Security for a Smarter Planet

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The Smarter Planet

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Growing Security Challenges on the Smarter Planet

Key drivers

Increasing Complexity

Soon, there will be **1 trillion** connected devices in the world, constituting an "***internet of things***"†

Increasing Exploits and Accidents

900+ Breaches reported
900+M records exposed‡

Increasing Impact

The cost of a US data breach increased to **$214** per compromised customer record and **$6.8M** Million per breach⌜

Sources † ***http://searchcompliance.techtarget.com/news/article/0,289142,sid195_gci1375707,00.html***
‡ *2010 Verizon Business / US Secret Service Data Breach Investigations Report*
⌜*2010 Ponemon Institute Data*

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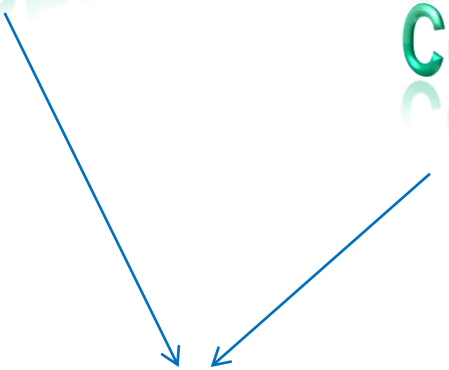
The Costs from Security Breaches are Staggering

143 MILLION RECORDS COMPROMISED IN 2009

Verizon 2010 Data Breach Investigations Report

$214 COST PER COMPROMISED RECORD

Ponemon 2010 Cost of a Data Breach Report



TRANSLATES TO $30.6B COST TO CORPORATIONS

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More Justification for Application Security Action

- 89% of records breached from hacks leveraged SQL Injection flaws
- 79% of breached organizations subject to PCI were found to be non-compliant
- 92% of compromised records were compromised using Web applications as the attack pathway

Verizon 2010 data Breach Investigations Report

Action:

- Adopt application security measures
- Address compliance mandates with industry regulations (such as PCI-DSS, GLBA, HIPAA, FISMA, NERC, etc)

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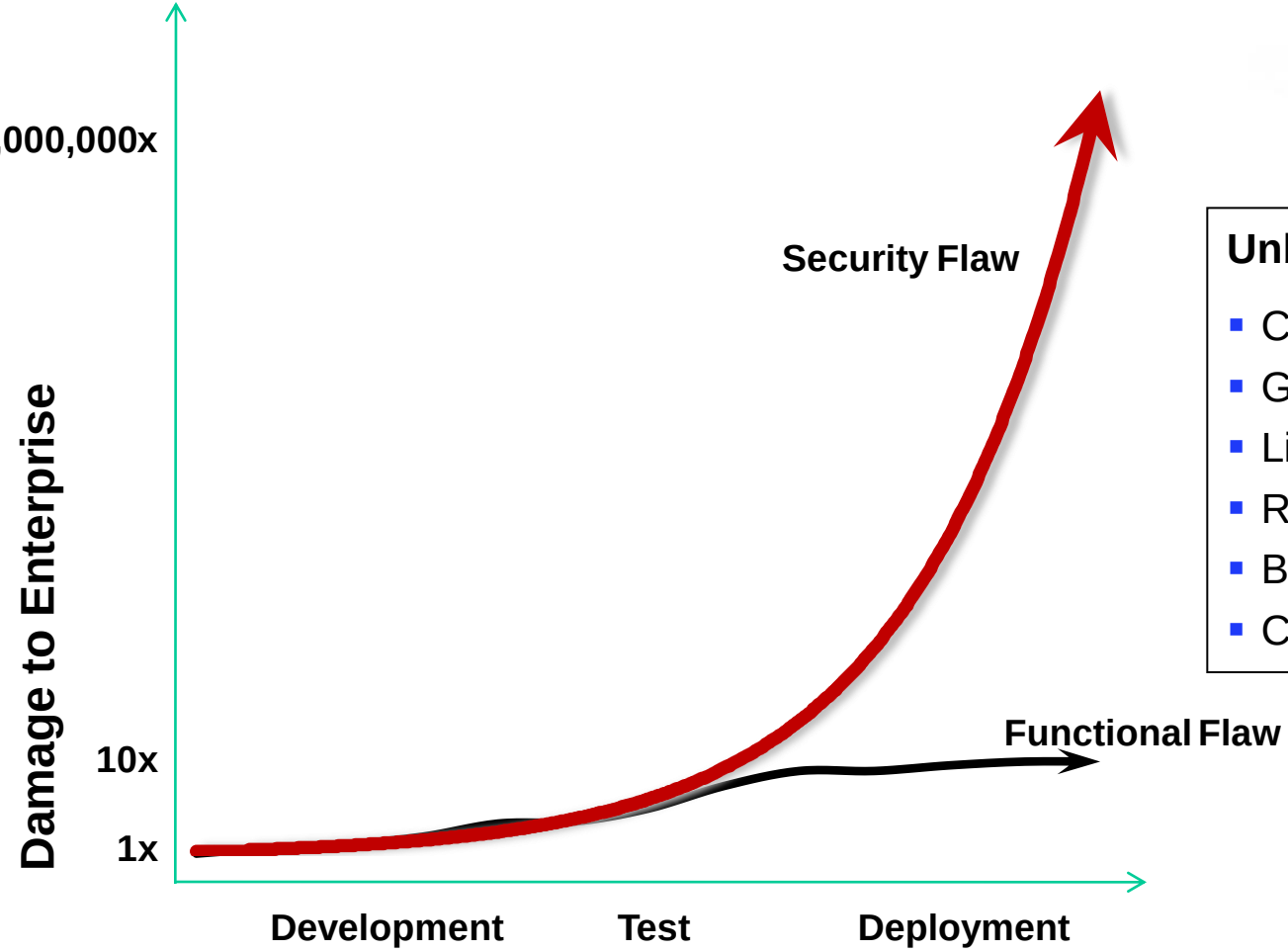
Sources of Breach Costs



