

# Everyday Security:

*Simple Solutions to Complex Security Problems*

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The world continues to get flatter, smaller and...

...more interconnected through forces such as free trade, the Internet and globalization.



## Global market forces are impacting us all

### Reality of living in a globally integrated world

- Widespread impact of economic downturn and uncertainty
- Energy shortfalls and erratic commodity prices
- New customer demands and business models
- Information explosion and risk/opportunity growth

### Businesses are under increasing pressure to effectively:

- Manage operational cost and complexity
- Deliver continuous and high-quality service
- Address security risks intensified by innovation, emerging technologies, data/information explosion, etc.



**The planet is getting instrumented, interconnected and intelligent.**

# Welcome to the **smart planet...** *and a smarter infrastructure*

Globalization and Globally Available Resources



Billions of mobile devices accessing the Web



Access to streams of information in the Real Time



New Forms of Collaboration

**New possibilities.**  
**New complexities.**  
**New risks.**

## Managing risks introduced by new opportunities



### Emerging technology

- Virtualization and cloud computing increase infrastructure complexity.
- Web 2.0 and SOA style composite applications introduce new challenges with the applications being a vulnerable point for breaches and attack.



### Data and information explosion

- Data volumes are doubling every 18 months.\*
- Storage, security, and discovery around information context is becoming increasingly important.



### Wireless world

- Mobile platforms are developing as new means of identification.
- Security technology is many years behind the security used to protect PCs.



### Supply chain

- The chain is only as strong as the weakest link... partners need to shoulder their fair share of the load for compliance and the responsibility for failure.



### Clients expect privacy

- An assumption or expectation now exists to integrate security into the infrastructure, processes and applications to maintain privacy.



### Compliance fatigue

- Organizations are trying to maintain a balance between investing in both the security and compliance postures.

\*Source: Pyramid Research, October 2007

Not all risk are created equally, neither are all security solutions...

Find a balance between effective security and cost

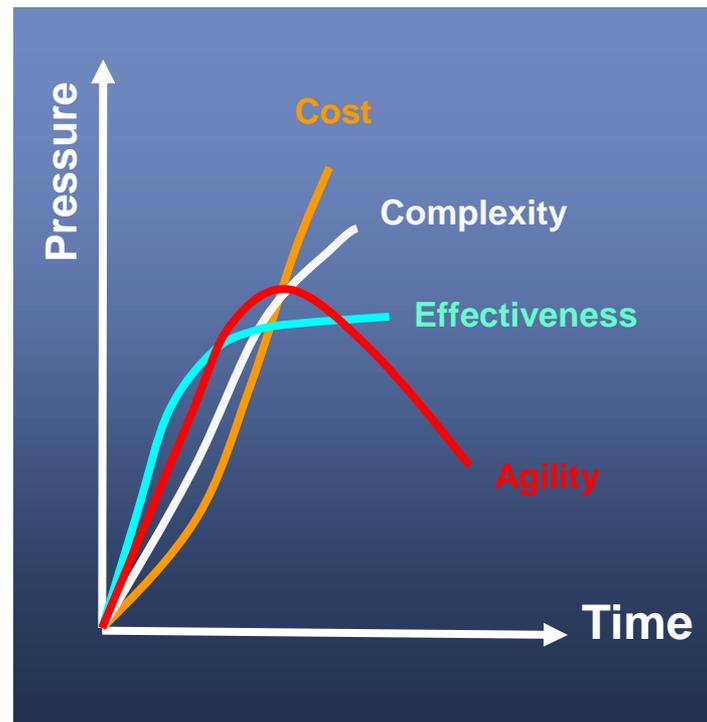
- The axiom... never spend \$100 dollars on a fence to protect a \$10 horse

Studies show the Pareto Principle (the 80-20 rule) applies to IT security\*

- 87% of breaches were considered avoidable through reasonable controls

Small set of security controls provide a disproportionately high amount of coverage

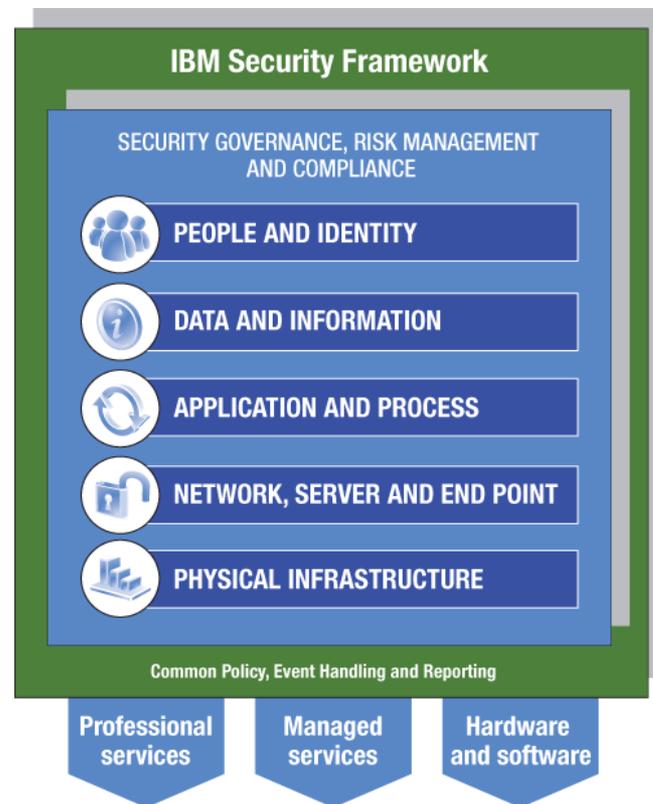
- Critical controls address risk at every layer of the enterprise
- Organizations that use security controls have significantly higher performance\*



