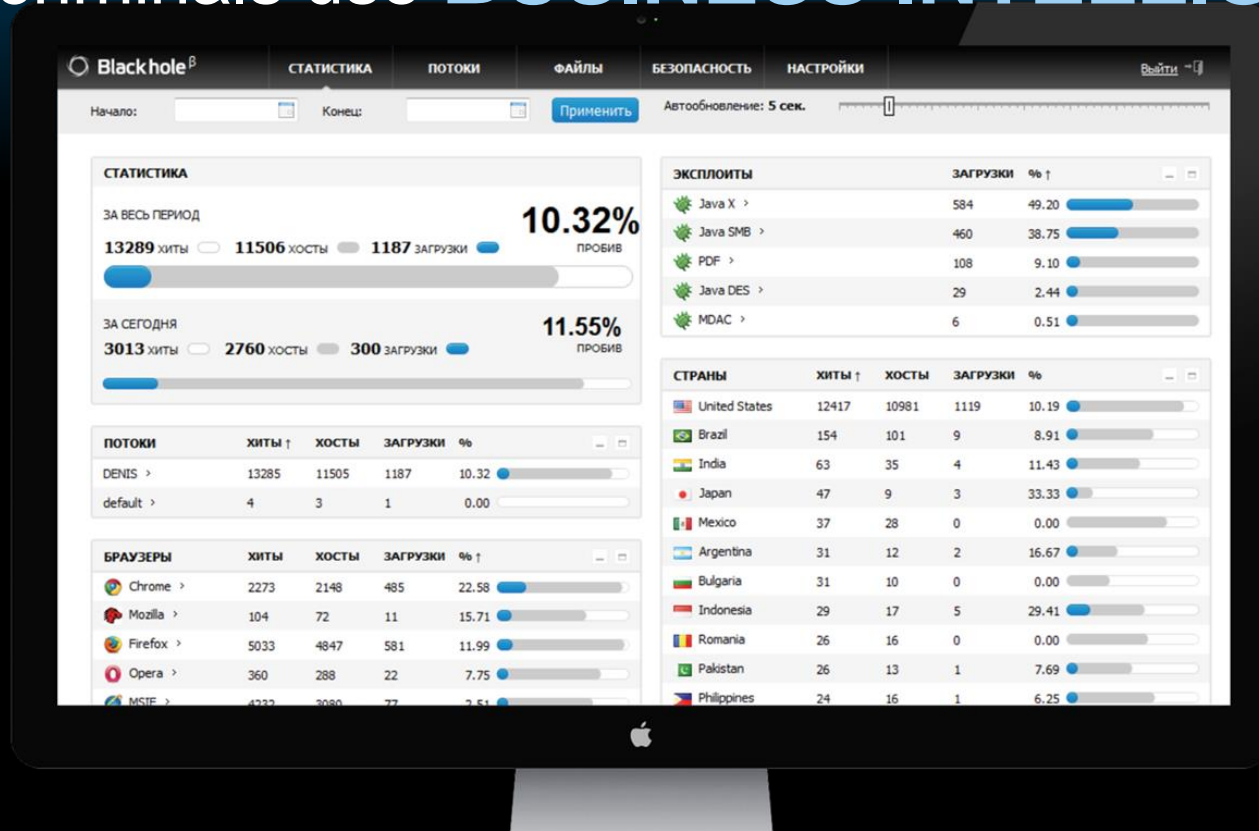
**Attacks are
More Targeted**



**Attackers are
More Organized**



Cyber criminals use BUSINESS INTELLIGENCE



EVERYONE
in this room
is a target



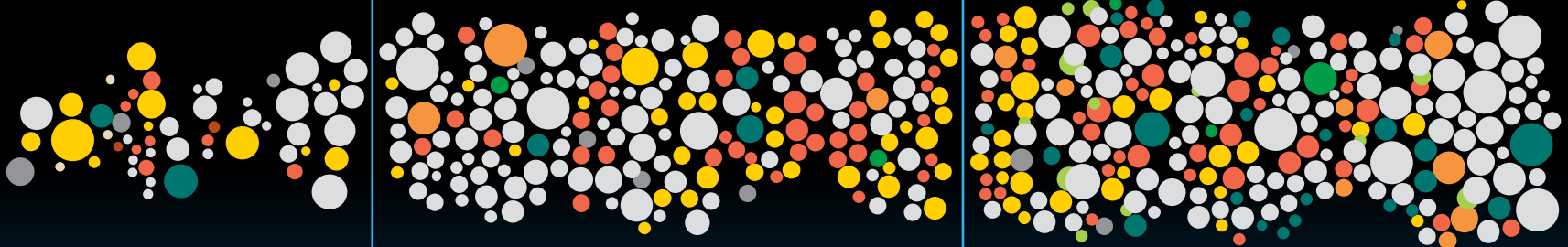
NOBODY IS IMMUNE

Attack types ●●●●●●●●

Year of the Breach

40% Increase

500,000,000+ Records



2011

2012

2013

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A new way
to think about
SECURITY

