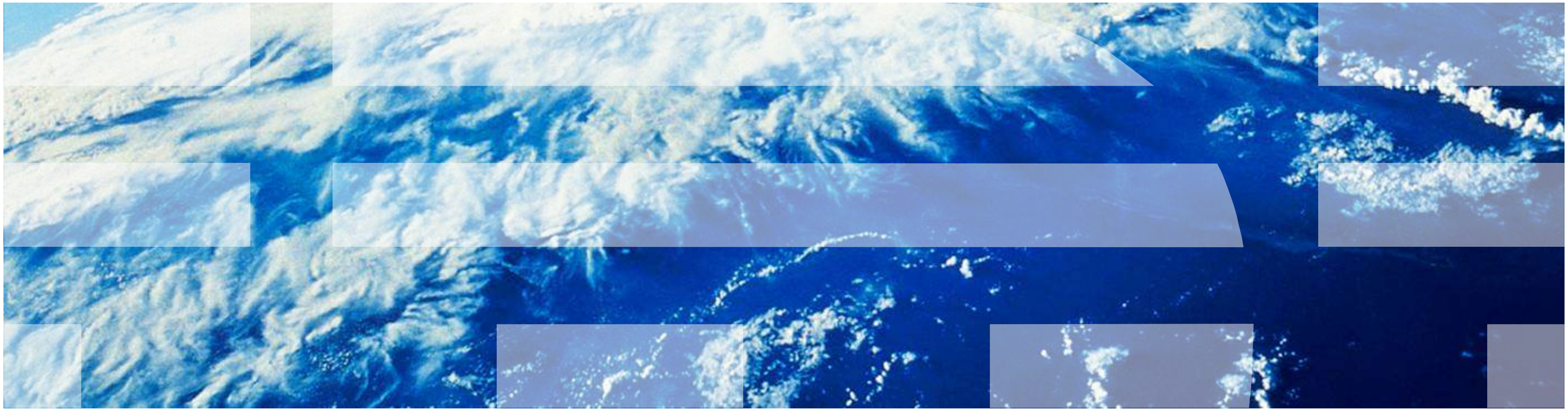
# IBM Security Solutions Messaging Guide 2010



For Internal Use Only

# Introduction & Purpose of Messaging Guide

- Introduction
  - A cross-IBM portfolio for IBM security has been introduced for 2010. This will create more value for our customers as well as more efficient portfolio management for IBM. This guide overviews the business value of IBM security solutions and how IBMers should be talking about our security capabilities to clients, analysts and the press.
- Purpose
  - To assist the sales team in responding to inquiries about IBM security
  - To aid marketing teams in creating collateral and other customer-facing materials
  - To support IBM executives in their preparations for client meetings, analyst briefings, press and conference activities

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# What’s Happened at IBM Regarding IT Security?

IBM has established a more efficient and dynamic, cross-company approach for its IT security portfolio in which research, design, development, marketing, services and support for IT security solutions for IBM clients worldwide are consolidated and linked together.

In the past IBM approached the market as 11 different brands – in 2010 we will be

**one coordinated voice** for security.

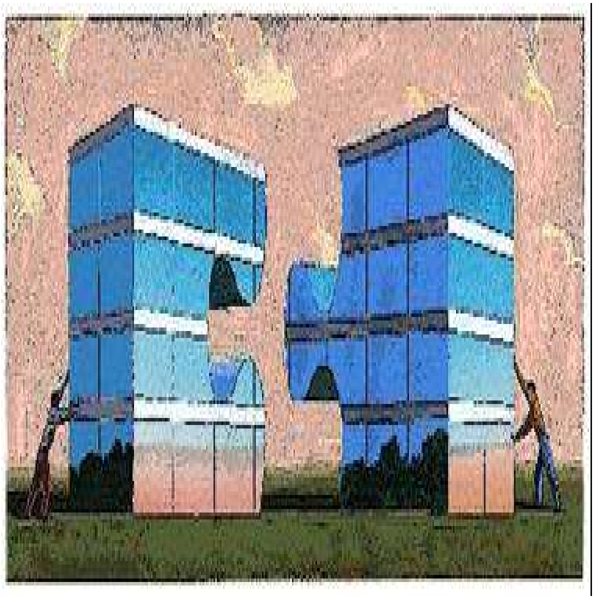
# What do the changes mean organizationally?

- The new VP for security strategy **Kristin Lovejoy** is defining the IBM security vision from portfolio integrations to new acquisitions, to provide a holistic security offering for clients
- VP of security sales **Kent Blossom** is driving a security tiger team with one mission – provide the right security solution to the end customer, regardless of IBM brand or division
- VP of IBM Security Services **Marisa Viveros** providing professional, managed and cloud based security services
- The new director of security marketing **Teresa Cook** is reshaping the portfolio into a single naming convention as **IBM Security Solutions** and unifying security marketing to be one voice to the market

# Why Should Customers Care?

The cross-company approach for the IBM IT security portfolio will allow IBM to improve internal processes associated with the research, design, development, marketing, services and support for IT security solutions for IBM clients and in return:

- Accelerate the identification and incorporation of new security technology that IBM can now bring to market faster
- Accelerate the integration of individual products into a more holistic security solution where customers buy what they need and the pieces work together more seamlessly
- Arm IBM teams with the cross-security knowledge to address the client needs more rapidly and completely with less hand-offs
- Now IBM is aligned to address the same challenges, trends and pressures that our customers are facing in having to implement security across their environment



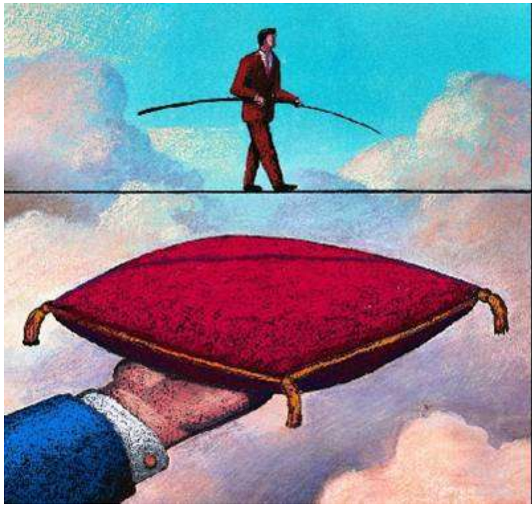
# What are the high level portfolio messages?

- IBM is your Trusted Partner delivering products and services recognized for leadership in IT security
- IBM's philosophy of Secure By Design
- IBM security solutions allow customers to address the 3 Cs; Complexity, Compliance and Cost

and this means........

