



Threats in the Digital Age

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PCTY2012 

Pulse Comes to You

Optimizing the World's Infrastructure

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The journey toward a Smarter Planet continues

Smart Supply Chains



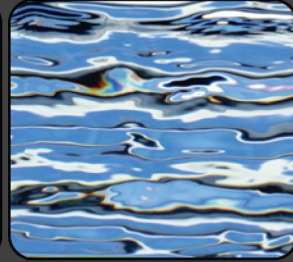
Smart Countries



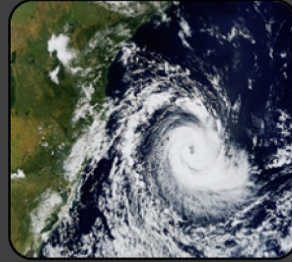
Smart Retail



Smart Water Management



Smart Weather



Smart Energy Grids



INSTRUMENTED



INTERCONNECTED



INTELLIGENT

Smart Oil Field Technologies



Smart Regions



Smart Healthcare



Smart Traffic Systems



Smart Cities



Smart Food Systems





ATTACK SOPHISTICATION

The speed and dexterity of attacks has increased coupled with new motivations from cyber crime to state sponsored to terror inspired.





CLOUD

Continued movement of business to new platforms including cloud, virtualization, mobile, social business and more. Everything is everywhere.





CONSUMERIZATION OF IT

With the advent of Enterprise 2.0 and social business, the line between personal and professional hours, devices and data is disappearing.