Unbudgeted Costs:

- Customer notification / care
- Government fines
- Litigation
- Reputational damage
- Brand erosion
- Cost to repair

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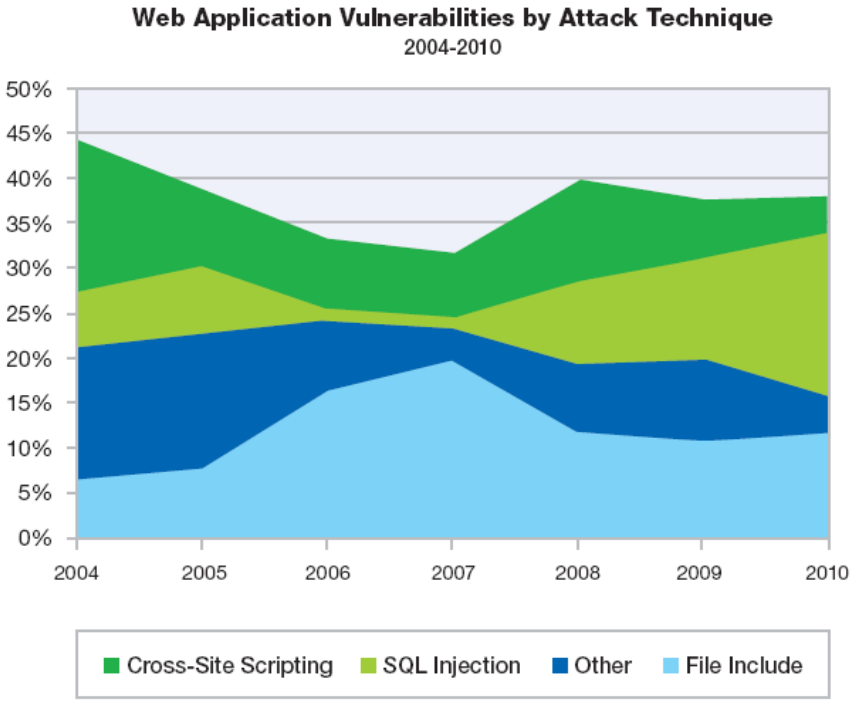
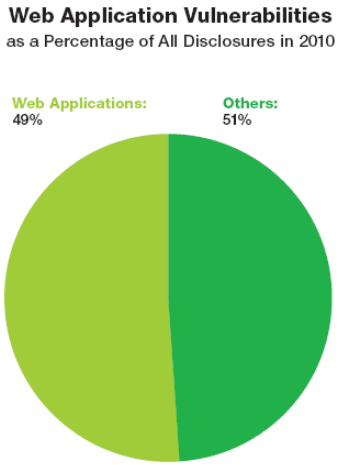
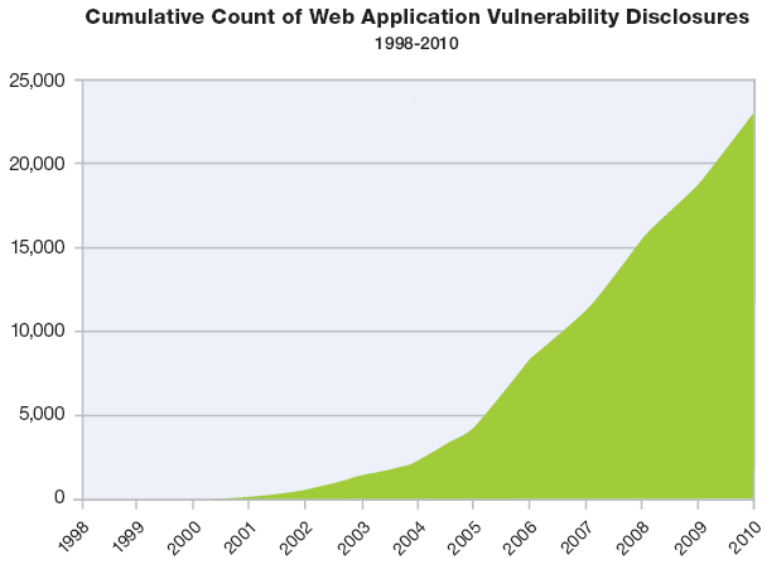
Web App Vulnerabilities Continue to Dominate