# What do we mean by "Trusted Partner"?

We believe that no other company is in a better position to assess our clients' security needs, provide solutions and ensure those solutions are successfully implemented. Why? Because:



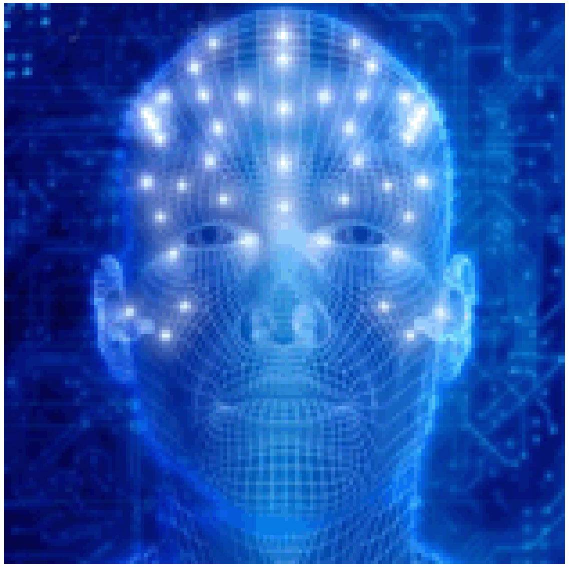
- **We have the skills** – IBM has X-Force* to understand and remediate threats, and thousands of researchers, developers, consultants and subject matter experts on security initiatives
- **We know how** – we have consulted on, and implemented thousands of security projects, so we have the practical expertise in best practices, processes, ROI and we care about our clients' success
- **We get the big picture** – from security strategy and governance to security across mainframes, desktops, networks, pervasive computing and more
- **We know our customers industries** – IBM has industry expertise and tailors security solutions to industry vertical challenges – IBM consults on and helps secure business processes
- **We live it** – we manage security and privacy for our 400,000 employees worldwide, and our services teams manage more than 7 billion security "events" every day for clients
- **We can prove it** – IBM has been providing IT security for 30+ years. We have over 200 security references and more than 50 published case studies
- **We have an ecosystem** – IBM has a large business partner community that complements and implements our solutions
- **We can help you choose** – IBM Security Services assessors can provide a list of IBM and non-IBM products to assist clients in creating the best solution for their environment

* X-Force details on slide 29

# What do we mean by “Secure by Design”?

We believe that an IBM differentiator is our philosophy that clients have to build services that are “Secure by Design”, meaning that security is intrinsic to their business processes, their product development and daily operations. It is factored into the initial design, not bolted on after the fact. This allows them to securely and safely adopt new forms of technology. Cloud computing, virtualization, business models like tele-working and outsourcing, can be more safely leveraged for cost benefit, innovation and shorter time to market.

- We work directly with clients and business partners to seek, test and implement major breakthroughs in integrated hardware platforms, encryption techniques, risk analytics and security architecture
- We give clients the tools to scan, identify and prioritize Web application security risks in pre-production applications to help ensure the development of secure code
- IBM builds security technology into the fabric of the hardware, software applications and services we deliver. We have subject matter expertise to share
- Security is intrinsic to our IBM business processes, our product development and daily operations. It is factored into the initial design, not bolted on after the fact
- To ensure we execute on this philosophy of Secure by Design, IBM has a Security Architecture Board and a Security Executive Board

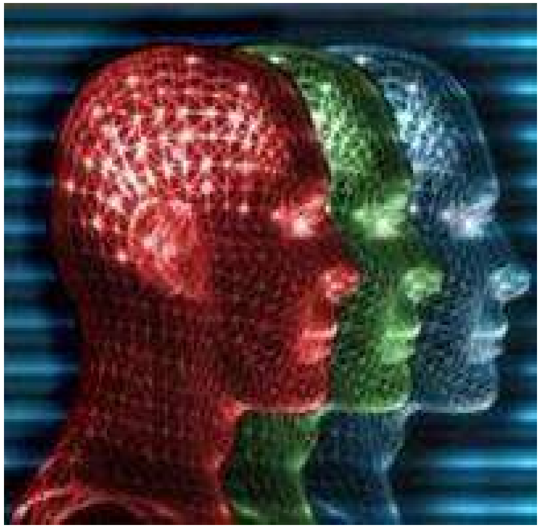


# What are the 3 Cs?

Our work with thousands of clients worldwide has taught us there are 3 key focus areas that drive security projects. IBM's vision and research for IT security aligns to these areas so we can help clients achieve maximum results:

## Complexity

- Rapidly changing threat environment; increasingly sophisticated attackers with increasingly sophisticated tools; new complex threat models
- The sheer magnitude of the data that we can collect about the events and activities in our everyday lives, our ability to interconnect, collect, share and protect that data in a world where billions of devices have built-in intelligence
- The security complexities of disruptive technologies like cloud computing, virtualization, smart devices, SOA & Web 2.0
- Confusion on approach – where to start, best practices
- Death by point products that are do not work together, provide the big picture view or scale as needed

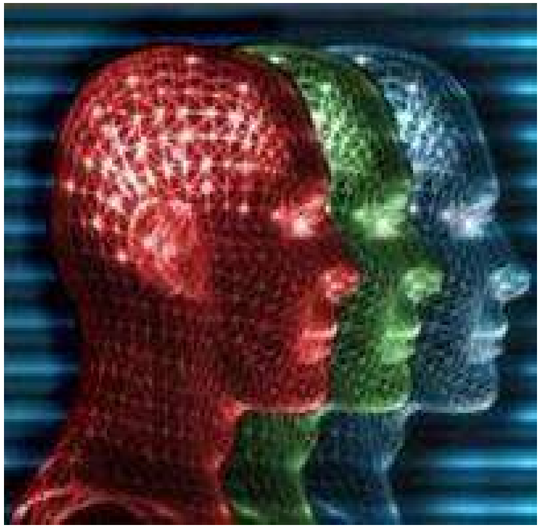


And, don't forget...

# What are the 3 Cs?

## Compliance

- Increasing pressure from regulations and litigation
- The public awareness of expensive, high profile data breaches in the news is causing organizations and governments to focus on compliance
- The average organization is subject to 100s of regulations which increasingly have financial or business penalties, and proving and demonstrating compliance to these regulations is in itself very costly



## Cost

- The technical skills to securely deploy new technologies like virtualization and cloud computing can be very costly
- The security administration and help desk resources are strained to support a dramatically increasing base of users
- IT departments have increasing responsibilities and time pressures – being asked to do more with less budget

# Is our Smarter Planet Secure?

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

Our planet grows smarter as our ability increases to interconnect devices and use this data to see what is happening around us, and to control and automate what happens in our environment.

