

BusinessConnect 2014

A New Era of Smart



A New Era of Security for a New Era of Computing

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A New Security Reality Is Here

61% of organizations say **Data theft and cybercrime** are the greatest threats to their reputation

2012 IBM Global Reputational Risk & IT Study

70% of security exec's are concerned about **cloud and mobile security**

2013 IBM CISO Survey

83% of enterprises have difficulty finding the security skills they need

2012 ESG Research

Average U.S. breach cost
\$7 million+

*2013 Cost of Cyber Crime Study
Ponemon Institute*

Mobile malware grew

614% in one year

from March 2012 to March 2013

2013 Juniper Mobile Threat Report

85 tools from

45 vendors

IBM client example



Why a New Approach

**Criminals will not relent
and every business
is a target**



**New technologies
create opportunities
to transform IT security**



**Security leaders
are more accountable
than ever before**



Strategic imperative #1

Use analytics and insights for smarter defense



Use intelligence and anomaly detection across every domain

Build an intelligence vault around your crown jewels

Prepare your response for the inevitable



Strategic imperative #2

Use cloud and mobile to improve security



**Own the security
agenda
for innovation**

**Embed security
on day one**

**Employ innovation
to improve security**



Strategic Imperative #3

Get help to develop an integrated approach



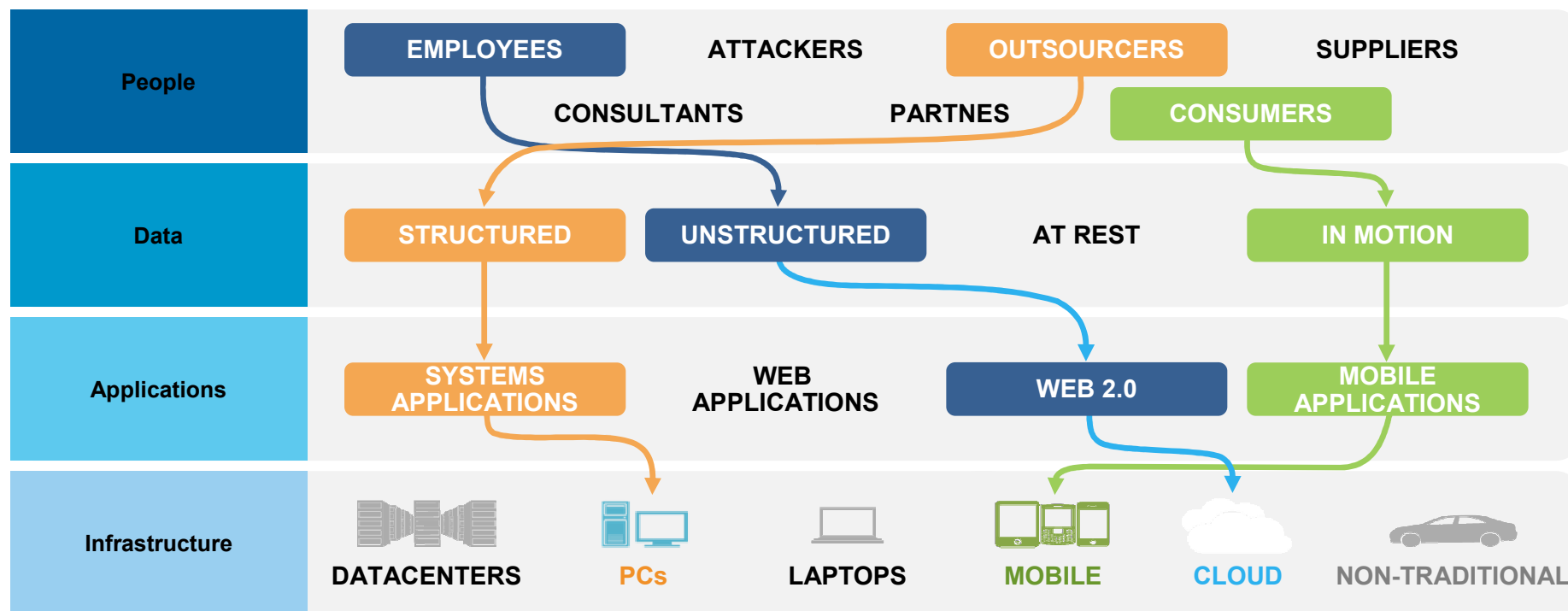
Develop a risk-aware security strategy

Deploy a systematic approach

Harness the knowledge of professionals



Security challenges are a complex, four-dimensional puzzle...