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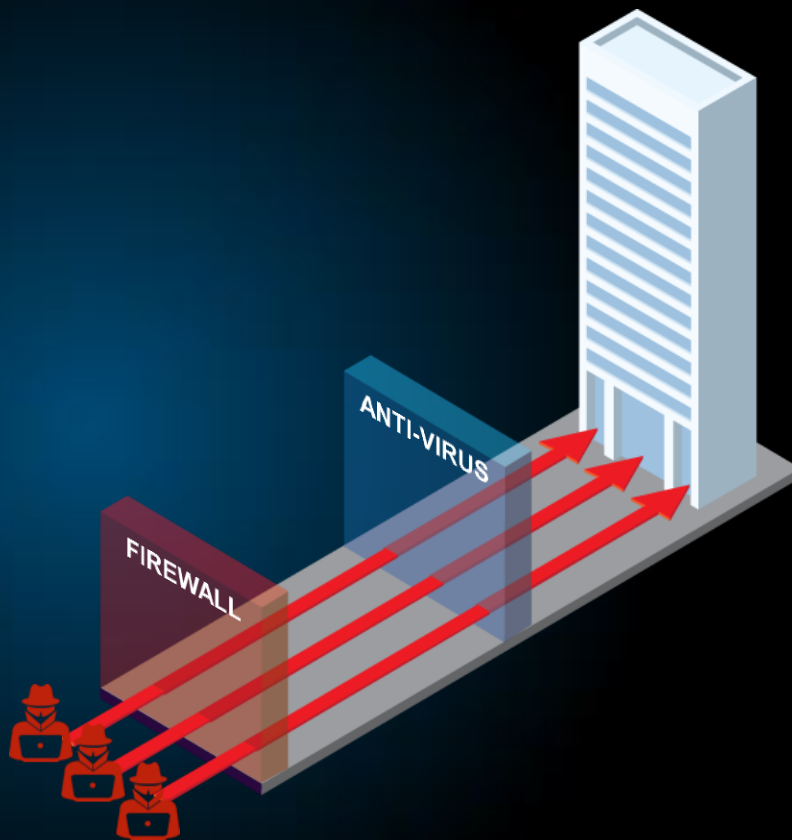


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REALITY

Attackers bypass traditional defenses every day



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NETWORKS



ENDPOINTS



DATA



APPLICATIONS



**Stop unknown
threats**



**Identify anomalies
and weaknesses**



**Understand and
remediate incidents**



PHYSICAL



VIRTUAL



CLOUD

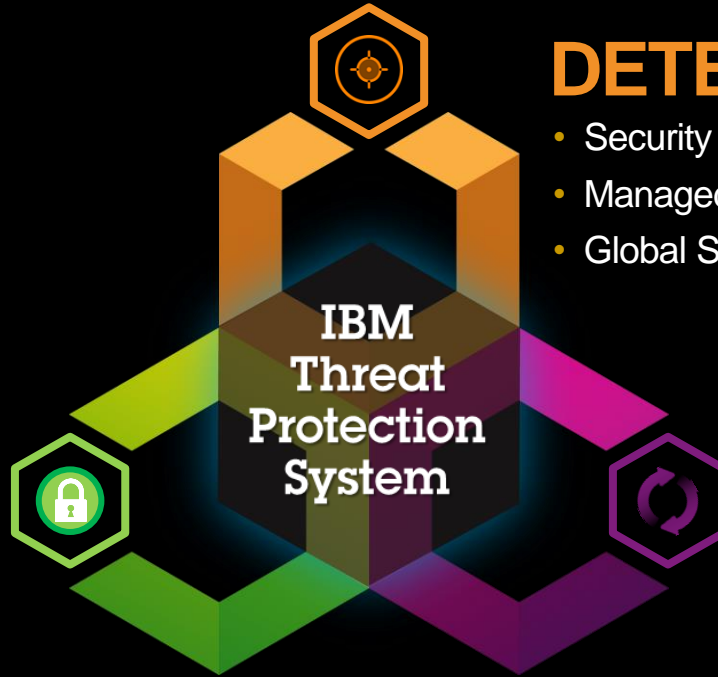
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PREVENT