\*Sources: W.H. Baker, C.D. Hylender, J.A. Valentine, 2008 Data Breach Investigations Report, Verizon Business, June 2008  
ITPI: IT Process Institute, EMA December 2008

IBM provides the business answers you need in uncertain times with solutions for all IT domains

Improving service,  
managing risk and  
reducing cost  
of Security without  
compromise



# IBM: The *only* security vendor in the market with end-to-end coverage of the security foundation

## Critical Security Processes

**Manage Identities, Access and Entitlement:** Process for assuring access to enterprise resources has been given to the right people, at the right time, for the right purpose

**Protect Data and Information:** Capability that allows for granular protection of unstructured & structured data, data leak prevention and acceptable use policy monitoring

**Implement GRC Information and Event Management:** Log management capabilities designed to automate the process of auditing, monitoring and reporting on security and compliance posture across the enterprise

**Address Threats and Vulnerabilities:** Process and capabilities designed to protect enterprise infrastructure from new and emerging threats

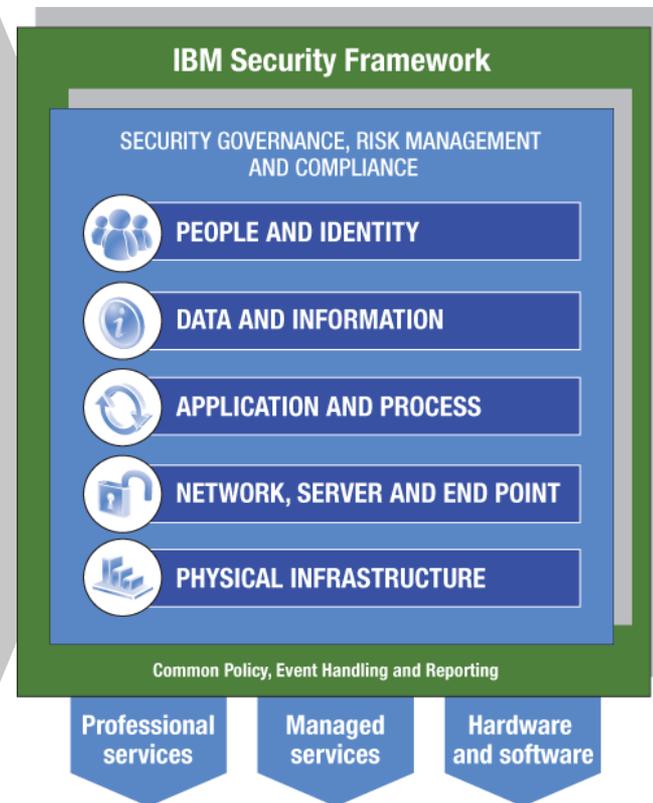
**Assure Software and System Integrity:** Process for assuring efficiency and integrity of the software development & release lifecycle.

**Manage Assets:** Process for maintaining visibility and control over service and operational assets, and their impact on the business

**Manage Change and Configuration:** Process for assuring routine, emergency and out-of-band changes are made efficiently, and in such a manner as to prevent operational outages

**Manage Problems and Incidents:** Managed security operations center (SOC) or in-house Service Desk solutions designed to assure incidents are escalated and addressed in a timely manner. Forensics teams ready to respond to an emergency

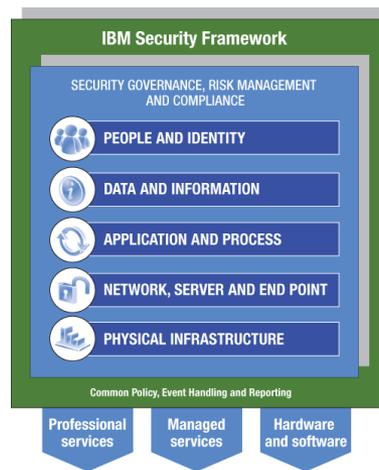
## IBM Solutions



## Where do I begin? IBM can help you chart the course...

- Understand your security readiness, using a capability maturity model, across the IT security domains
- Develop a ranked security roadmap to address critical security processes
- Balance your security focus and investment

## IBM can help...



**Security Report Card**

Date: Sunday, September 13, 2009  
Grade: Average Standing

**Assessment**

The security assessment indicates there are some areas that require your immediate attention. The table below provides recommendations for next steps - highlighting actions to address the specified weaknesses and suggesting IBM security solutions that can help with these issues. The bar graph below provides a comparison of your scores to other organizations maturity levels in each of the six security process categories covered in the survey.