Some people refer to this phenomenon as the “Intelligent World” or the “Internet of Things”, at IBM we call it the SMARTER PLANET

This new magnitude of data and the new services using the data, raises privacy and security concerns. Greater efficiency relies on better data, and often very sensitive data. Greater control relies on physical assets installed well outside of the data center or at consumer’s locations. This opens new avenues for criminals, new kinds of denial of service attacks. So the Smarter Planet also means to be smarter about these issues, to build security and privacy into the systems right from the beginning – secure by design.

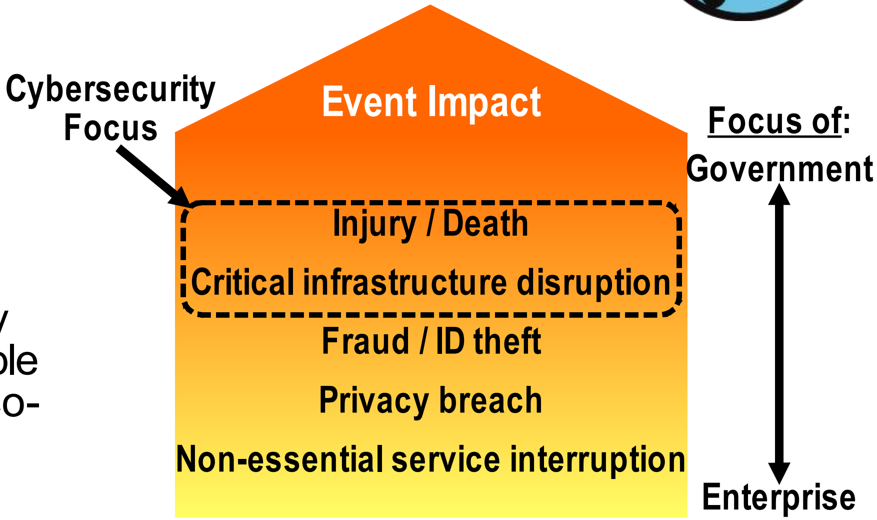
# Smarter Planet introduces Larger Security Issues

## Smarter Planet initiatives require Cybersecurity

- Initiatives like eGovernment, Utilities and Transportation
- Need to protect critical infrastructure

## What is Cybersecurity?

– Cybersecurity is assuring the security and resiliency of the smarter planet's critical systems, regardless of where they are located, and understanding that multiple government and private entities may be co-involved



## Cybersecurity is a bigger challenge than traditional IT security

- Widely distributed ownership of the infrastructure
- Public and private sector dependence on information systems for their mission or business
- IT must be dependable in the face of cyber threats

# Cybersecurity – IBM’s Perspective & Approach

## IBM’s Perspective

- IBM believes that cooperation between the public and private sector is critical to identify threats, vulnerabilities and interdependencies, since 90%+ of the critical infrastructure is privately owned and operated

## IBM’s Approach

- Practically, not all critical infrastructures can be protected from all threats. It is critical to address that risk which, if realized, would result in a material negative event
- Facilitate sharing of information across public and private sector to mitigate cybersecurity risks and improve the security of the critical infrastructure
- Establish the IBM Institute for Advanced Security

# IBM is dedicated to cybersecurity advancement

## IBM Institute for Advanced Security

- Help public and private sector clients, academics and business partners more easily understand, address and mitigate issues with securing cyberspace
- Applies IBM research, services, software and technology expertise to help government and other key clients improve the security and resiliency of their IT and business systems

IBM Institute for Advanced Security
Enabling cybersecurity innovation and collaboration

**Institute Focus**

- **Engage** in public-private collaboration
- **Address** and mitigate cybersecurity challenges
- **Provide** a forum for clients to better understand how recent IBM Research advances can help

*"Our goal is to enable access to IBM's broad and deep cybersecurity knowledge and experience worldwide. We will engage with government clients and other constituents to help them comprehensively understand, develop and integrate effective security protections into the fabric of their IT systems or services."*

*Dr. Charles Palmer, Director, IBM Institute for Advanced Security*

www.ibm.com/federal/security

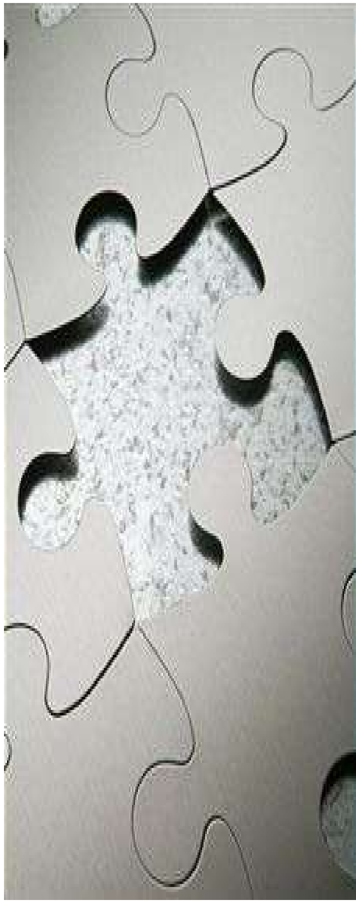
# Where should we target the security message? Top focus industries

| Industry | What's Uniquely Driving the Interest |
|---|---|
| Healthcare* | The increased use of Electronic Health Records (EHR) by physicians and hospitals is a worldwide issue. The Health Information Technology for Economic and Clinical Health Act (HITECH Act) allocated $19.2 Billion to increase the use of EHR. Numerous IBM opportunities, including strong authentication and federation |
| Financial Services* | Managing risk with online channels, maintaining system integrity and availability, and integrating mergers and acquisitions are driving new security and compliance initiatives. Customers typically looking to replace what they have or fill solution gaps |
| Telco Providers* | Scaling to millions of users, with personal devices downloading digital assets to hand held composite applications. Business growth can be stymied by security issues. Security can be a business differentiator. Typically customers looking to replace what they have or fill solution gaps |
| Energy & Utilities* | The "Smart Grid" raises privacy and safety concerns, and standards like the North American Electric Reliability Corporation (NERC) and the Federal Energy Regulatory Commission (FERC) are driving heightened protection from cyber attack. Customers are typically looking to add needed access monitoring and compliance reporting |
| Retail | Publicized data breaches can impact on-line buying and increase need to maintain consumer confidence by protecting personal information. Lots of full portfolio opportunities to address the Payment Card Industry Data Security Standard (PCI/DSS) |
| Government* | Government agencies are opening citizen access to new Internet based services and establishing efficient methods for creating trusted identities for identification. These agencies are also accessing and analyzing huge amounts of highly sensitive and private data, creating access and compliance concerns. Typically full portfolio opportunities, as well as strong authentication and portal security |

* One of the industries covered under the U.S. National Infrastructure Protection Plan for Critical Infrastructure Protection