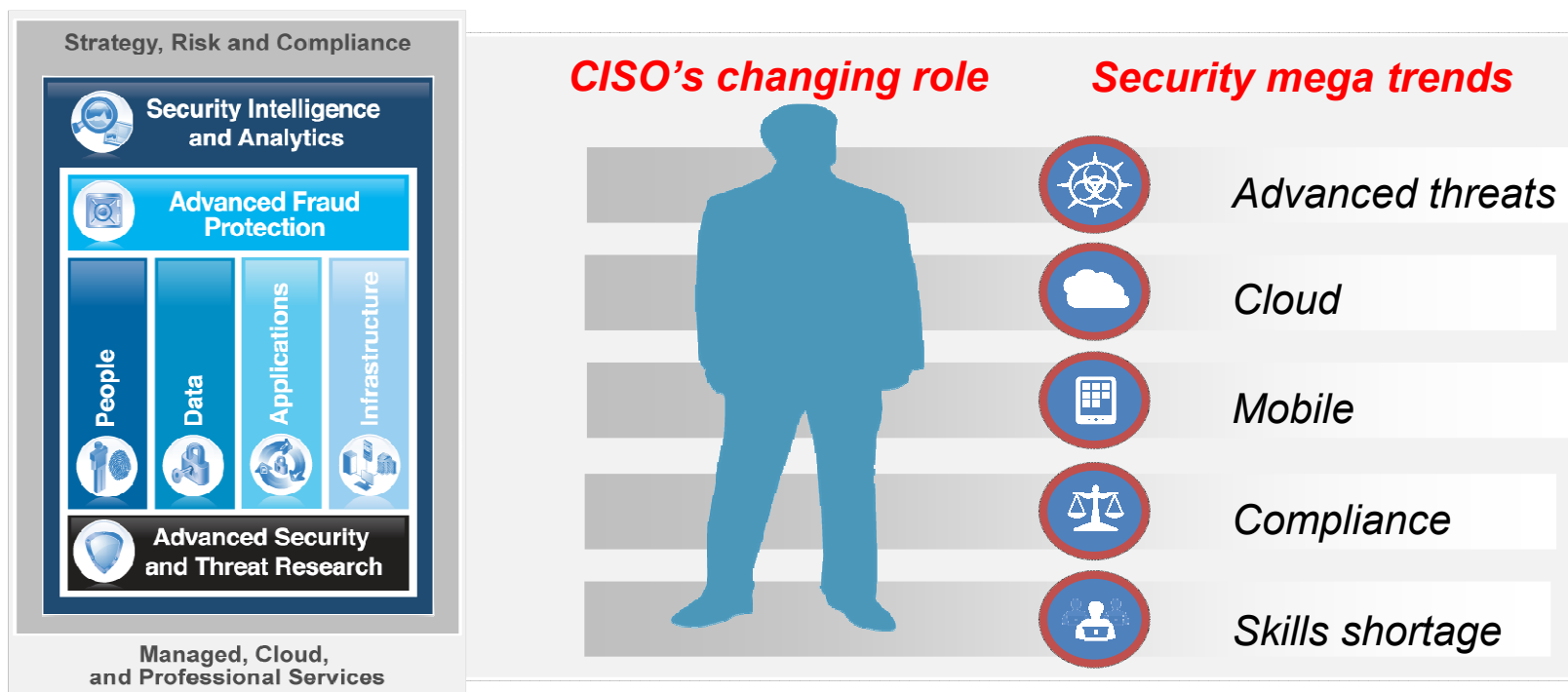
...a holistic approach is needed



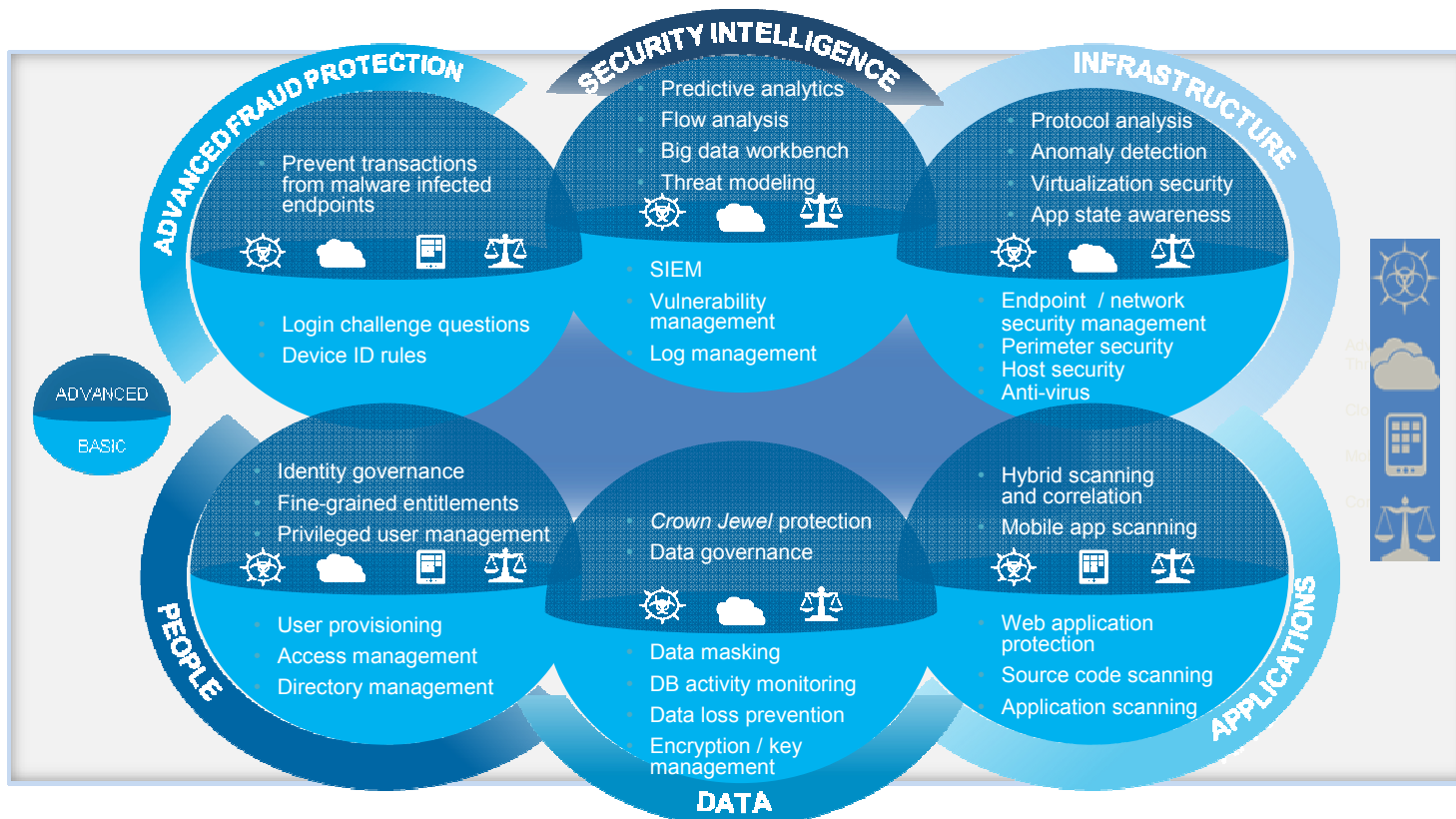
IBM Security strategy

Delivering intelligence, integration and expertise across a comprehensive framework