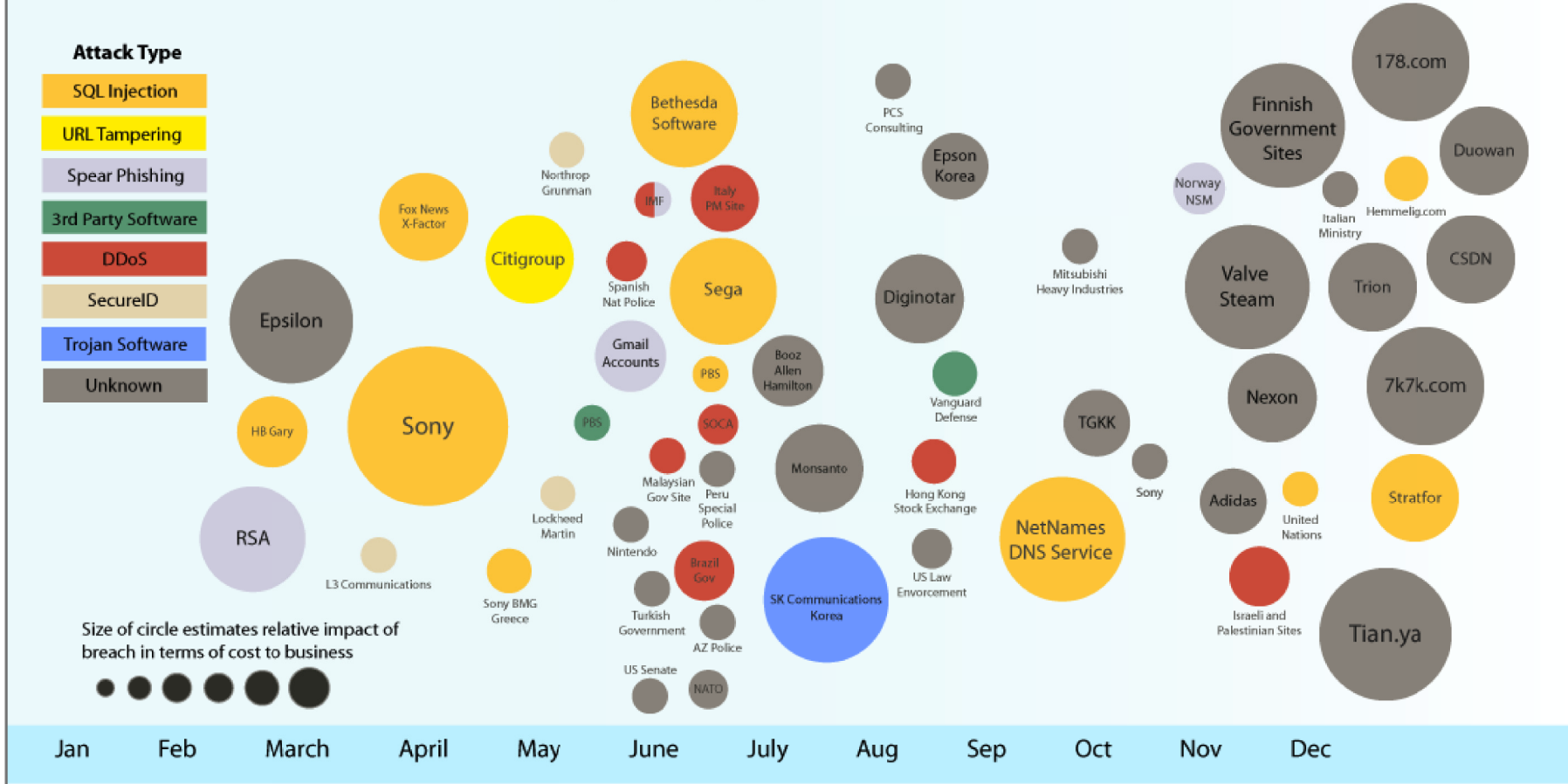
DATA EXPLOSION

The age of Big Data – the explosion of digital information – has arrived and is facilitated by