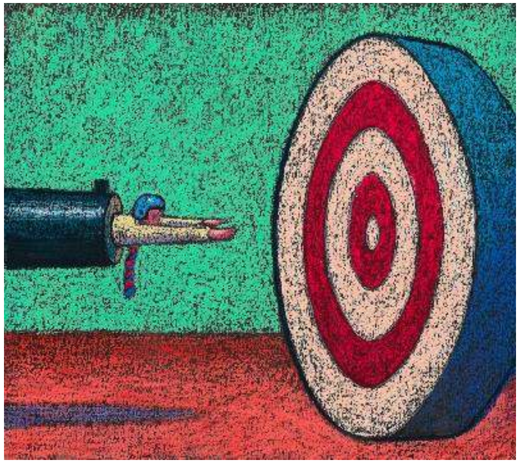
# Take an elevator ride with me:
## The IBM Security Solutions Value Proposition

| Role | Value Proposition |
|---|---|
| LOB<br>CEO<br>Service Provider<br>ISV | Let IBM help you affordably create and sustain security governance and use security as a **differentiation factor** while providing rapid innovation and deployment of new business services.  IBM has expertise in your specific industry to help you secure your business processes. Our security capabilities will allow user-accessibility from anywhere in the world while helping keep you in compliance. |
| CTO<br>CIO<br>CISO | Let IBM help you reduce the complexity and cost of security, risk management and compliance to enable secure service delivery at levels that are better than today's norm.  You can increase the speed and certainty of business driven IT and process change without sacrificing security or risking security non-compliance. |
| CFO | IBM helps you build a cost effective and efficient security infrastructure that supports the existing IT capital investment and reduces both new and future services cost of operations. |
| CRO<br>CCO<br>CLO | IBM can help minimize the risk of a security breach and lower the cost of addressing compliance and legal obligations while implementing security best practice processes to mitigate legal exposure. |
| IT Director, Operations Manager | IBM can provide you with the services, hardware and software to manage and report on security risks, compliance mandates and operational security requirements while achieving the organization's business goals and do more with less resources. We help you create a secure yet continuously available environment that supports both the business needs and the increasingly demanding end-user. |



# Targeting Customer Opportunity

Companies that are implementing these types of projects are particularly receptive to discussions about IT security. Events or publications that are focused on these subjects are prime for IBM Security Solutions messaging:

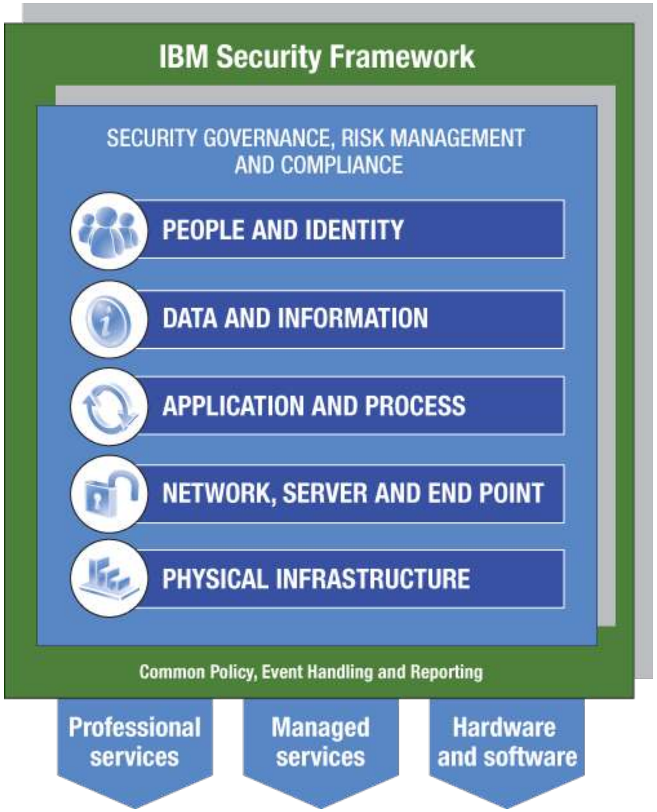


- Data Center implementation of virtualization
- Introducing new Internet based services
- Existing services scaling to accommodate millions of users
- Organizations concerned with government regulation – addressing compliance and privacy pressures in highly regulated industries
- Organizations with high turnover or a younger workforce
- Organizations adopting new technologies such as SOA, Web 2.0 applications, or cloud computing
- Integrating mergers and acquisitions
- Organizations afraid of, or responding to a publicized data breach or hacking incident
- Organizations concerned about protecting a critical infrastructure from cyber attack

# How do we talk about IBM Security Solutions?

It all starts with understanding and communicating that there is an IBM Security Framework. There are 3 key foundational components that must be in place for all clients:

- **Security Governance** – the rules that an organization creates that provide strategic direction on security, create the policies and processes to be followed, ensure that policies and processes are followed, define the risks to be addressed, identify the organizational resources, compliance responsibility, and monitor the success or failure of the enterprise security program
- **Risk Management** – the process of analyzing the organization's exposure to risk, current and future threats, and determining how to best handle such exposure
- **Compliance** – being in, and proving that, the current state of IT security meets all established organizational guidelines, specifications, and government legislation in a cost-effective manner



# How do we talk about IBM Security Solutions?

There are 5 unique *security focus areas* in the Framework that we speak about and that we have organized our solutions around, each with their own value proposition and financial payback:

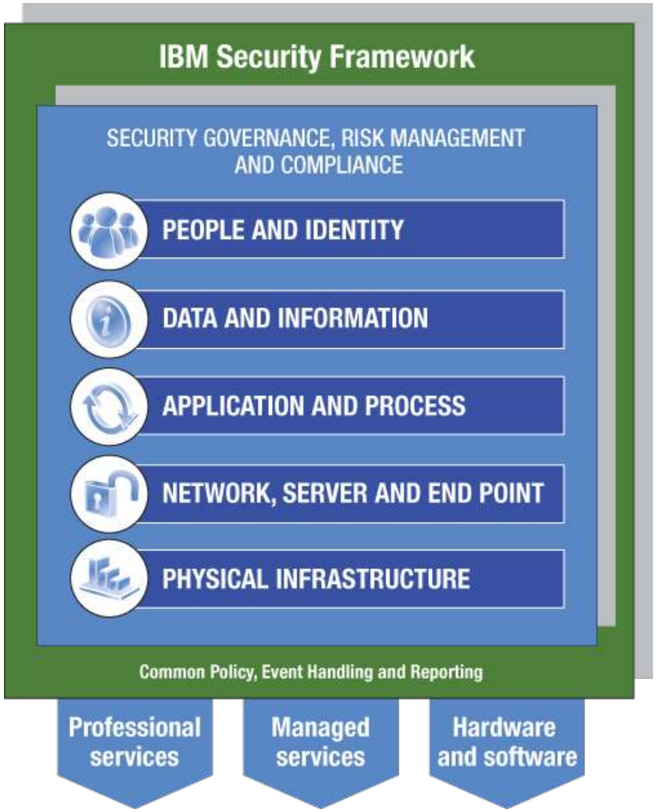
- **People and Identity**
  Mitigate the risks associated with user access to corporate resources