- Nearly half (**49%**) of all vulnerabilities are Web application vulnerabilities.
- Cross-Site Scripting & SQL injection vulnerabilities continue to dominate.







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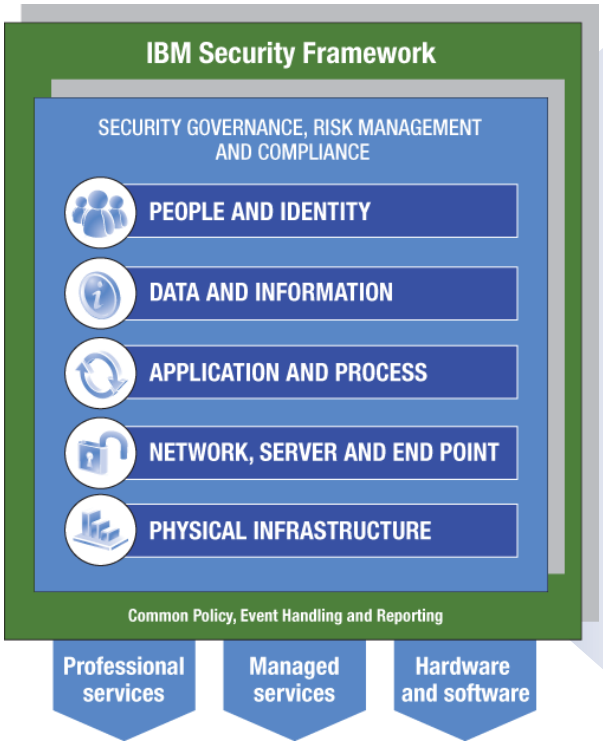
IBM Security Framework – A foundation for IT security



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 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