the pervasiveness of applications accessed from everywhere

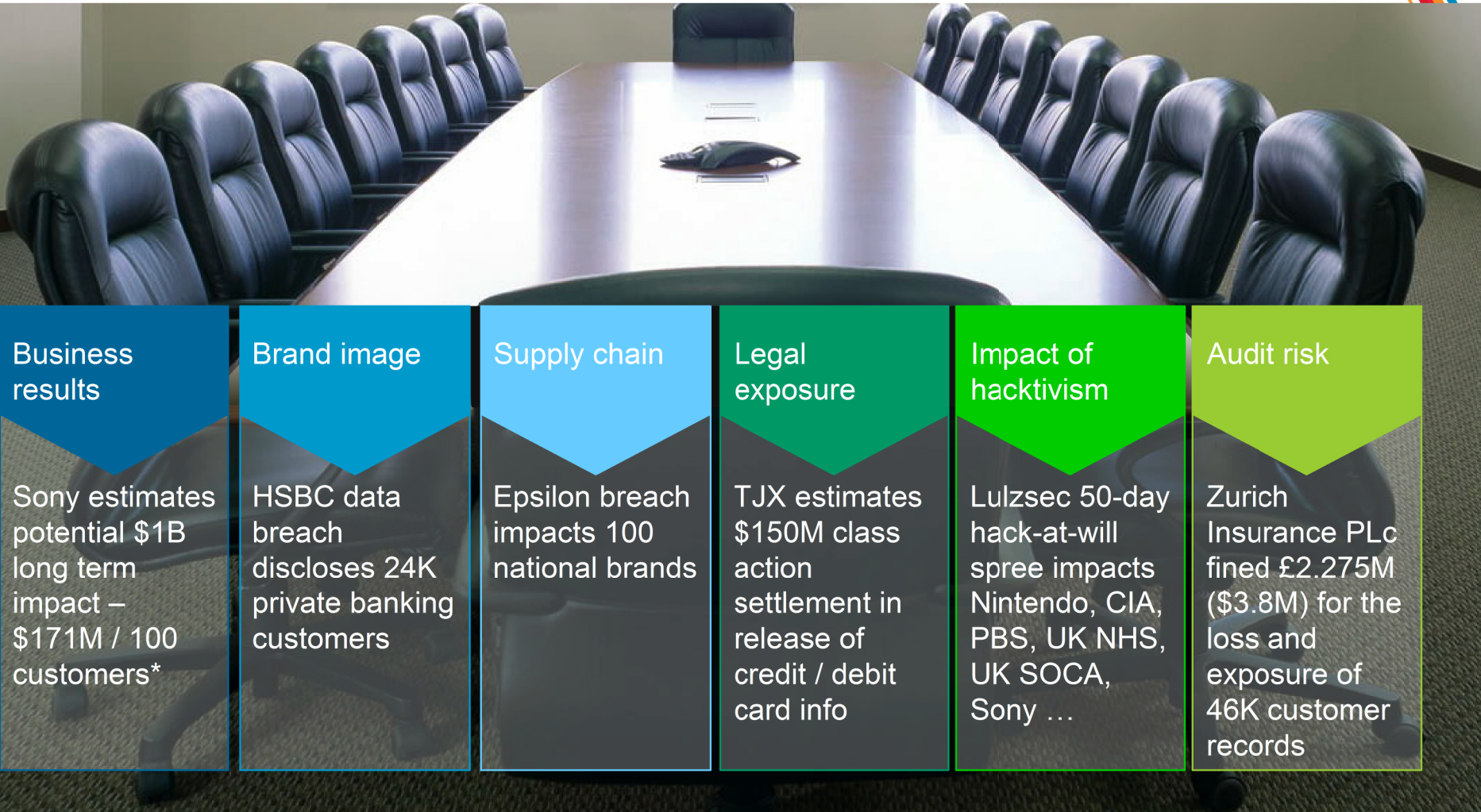
Targeted Attacks Shake Businesses and Governments