- Behavioral Malware Prevention
- Zero-day Exploit Prevention
- Real-time Data Security



DETECT

- Security Intelligence
- Managed Services
- Global Security Information

RESPOND

- Incident Forensics
- Endpoint Management
- Emergency Response

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REALITY

Security
requires
collective
defense



LEVEL THE PLAYING FIELD

with Threat Research and Information Sharing

*Daily monitoring
of more than...*

23B web pages and images

83K vulnerabilities

8M spam and phishing attacks

860K malicious IP addresses

1,000 malware samples collected

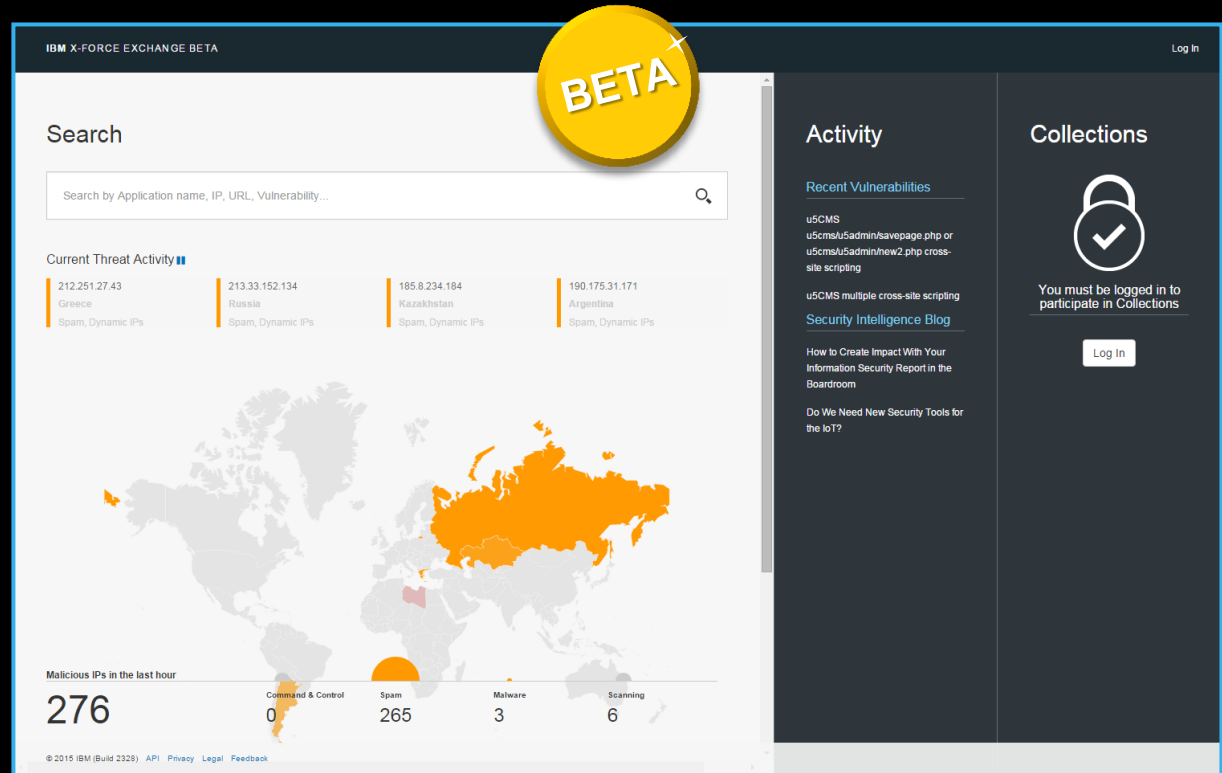


IBM X-Force® and Trusteer
1,000+ security
threat researchers



Open Beta: IBM X-FORCE® EXCHANGE

A threat intelligence exchange



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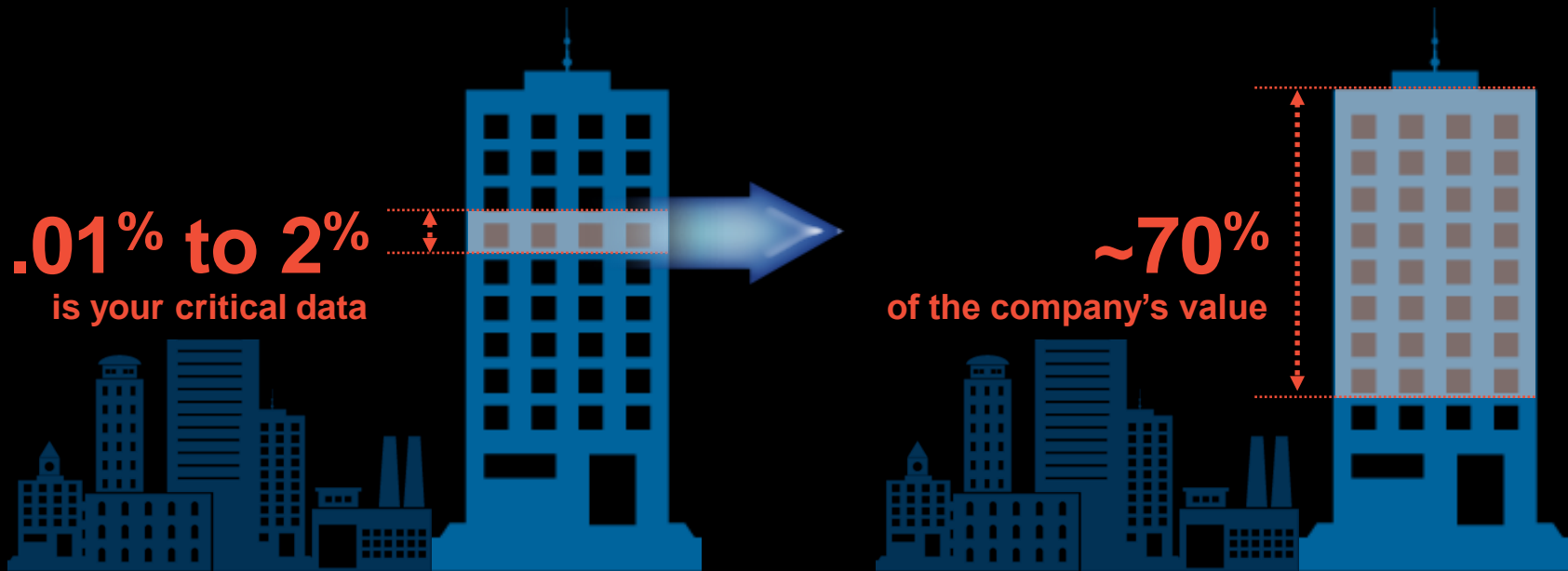


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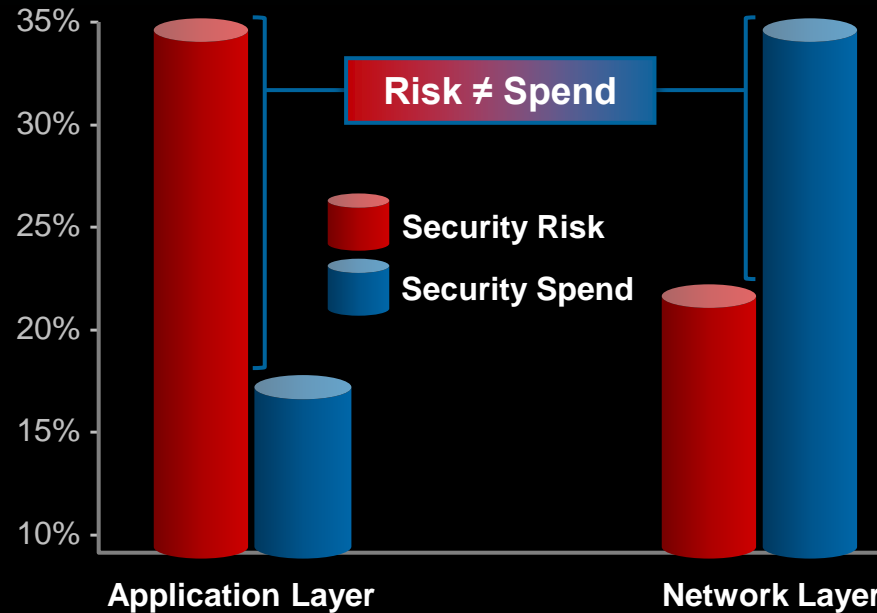
REALITY

Focus on your most critical assets



REALITY

Security spend does not align with risk



Source: *The State of Risk-Based Security Management*,
Research Study by Ponemon
Institute, 2013