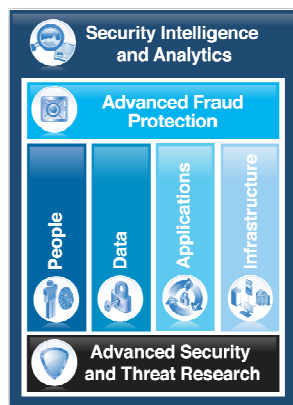
The IBM Security Framework



IBM Security capabilities to help reach security maturity

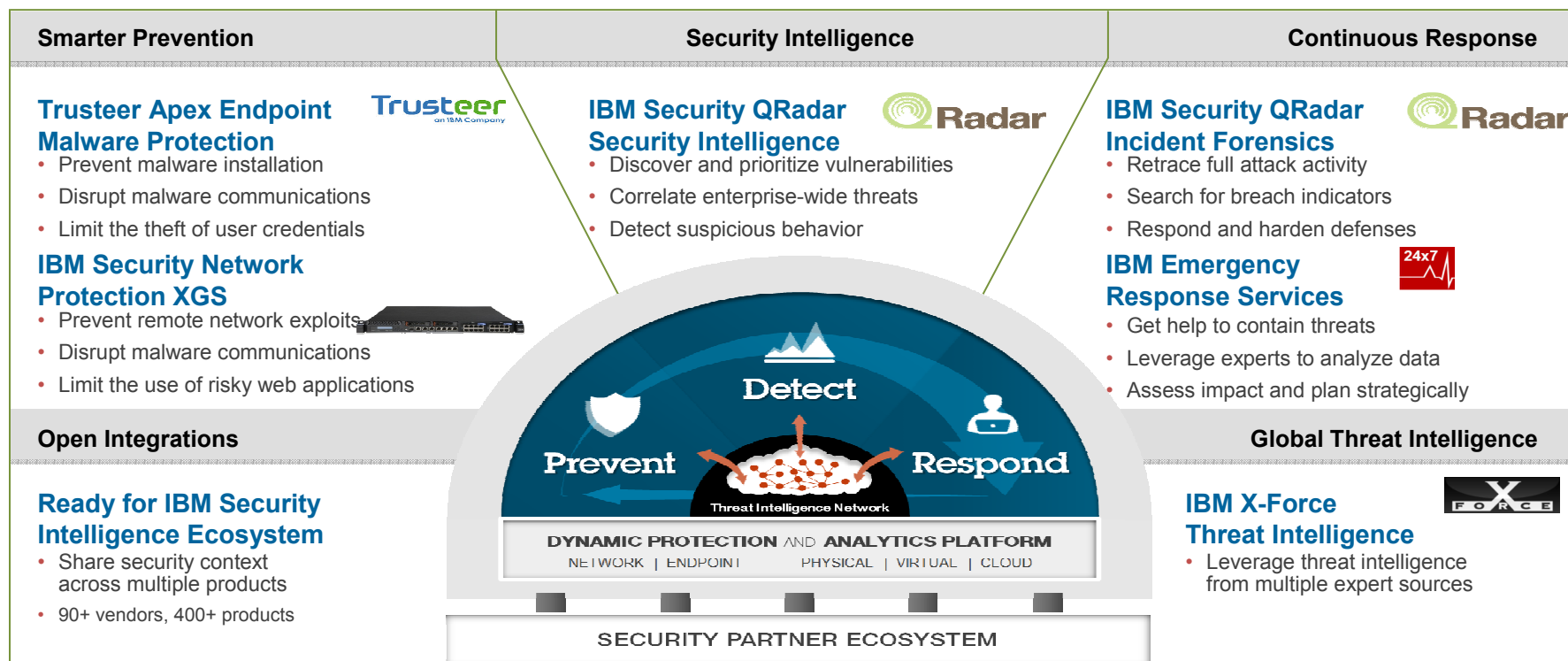


Deploy Integrated Capabilities



IBM Intelligent Threat Protection

A dynamic, integrated system to disrupt the lifecycle of advanced attacks and prevent loss



Client success across advanced threats, cloud, and mobile

Advanced Threats



A financial services firm monitors threats to

600M⁺
customer accounts
with real-time alerts
and proactive
intelligence with

Zero
false positives

- IBM Network Protection
- IBM QRadar SIEM

Cloud




A global electronics firm moves its datacenter to the cloud and helps protect access to cloud-based applications for

10,000 employees
in North America while providing
visibility to
security events

- IBM Security Access Manager
- IBM Security QRadar SIEM

Mobile



A large U.S. children's hospital protects

3,000⁺
mobile devices
ensuring HIPAA compliance
Installed and integrated
with existing servers in just

90
minutes

- Fiberlink MaaS360



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