2011 Sampling of Security Incidents by Attack Type, Time and Impact

conjecture of relative breach impact is based on publicly disclosed information regarding leaked records and financial losses

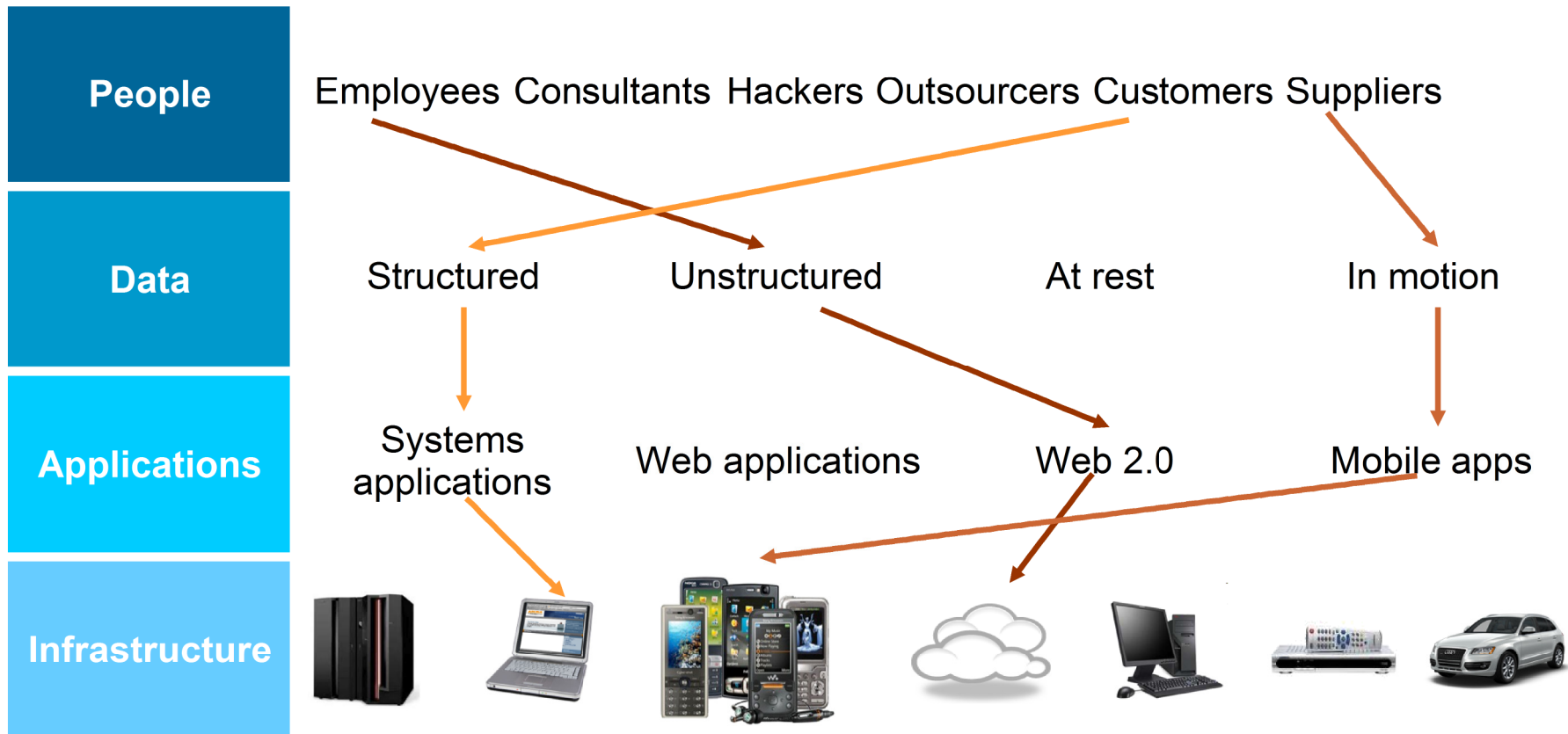


IT Security is a board room discussion



Business results	Brand image	Supply chain	Legal exposure	Impact of hacktivism	Audit risk
Sony estimates potential \$1B long term impact – \$171M / 100 customers*	HSBC data breach discloses 24K private banking customers	Epsilon breach impacts 100 national brands	TJX estimates \$150M class action settlement in release of credit / debit card info	Lulzsec 50-day hack-at-will spree impacts Nintendo, CIA, PBS, UK NHS, UK SOCA, Sony ...	Zurich Insurance PLC fined £2.275M (\$3.8M) for the loss and exposure of 46K customer records

Solving a security issue is a complex, multi-dimensional puzzle



It is no longer enough to protect the perimeter – siloed point products will not secure the enterprise

Expertise: Unmatched global coverage and security awareness



IBM Research

IBM Institute for Advanced Security

Enabling cybersecurity innovation and collaboration



10B analyzed Web pages & images
 150M intrusion attempts daily
 40M spam & phishing attacks
 46K documented vulnerabilities
 Millions of unique malware samples



World Wide Managed Security Services Coverage

- 20,000+ devices under contract
- 4,000+ MSS clients worldwide
- 13B+ events managed per day
- 3,000+ security patents
- 133 monitored countries (MSS)

IBM Security: Delivering intelligence, integration and expertise across a comprehensive framework