- **Data and Information**
  Understand, deploy and properly test controls for access to and usage of sensitive business data

- **Application and Process**
  Keep applications secure, protected from malicious or fraudulent use, and hardened against failure

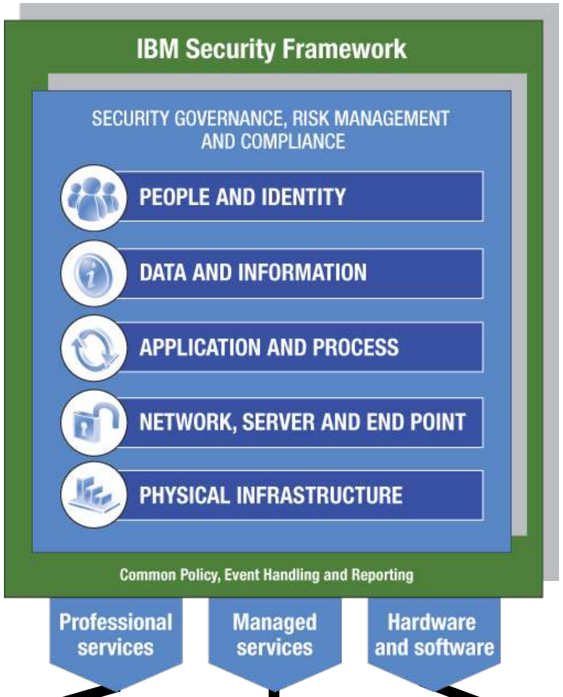
- **Network, Server and End Point**
  Optimize service availability by mitigating risks to network components

- **Physical Infrastructure**
  Provide actionable intelligence on the desired state of physical infrastructure security and make improvements



# How do we deliver IBM Security Solutions?

The IBM Security Framework Provides Customers with Implementation Choices



**Professional services**

IBM helps clients address expertise gaps through consulting services that leverage our industry and security expertise

**Managed services**

IBM helps clients address skills and staffing gaps through our managed security services, including SaaS and Cloud based services

**Hardware and software**

IBM helps clients address security challenges through direct licensing of hardware and software products

# SECURITY GOVERNANCE, RISK MANAGEMENT AND COMPLIANCE

## BUSINESS VALUE

***Ensure comprehensive management of security activities and compliance with all security mandates***

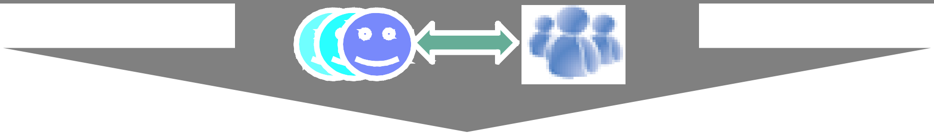
| | Security Strategy Design | Pen Testing & Vuln. Assessment | Sec. Compliance Assessment | Incident Response |
|---|---|---|---|---|
| Business challenge | Design and implement secure deployment strategies for advanced technologies such as Cloud, virtualization, etc. | Identify and eliminate security threats that enable attacks against systems, applications and devices | Perform security compliance assessments against PCI, ISO and other standards and regulations | Design and implement policy and processes for security governance, incident response; perform timely response and computer forensics |
| Lead with Products | | Rational AppScan; Guardium Database Monitoring & Protection | Tivoli Security Information and Event Manager; Guardium Database Monitoring & Protection; Tivoli zSecure suite; IBM Content Insights | Tivoli Security Information and Event Manager; IBM Content Collector; Tivoli zSecure suite |
| Lead with Professional Services | Consulting Services; Security Design | Ethical hacking and AppSec assessment | Qualified Security Assessors | Policy definition services; CERT team |
| Lead with Managed Services | | App Vulnerability and Source Code Scanning OnDemand | | Managed Protection Services |

This is not intended to be a comprehensive list of all IBM products and services

# PEOPLE AND IDENTITY

## BUSINESS VALUE

***Lower costs and mitigate the risks associated with managing user access to corporate resources***



| | Cost and Complexity of Managing Identities | Providing Access to Applications | Auditing, reporting and managing access to resources |
|---|---|---|---|
| Business challenge | • On average, customers spend 2 weeks to setup new users on all systems and about 40% of accounts are invalid<br>• 30% of help desk calls are for password resets, at $20 per call | "We would need to spend $60k on each of our 400 applications to implement security access rules"<br>– Global financial services firm | • Privileged users cause 87% of internal security incidents, while firms cannot effectively monitor thousands of security events generated each day<br>• Role management, recertification, etc. |
| Lead with Products | Tivoli Identity and Access Assurance, Tivoli zSecure suite | Tivoli Access Manager, Tivoli Federated Identity Manager | Tivoli Identity and Access Assurance, Tivoli Security Information and Event Manager |
| Lead with Professional Services | Identity and Access Management Professional Services | Identity and Access Management Professional Services | Compliance Assessment Services, Privileged Identity Management |
| Lead with Managed Services | Managed Identity and Access Management | Managed Identity and Access Management | Managed User Monitoring and Log Management |

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# DATA AND INFORMATION

## BUSINESS VALUE

***Understand, deploy and properly test controls for access to and usage of sensitive business data***

| | Protecting Critical Databases and Content | Messaging Security and Content Filtering | Managing Data and Content Access and Encryption | Monitoring Data and Content Access and Preventing Data Loss |
|---|---|---|---|---|
| Business challenge | Mitigate threats against databases from external attacks and internal privileged users | Spam and inappropriate Web sites pose major productivity drains, resource capacity strains, and leading attack vector for malware | Over 82% of firms have had more than one data breach in the past year involving loss or theft of 1,000+ records with personal information; cost of a data breach increased to $204 per compromised customer record* | 42% of all cases involved third-party mistakes and flubs… magnitude of breach events ranged from about 5,000 to 101,000 lost or stolen customer records* |
| Lead with Products | Guardium Database Monitoring & Protection; IBM Enterprise Content Management; IBM Enterprise Records | Multi-Function Security appliance, Lotus Protector | Tivoli Key Lifecycle Manager, Tivoli Security Policy Manager, Tivoli Federated Identity Manager; IBM Enterprise Content Management | Data Loss Prevention; Tivoli Security Information and Event Manager |
| Lead with Professional Services | Data Security Assessment Services | Data Security Assessment Services | Data Security, Compliance Assessment Services | Data Security, Compliance Assessment Services |

