Security for a Smarter Planet
The Smarter Planet

Our world is getting **Instrumented**

Our world is getting **Interconnected**

Our world is getting **Intelligent**
Growing Security Challenges on the Smarter Planet

Key drivers

- Increasing Complexity
- Increasing Exploits and Accidents
- Increasing Impact

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

900+ Breaches reported
900+M records exposed‡

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

Sources † http://searchcompliance.techtarget.com/news/article/0,289142,sid195_gci1375707,00.html
Γ 2010 Ponemon Institute Data
The Costs from Security Breaches are Staggering

143 Million Records Compromised in 2009

$214 Cost per Compromised Record

Translates to $30.6B Cost to Corporations

Verizon 2010 Data Breach Investigations Report

Ponemon 2010 Cost of a Data Breach Report

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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

Action:

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

Unbudgeted Costs:
- Customer notification / care
- Government fines
- Litigation
- Reputational damage
- Brand erosion
- Cost to repair
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.
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
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!
Join us at Black Hat USA July 30 – August 4

- 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.


- Receive a $250 discount off the Black Hat USA Briefings using the promo code: IBMBHUSA11

- Be sure to stop by IBM’s Booth #510
Take Action

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