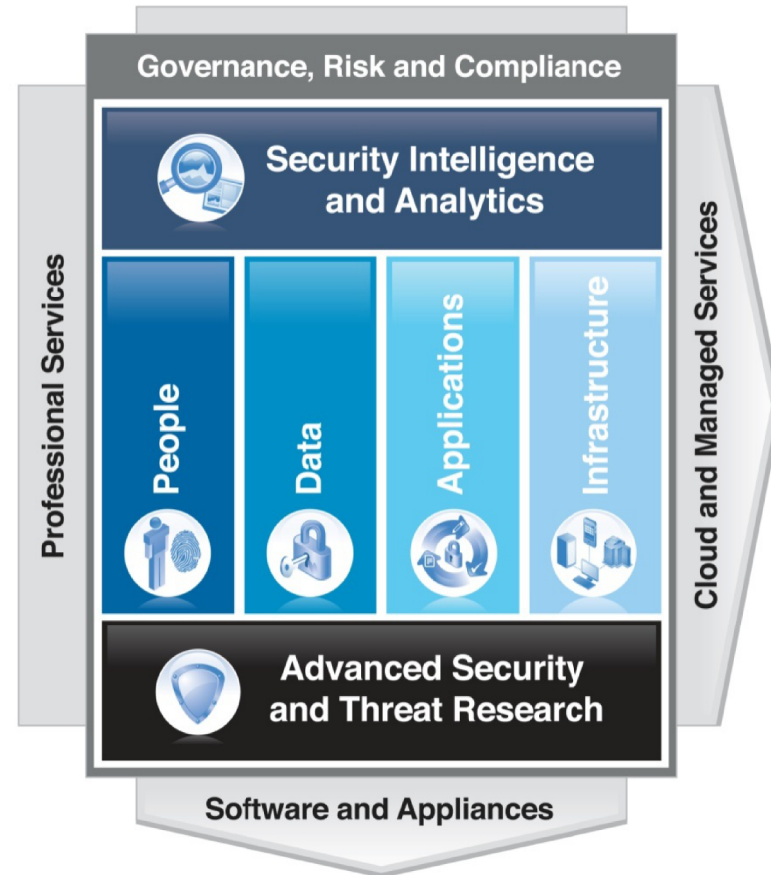


IBM Security Systems

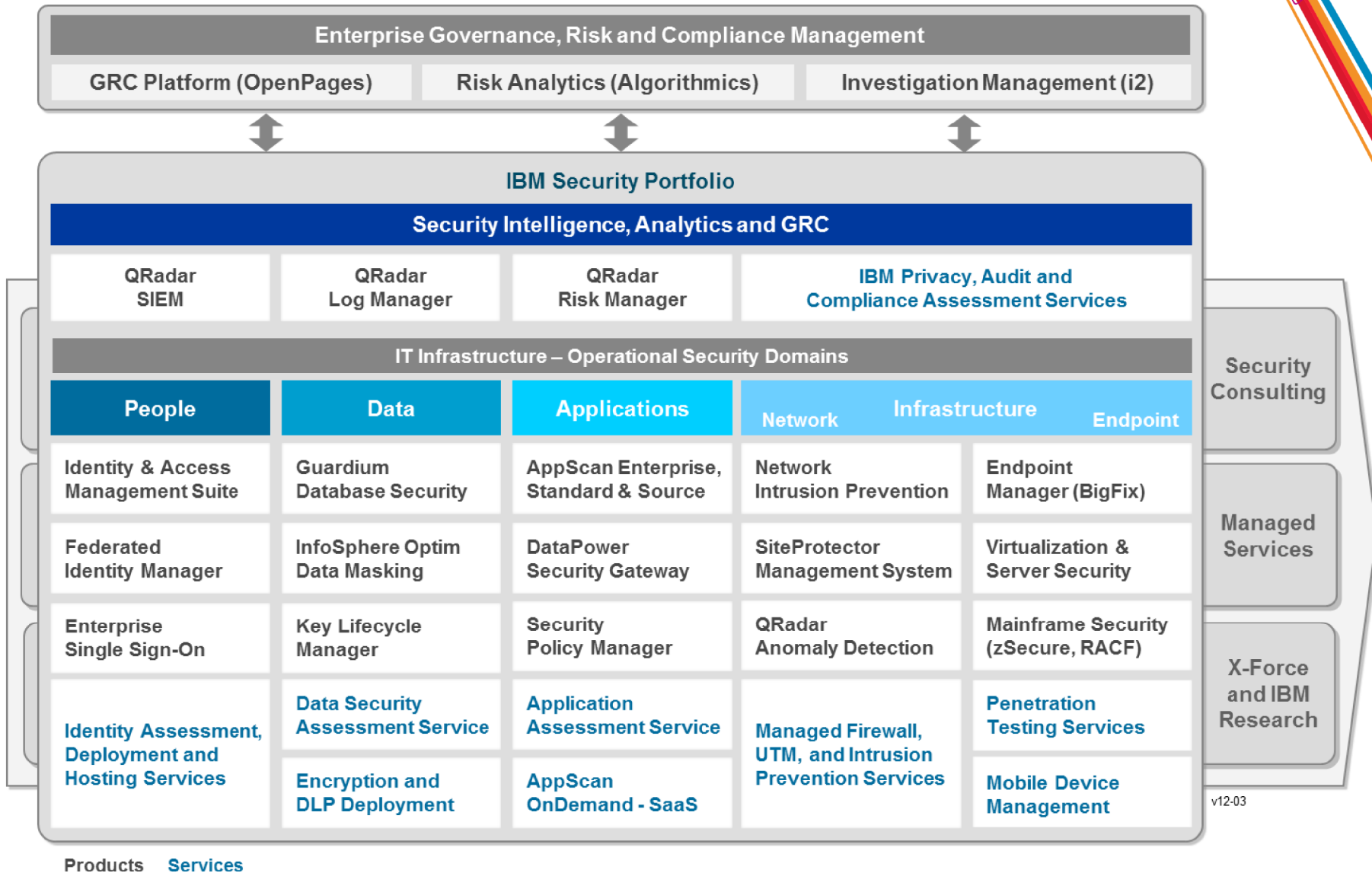
- Only vendor in the market with end-to-end coverage of the security foundation
- 6K+ security engineers and consultants
- Award-winning X-Force® research
- Largest vulnerability database in the industry