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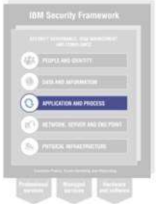
** "Fifth Annual U.S. Cost of Data Breach Study", Ponemon Institute, Jan 2010*



# APPLICATION AND PROCESS

## BUSINESS VALUE

***Keep applications secure, protected from malicious or fraudulent use, and hardened against failure***

| | Security in App Development | Discovering App Vulnerabilities | Embedding App Access Controls | Providing SOA Security |
|---|---|---|---|---|
| Business challenge | Vulnerabilities caught early in the development process are orders of magnitude cheaper to fix versus after the application is released | •74% of vulnerabilities in applications have no patch available today*<br>•80% of development costs are spent identifying and correcting defects, costing $25 during coding phase vs. $16,000 in post-production** | According to customers, up to 20% of their application development costs can be for coding custom access controls and their corresponding infrastructure | Establishing trust and high performance for services that span corporate boundaries is a top priority for SOA-based deployments |
| Lead with Products | Rational AppScan; Ounce suite | Rational AppScan; Ounce suite | Tivoli Identity and Access Assurance | WebSphere DataPower; Tivoli Security Policy Manager |
| Lead with Professional Services | Secure App Dev Process Enablement, App Vulnerability and Source Code Scanning | App Vulnerability and Source Code Scanning | Application Access Services | |
| Lead with Managed Services | | Managed Vulnerability Scanning | Managed Access Control | |

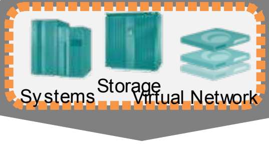
This is not intended to be a comprehensive list of all IBM products and services

** IBM X-Force Annual Report, Feb 2009*
*** Applied Software Measurement, Caper Jones, 1996*

# NETWORK, SERVER AND END POINT

## BUSINESS VALUE

***Optimize service availability by mitigating risks while optimizing expertise, technology and process***



| | Protecting Servers | Protecting Endpoints | Protecting Networks | Protecting Mainframes |
|---|---|---|---|---|
| Business challenge | Mitigate threats against servers; prevent data loss | Effective management can cut total cost of ownership for secured desktops by 42%* | Mitigate network based threats and prevent data loss | Mitigate threats against mainframes; protect against vulnerabilities from configuration; contain the privileged users |
| Lead with Products | Server Protection, Server Protection for VMWare | Desktop security platform; encryption | Network Intrusion Prevention System (IPS) | Tivoli zSecure suite |
| Lead with Professional Services | Server security, data security assessment services | Desktop security, data security assessment services | Network security assessment services | |
| Lead with Managed Services | Managed IDS, Privileged User Mgmt | Managed Desktop security platform | Managed Network IPS | |

This is not intended to be a comprehensive list of all IBM products and services

** Gartner Desktop Total Cost of Ownership: 2008 Update, Jan 2008*

# PHYSICAL INFRASTRUCTURE

## BUSINESS VALUE

***Provide actionable intelligence and improve effectiveness of physical infrastructure security***

| | Video Surveillance | Video Analytics | Command and Control |
|---|---|---|---|
| Business challenge | Legacy analog video systems with proprietary interfaces are hard to integrate with IT infrastructure | Video information from many cameras present an information overload to human security personnel, detection is often after the fact and response management is problematic | IT and physical security operate in silos and do not integrate. It is increasingly difficult and expensive to consolidate security information across locations for effectiveness and compliance |
| Lead with Products | IT infrastructure, Logical Security products, and DVS partner products; IBM Enterprise Content Management | Smart Vision Suite; IBM Enterprise Content Management | Command Control Center Solution |
| Lead with Professional Services | Base Digital Video Surveillance Infrastructure services | Design, Implementation, Optimization services | Command Control Center Solution Services |

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# Integrated Service Management is a key security enabler

IBM security solutions implemented with an integrated service management approach, can deliver the visibility, control and automation required for the smarter planet

*Organizations that are implementing security based on integrated service management are leading the pack of implementing successful projects*

## Smarter services require

### Visibility

Understand who is accessing which resources and what they are doing

### Control

Govern and secure complex infrastructure and ensure compliance

### Automation

- Drive down cost
- Minimize human error
- Increase productivity

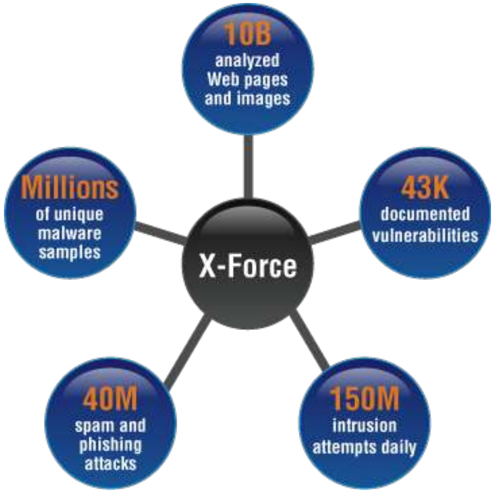
***Includes integration of best practices from ITIL, COBIT and ISO 27001***

# Proof Points – IBM as a Trusted Partner

X-Force Research and Development is one of the best-known commercial security research groups in the world

- Researches and evaluates vulnerabilities and security issues
- Develops assessment and countermeasure technology for IBM security offerings
- Educates the public about emerging Internet threats

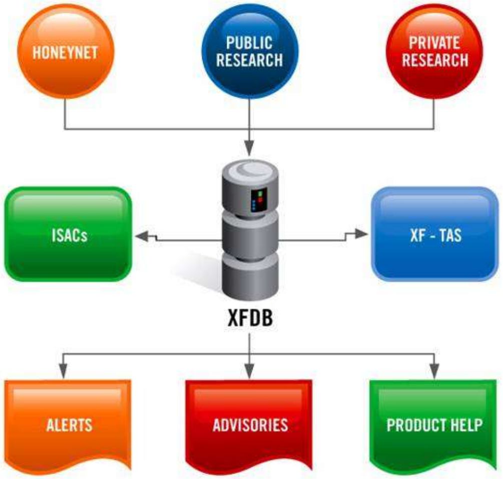
## IBM Security Research


10B analyzed Web pages and images
Millions of unique malware samples
X-Force
43K documented vulnerabilities
40M spam and phishing attacks
150M intrusion attempts daily

**X-Force understands threats and remediation**

- 10 billion analyzed Web pages and images
- 48,000 documented vulnerabilities
- Millions of unique malware samples
- 40 million spam and phishing attacks
- 150 million intrusion attempts daily

## IBM X-Force® Database



**IBM maintains the most comprehensive vulnerability database in the world**

- Entries date back to the 1990's

**Updated daily by a dedicated research team that currently tracks over:**

- 7,600 Vendors
- 17,000 Products
- 40,000 Versions

# Proof Points – IBM is a Security Visionary

## Homomorphic Encryption

Query a search engine without telling the engine what you are looking for!