Category	Your Score	Industry
Provide security training and assure awareness	~45	~65
Manage events and respond to incidents	~55	~75
Protect sensitive data and information	~65	~85
Manage and enforce identity, access and entitlement	~75	~95
Manage application release, change and configuration	~85	~100
Manage threats and vulnerabilities	~95	~100

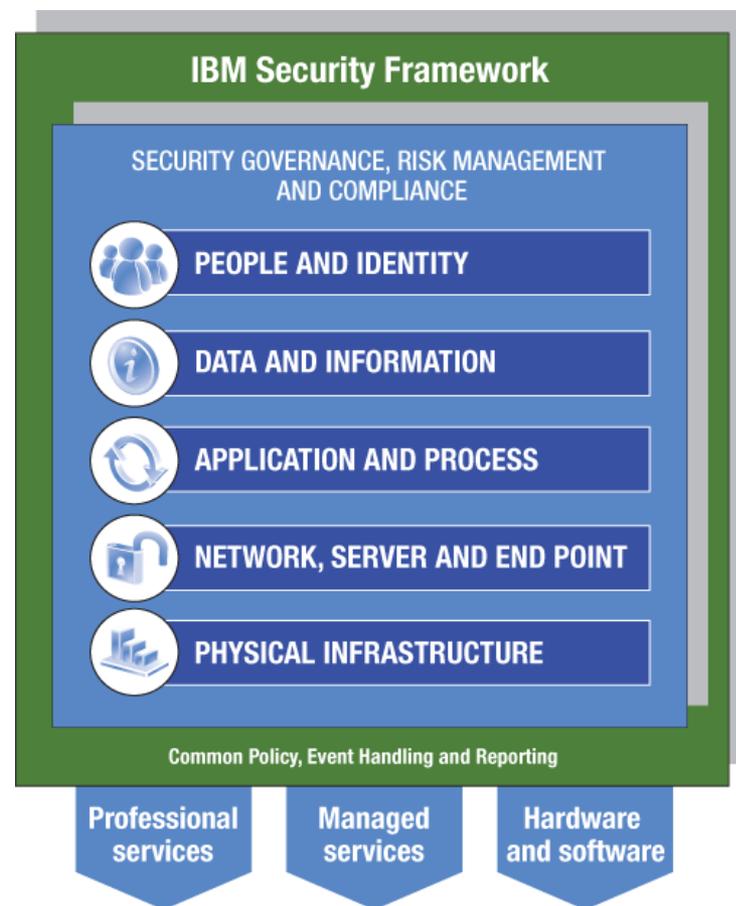
**A Comprehensive Approach to End to End Security**

IBM's approach is to strategically help you manage risk end-to-end across the organization. This strategy allows you to better understand and prioritize risks and vulnerabilities based on their potential to disrupt critical business processes, depending on whether the user is below or above industry average. The multi-dimensional IBM Security Framework



## IBM: Comprehensive Security Risk & Compliance Management

- The *only security vendor* in the market with end-to-end coverage of the security foundation
- 15,000 researchers, developers and SMEs on security initiatives
- 3,000+ security & risk management patents
- 200+ security customer references and 50+ published case studies
- 40+ years of proven success securing the mainframe environment
- \$1.5 Billion security spend in 2008



# IBM Global Security Reach



**IBM has the unmatched global and local expertise to deliver complete solutions – and manage the cost and complexity of security**

## Client results

### Hudson's Bay Company

Anticipates, tracks and mitigates security threats before they cause harm to data or the IT infrastructure.

Provides professional management of network devices.

*“IBM provided us with more than just compliance. Sensitive data is secure, systems are monitored closely for performance issues, and our IT staff can focus more mission-critical activities.”*

### DTCC

Security features are designed and built into more than 225 new applications per year.

Help improved developer productivity.

Reduced time to market for each new service.

*“The real key is that we have the education in place and now implement security early in the application development lifecycle, so we have less overall vulnerabilities to manage.”*

### Community Medical Centers

Reduced costs with fewer password resets and simplified administration.

Enhanced security through HIPAA support.

Improved staff productivity with single sign-on support.

*“Tivoli Access Manager for Enterprise Single Sign-On provides our users with one secure password to our applications and flexibility to manage how users access applications, something other vendors have not easily been able to provide.”*

### Allianz Seguros

Applied proven data masking techniques to protect privacy. and support compliance with country regulations.

*“After attending a demonstration, the members of our evaluation team agreed that Optim provided the capabilities we needed to improve application development and testing processes and protect privacy.”*



## Disclaimer

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Thank  
You