Intelligence . Integration . Expertise

IBM Security Framework



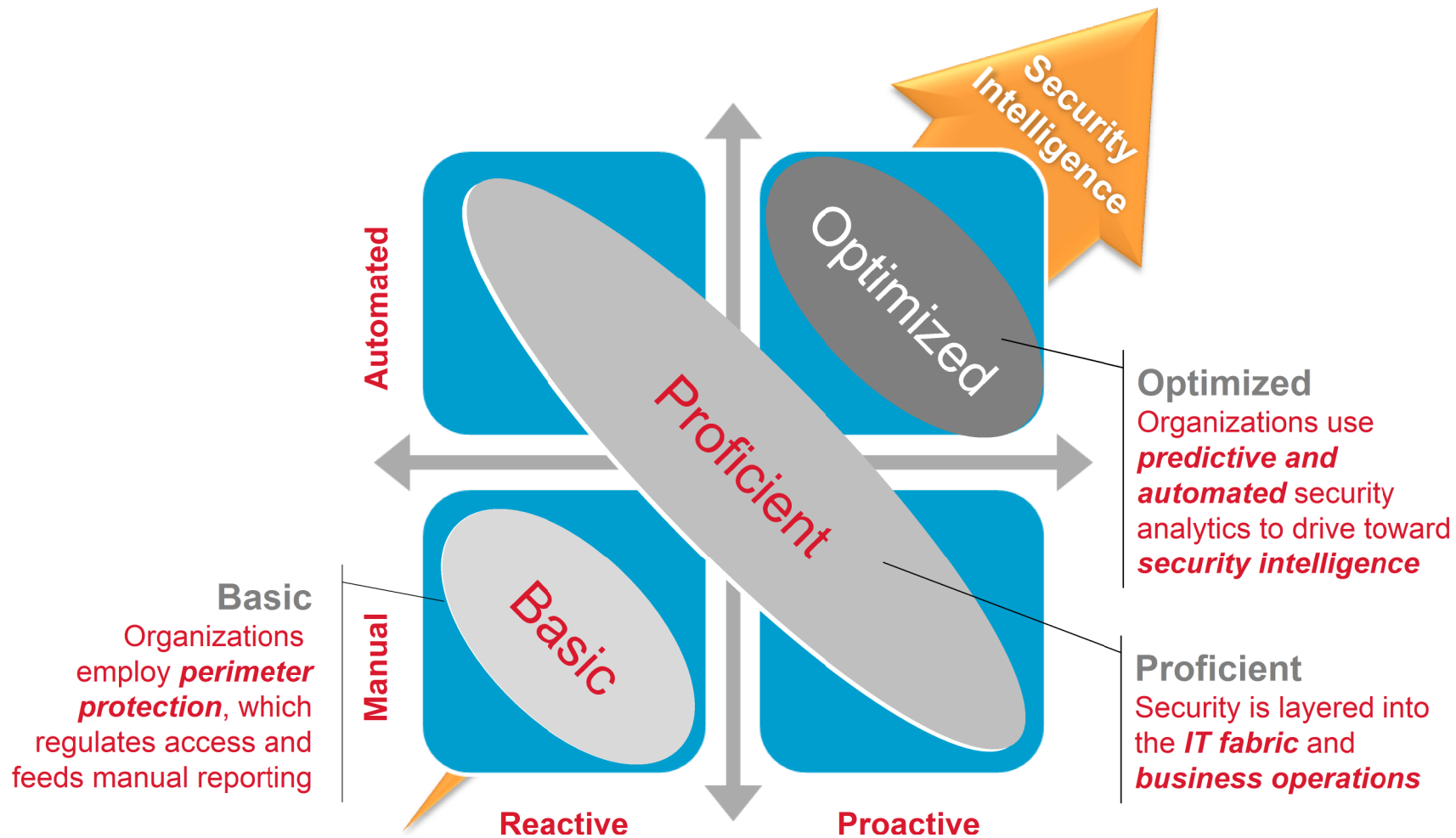
Intelligence: Leading products and services in every segment