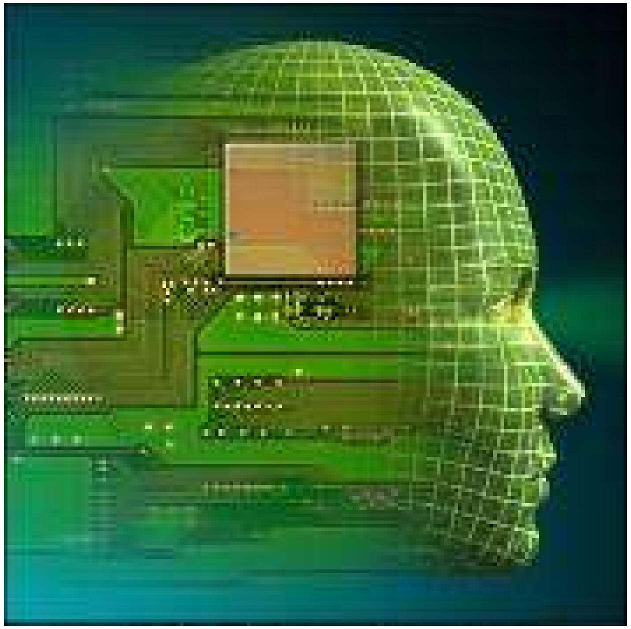
## High Tech Risk Analytics

Pre fraud detectors with low false positive rates at a speed of 15-20 times the scale of today's model

## Enterprise Security Architecture

Working with clients worldwide to implement the new architecture based on six security zones of control

## IBM Research Projects

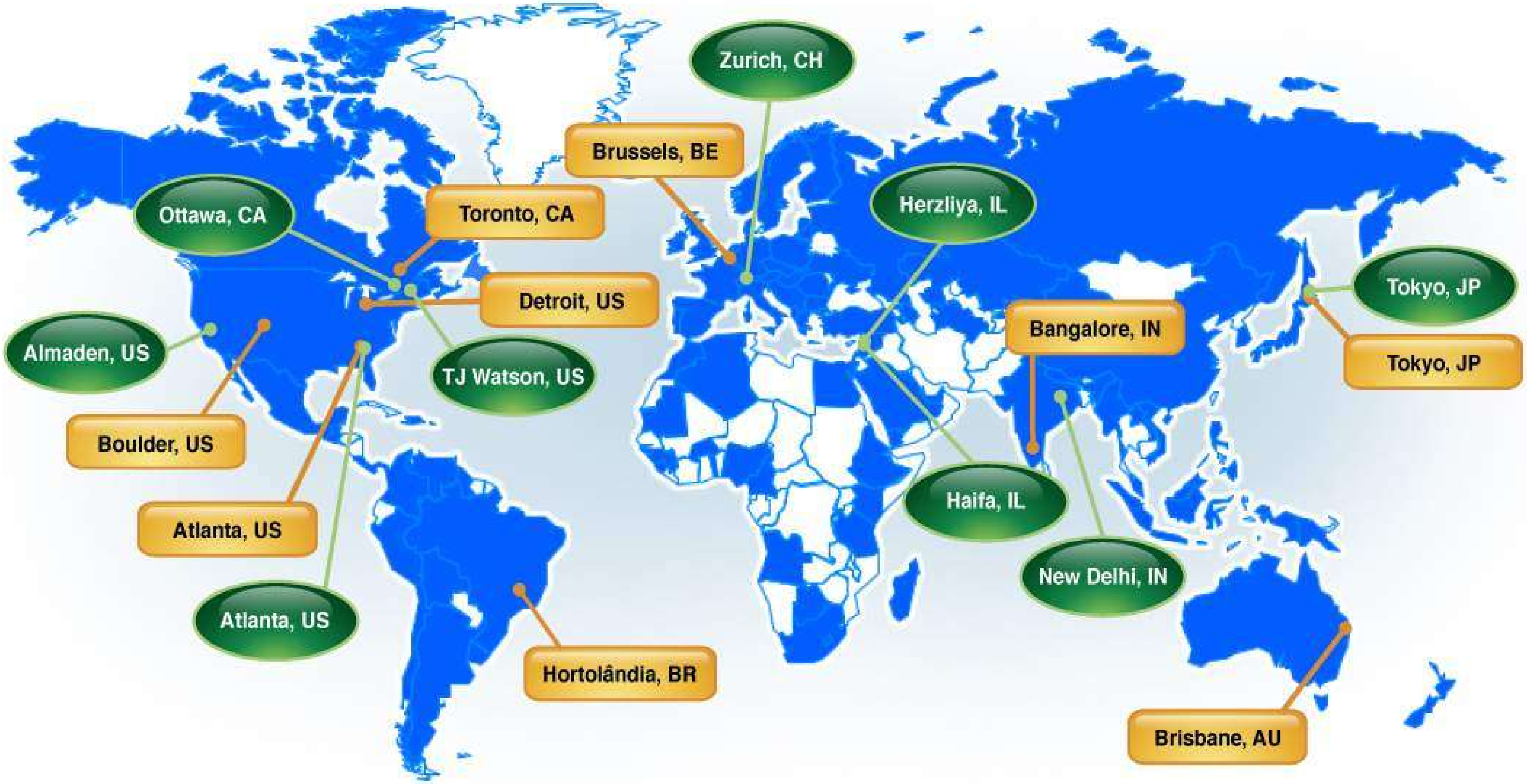


2010 iapp Celebrating Ten Years

International Association of Privacy Professionals recognized IBM Research as one of the “Top Privacy Innovators” in 2009

# Proof Points – IBM as a Trusted Partner

9 Security Operations Centers + 9 Security Research Centers + 133 Monitored Countries + 20,000+ Devices under Contract + 3,700+ MSS Clients Worldwide + 7 Billion+ Events Per Day



**IBM has 3,000+ security & risk management patents and unmatched global and local expertise**

# Proof Points – IBM Solutions are Recognized for Leadership

SC MAGAZINE AWARDS 2010 WINNER
Honored in the U.S.