Create & sustain security governance

Manage risk

Ensure compliance

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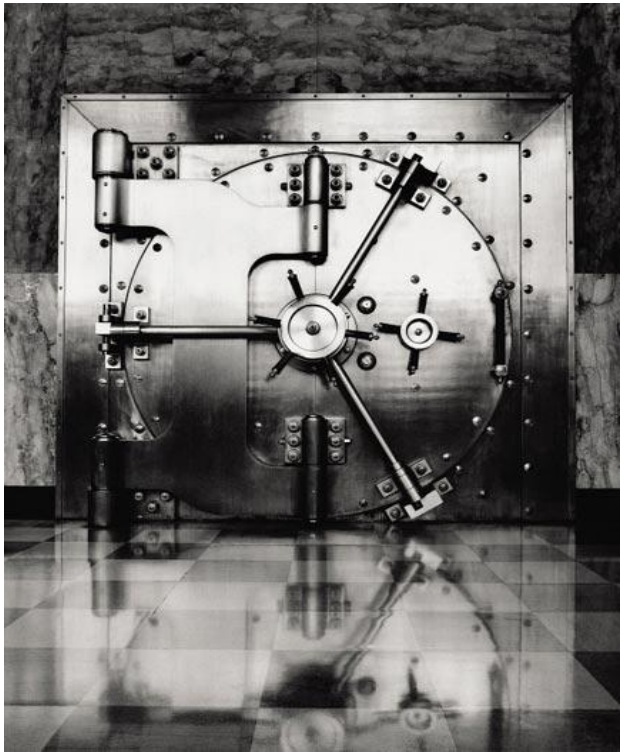
IBM Application Security

- Web applications are the **greatest source of risk** for organizations
- IBM's Application Security enables organizations to **address root cause** of this risk
- Rational AppScan leverages a mix of technologies (**static & dynamic**) to enable the **right use cases**
- Rational AppScan is a key part of IBM Security's full solution view of security to enable **Comprehensive Application Vulnerability Management**



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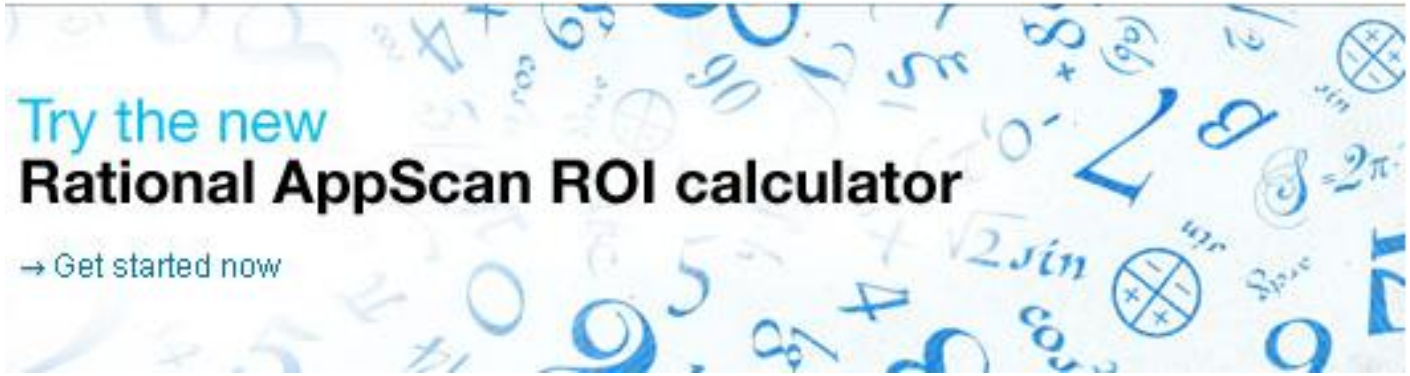
Try the new Rational AppScan ROI calculator…



- Use ROI calculator on a Web application testing solution.
- Discover how you can:
  - Automate application security analysis.
  - Detect exploitable vulnerabilities, protecting against the threat of cyber-attack.
  - Reduce the costs associated with manual vulnerability testing.

Visit our Rational Application & Security Website and get the newest updates

Free trial download of IBM Rational AppScan software

- Protect against the threat of attacks, and data breaches with Rational AppScan
- IBM Rational **application security** software helps IT and security professionals protect against the threat of attacks and data breaches. If you use applications to collect or exchange sensitive or personal data, your job as a security professional is harder now than ever before.

- Download it now at no charge!

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- Black Hat USA is the premier security event where members of the security industry gather to learn from elite security researchers in the field. This year's event will be hosted at Caesars Palace in Las Vegas, Nevada July 30-Aug 4 and offer over 50 multi-day training sessions, feature 7 Briefings tracks with the latest research, and 2 workshop tracks dedicated to practical application and demonstration of tools.
- Register today at: http://www.blackhat.com/html/bh-us-11/registration/bh-us-11-registration.html
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- Be sure to stop by IBM's Booth #510

Take Action

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