ADOPT A RISK-BASED DEFENSE



Discover

your organization's
"crown jewels"

Protect

critical data
and applications

Monitor

data access
and usage

IBM Data Security Services, IBM InfoSphere Guardium, IBM Security AppScan,
and IBM Identity and Access Manager

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REALITY

Cloud and Mobile will reinvent security

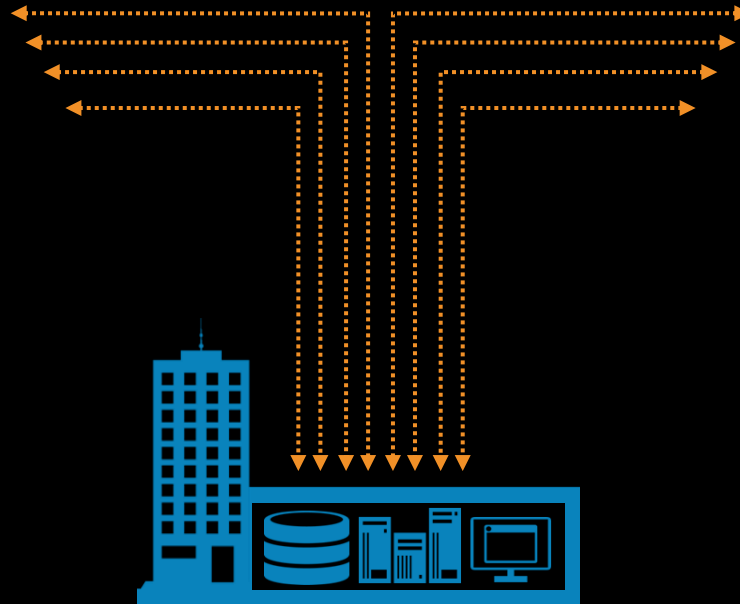


Protect Cloud...

Manage Access

Protect Data

Gain Visibility



Protect Mobile...

Devices

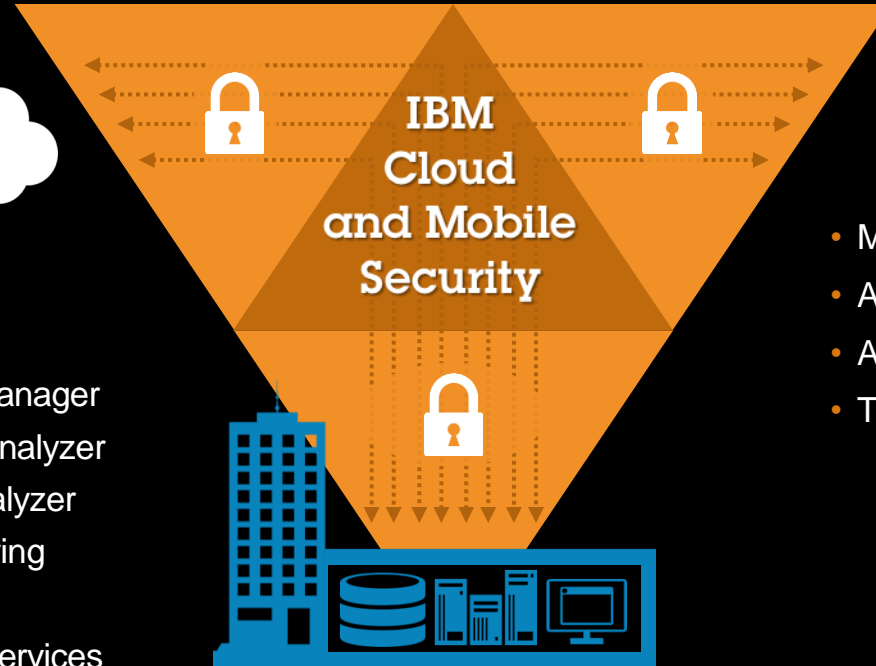
Applications

Transactions

GAIN VISIBILITY AND CONTROL



- Cloud Identity Services
- Cloud Sign On Service
- Cloud Access Manager
- Cloud Privileged Identity Manager
- Cloud Mobile Application Analyzer
- Cloud Web Application Analyzer
- Cloud Data Activity Monitoring
- Cloud Security Intelligence
- Cloud Security Managed Services



- MobileFirst Protect
- Access Manager for Mobile
- AppScan Mobile Analyzer
- Trusteer Mobile



IBM Security

INTELLIGENCE is the new defense
INTEGRATION is the new foundation
EXPERTISE is the new focus