**IBM Named Best Security Company**

– IBM has been an industry leader for nearly 50 years and offers comprehensive security solutions and services (March 2010)
– Award article – Link

**Gartner Leadership**

– Web Access Management Magic Quadrant (November 2009) – Link
– User Provisioning Magic Quadrant (September 2009) – Link
– Enterprise Single Sign-On MarketScope – Strong Positive (September 2009) – Link
– Security Information & Event Management Magic Quadrant (May 2009) – Link
– Managed Security Services Providers, North America Magic Quadrant (April 2009)

**EMA Leadership**

– Website Vulnerability Assessment Value Leader (2009)

**IDC Market Share Leadership**

– #1 Identity & Access Management (July 2009) – Link
– #1 Application Vulnerability Assessment (2009)
– #1 Vulnerability Assessment (2009)
– #1 Intrusion Prevention Systems (IPS) Market Leader for $100,000+ Systems (2009)

**Frost & Sullivan Leadership**

– Managed Security Services (2009)
– Latin American Managed Security Services Market Study (2009)
– North American Network Security Infrastructure Protection Company of the Year (2009)
– North American Video Surveillance Software Developer Company of the Year (2009)

**Forrester Leadership**

– Managed Security Services Market Overview (January 2010)
– Identity & Access Management Wave (November 2009)
– Information Security and IT Risk Consulting Wave (March 2009)

**NOTE: This chart cannot be used externally, but customers may access selected analyst reports above using the external links provided**

# Competitive Overview
# – Who are we fighting for market share?

| | IBM | HP<br>EDS | CA | Symantec | McAfee | EMC | Oracle<br>SUN | Cisco | Verizon |
|---|---|---|---|---|---|---|---|---|---|
| People and Identity | 🟩 | 🟥 | 🟩 | 🟥 | 🟥 | 🟥 | 🟩 | 🟩 | 🟩 |
| Data and Information | 🟩 | 🟥 | 🟥 | 🟩 | 🟩 | 🟩 | 🟥 | 🟥 | 🟥 |
| Application and Process | 🟩 | 🟩 | 🟥 | 🟥 | 🟩 | 🟥 | 🟥 | 🟥 | 🟥 |
| Network, Server and End Point | 🟩 | 🟩 | 🟩 | 🟩 | 🟩 | 🟥 | 🟩 | 🟩 | 🟩 |
| Physical Infrastructure | 🟩 | 🟥 | 🟥 | 🟥 | 🟥 | 🟥 | 🟥 | 🟩 | 🟥 |

**External Customer Facing Competitive Resources**

- Buyer’s Guide for Identity and Access Management – Link
- Buyer’s Guide for Security Information and Event Management – Link

# Aligning Sales and Marketing Programs for Security

## *IBM Sales Plays*

***Information Agenda***

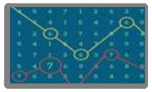
***Information Infrastructure***

***Virtualization Consolidation***

***Service Management***

***Managing Risk –*** *Gain competitive advantage by deftly managing the risks to your business, securely leveraging technological innovation, and reducing the cost of security and resiliency of your infrastructure.*

***Smart SOA Foundation***



***Dynamic Business Processes***

***Smarter Collaboration***

***Green Infrastructure***

## *Managing Risk Sales Plays*

Links to PartnerWorld

**Scenario #1**
**Reduce the Cost of Security & Resiliency**

LINK

**Scenario #2**
**Protect Data & Manage Compliance**

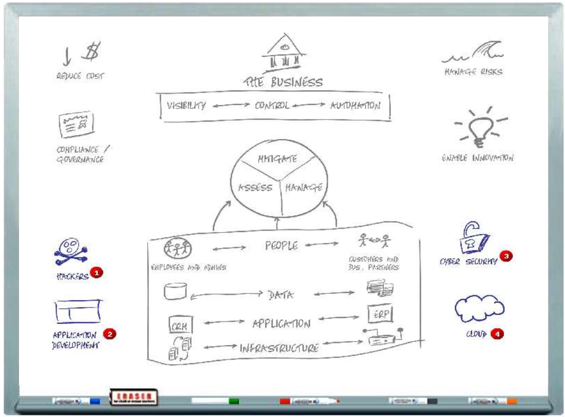
LINK

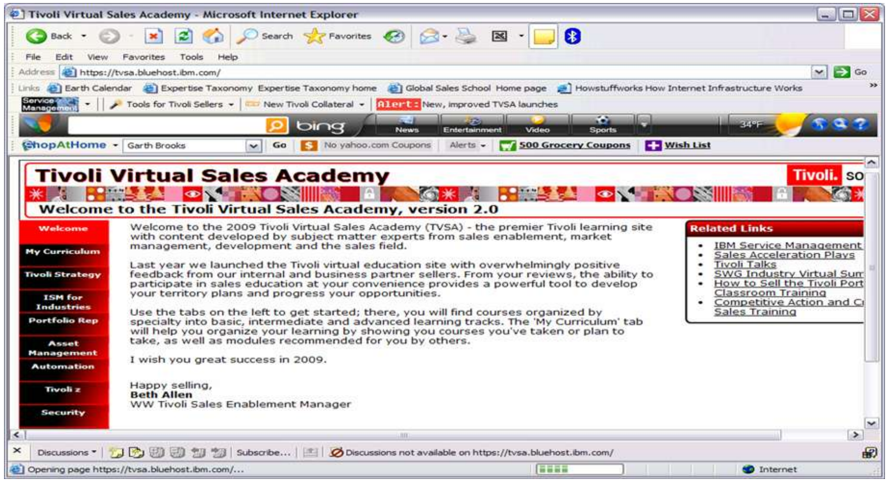
**Scenario #3**
**Secure Your Data Center**

LINK

# IBM Security Solutions Additional Resources

- www.ibm.com/security – Link
- IBM Security Solutions Whiteboard – Link
- Tivoli Knowledge Center – Link
- Twitter for Tivoli Business Partners – Link
- IBM Security Twitter – Link





**Tivoli Virtual Sales Academy**

**Welcome to the Tivoli Virtual Sales Academy, version 2.0**

Welcome to the 2009 Tivoli Virtual Sales Academy (TVSA) - the premier Tivoli learning site with content developed by subject matter experts from sales enablement, market management, development and the sales field.

Last year we launched the Tivoli virtual education site with overwhelmingly positive feedback from our internal and business partner sellers. From your reviews, the ability to participate in sales education at your convenience provides a powerful tool to develop your territory plans and progress your opportunities.

Use the tabs on the left to get started; there, you will find courses organized by specialty into basic, intermediate and advanced learning tracks. The 'My Curriculum' tab will help you organize your learning by showing you courses you've taken or plan to take, as well as modules recommended for you by others.

I wish you great success in 2009.

Happy selling,
**Beth Allen**
WW Tivoli Sales Enablement Manager

Related Links

- IBM Service Management
- Sales Acceleration Plays
- Tivoli Talks
- SWG Industry Virtual Sum
- How to Sell the Tivoli Port Classroom Training
- Competitive Action and C Sales Training

Discussions not available on https://tvsa.bluehost.ibm.com/

Opening page https://tvsa.bluehost.ibm.com/...