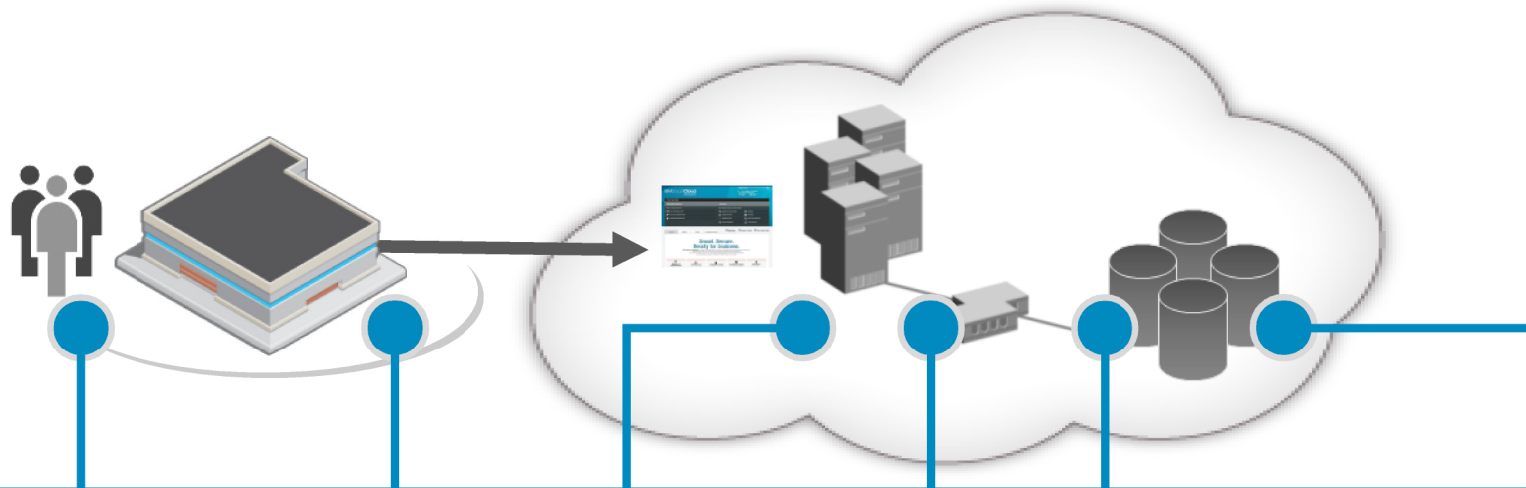
The path to security intelligence

In this “new normal”, organizations need an intelligent view of their security posture



Cloud

Helping clients adopt cloud with flexible, layered security solutions



Identity Federation

Web Application Scanning

Virtualization Security

Network Security

Image & Patch Management

Database Monitoring

IBM Security Intelligence



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Optimizing the
World's Infrastructure

Consumerization of IT

Converging endpoint and mobile security management into a single solution with complementary services

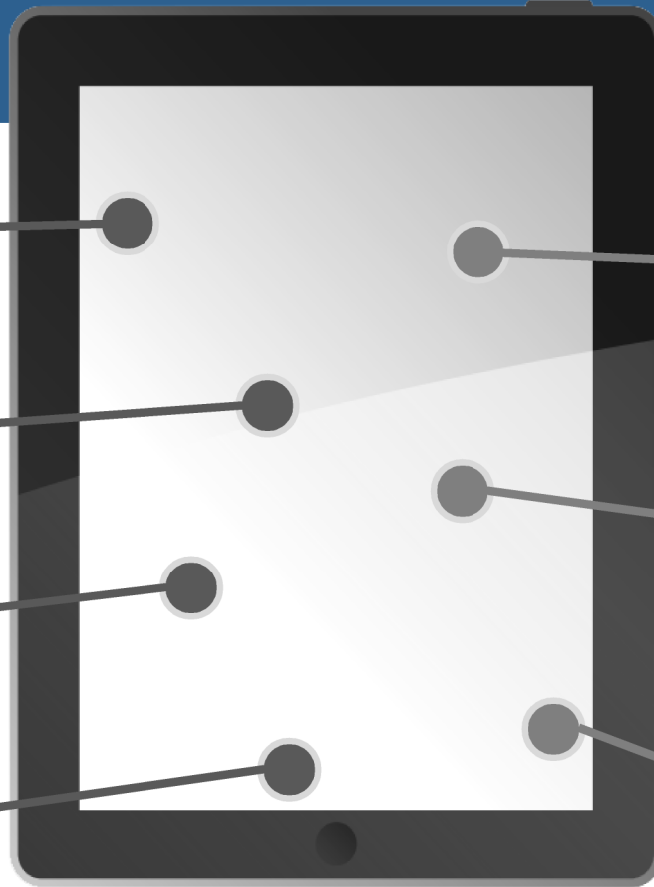
IBM Mobile Security Software

Device Inventory

Security Policy Management

Device and Data Wipe

Anti-Jailbreak and Anti-Root



IBM Mobile Security Services

Lifecycle Management
Mobile Enterprise Services (MES)

Endpoint Management
Hosted Mobile Device Security Management

Secure Connectivity
Secure Enterprise Smartphone and Tablets

IBM Center for Applied Insights


Finding a strategic voice

Insights from the 2012 IBM Chief Information Security Officer Assessment



IBM

Security leaders shared their views on how the security landscape is changing




Nearly two-thirds say **senior executives** are paying **more attention** to security issues.



2/3s expect to **spend more** on security over the next two years.

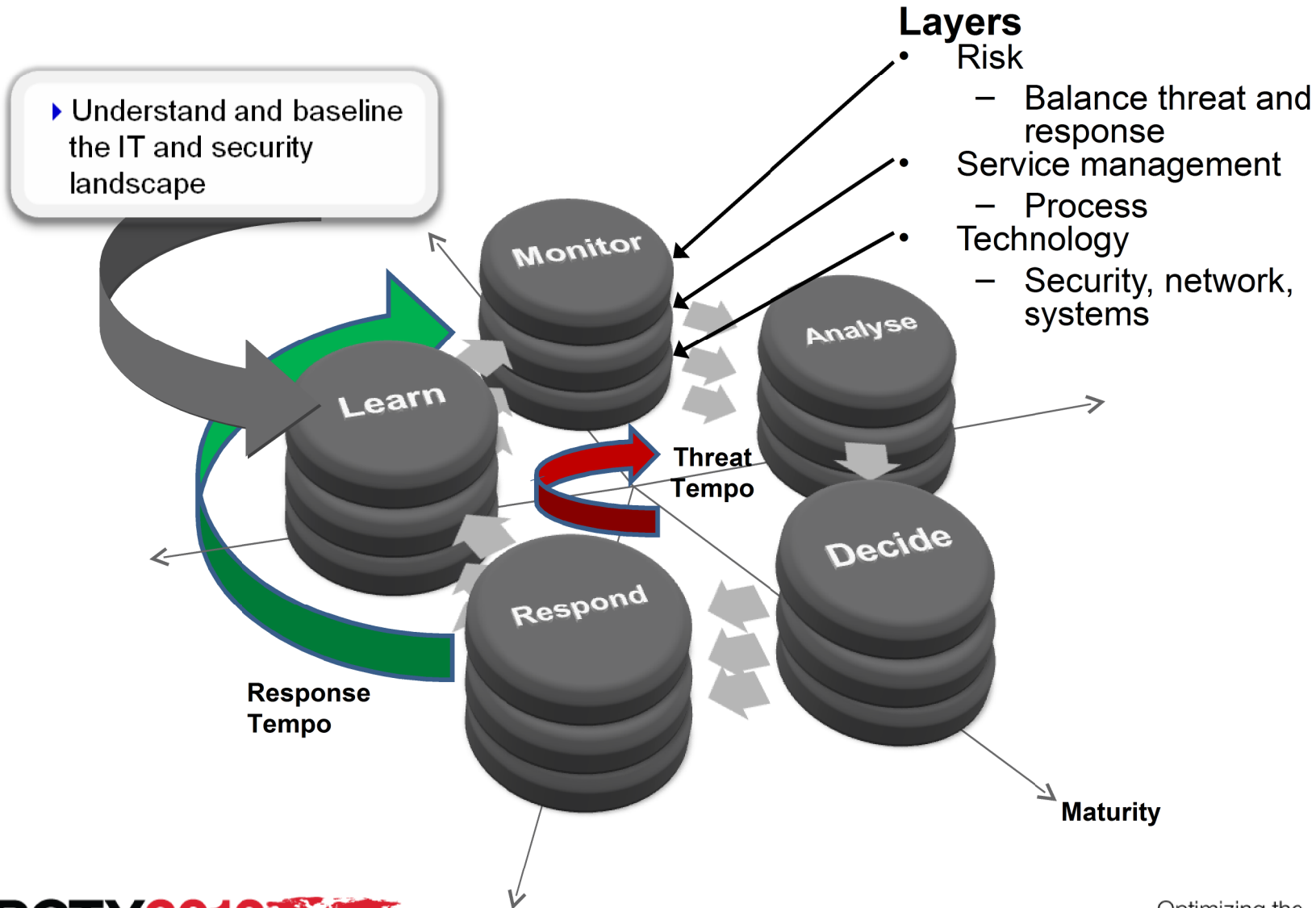


External threats are rated as a **bigger challenge** than internal threats, new technology or compliance.



More than one-half say **mobile security** is their greatest near-term **technology concern**.

Use the IBM Cyber Security Lifecycle to detect and respond at a faster pace than attackers



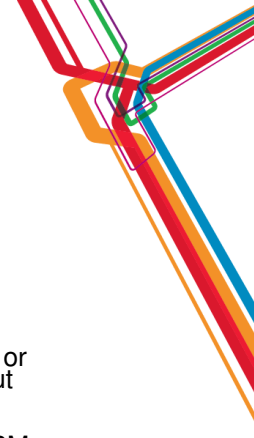


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