

IBM SECURITY STRATEGY

SECURING THE THREATS OF TOMORROW, TODAY

Jasmina Zivanovic
Security Channel Manager SEE & Central



Cybersecurity is a universal challenge

By 2020, there will be...

20.8 billion

"things" to secure

5 billion

personal data records stolen

\$8 trillion

lost to cybercrime



How do you evolve your security program for the future?



LAYERED DEFENSES

INTELLIGENCE and **INTEGRATION**

COGNITIVE, CLOUD, and COLLABORATION

The future of security is **Cognitive**

What if you could accelerate what analysts do each day?

Investigate threats faster

Automatically triage incidents 60x faster with Watson for Cyber Security

Interpret unstructured data

Draw from millions of security documents

Be more accurate

Eliminate 98% of false positives



The future of security is **Cloud**

Can you confidently say yes to digital transformation?

Accelerate innovation

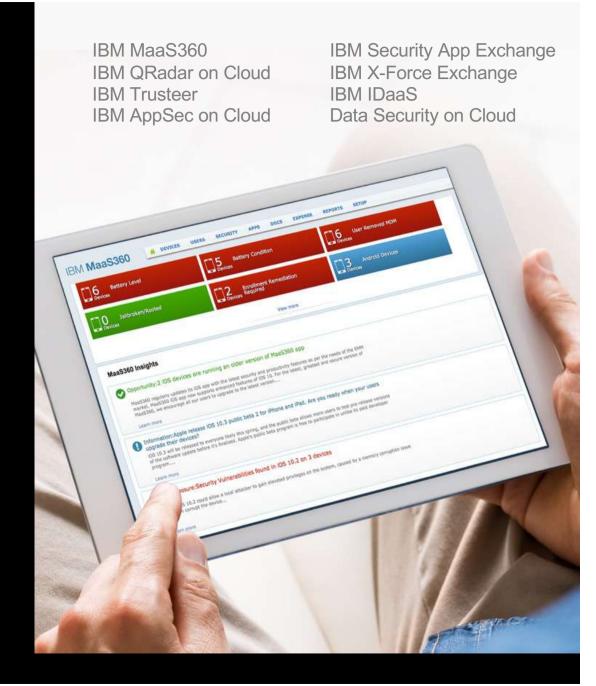
Access one of the largest cloud-based security portfolios in the world

Protect multiple clouds

Use 25+ hybrid cloud security offerings, built for the enterprise

Use a proven platform

270M+ endpoints connected to our cloud



The future of security is Collaboration

Are you part of the bigger picture?

Orchestrate responses

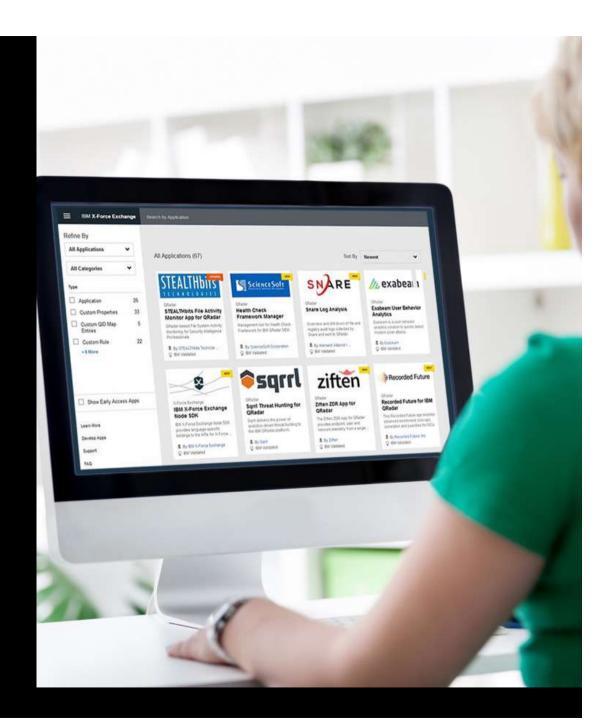
Respond to threats in minutes instead of hours with IBM Resilient

Share knowledge

Interact with 41K+ X-Force Exchange users and 800+ TB of threat intelligence

Tailor your defenses

Customize security with 100+ apps on the IBM Security App Exchange



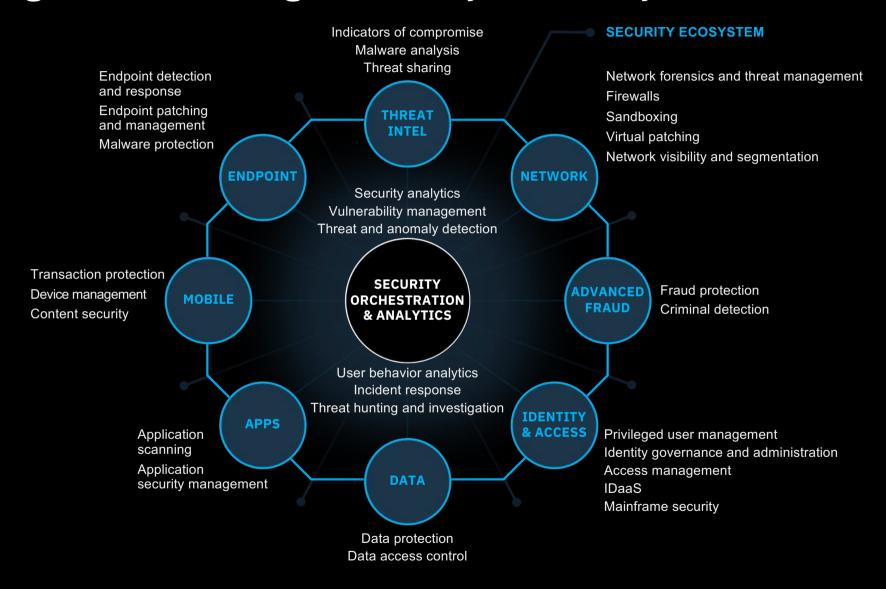
What our customers are facing



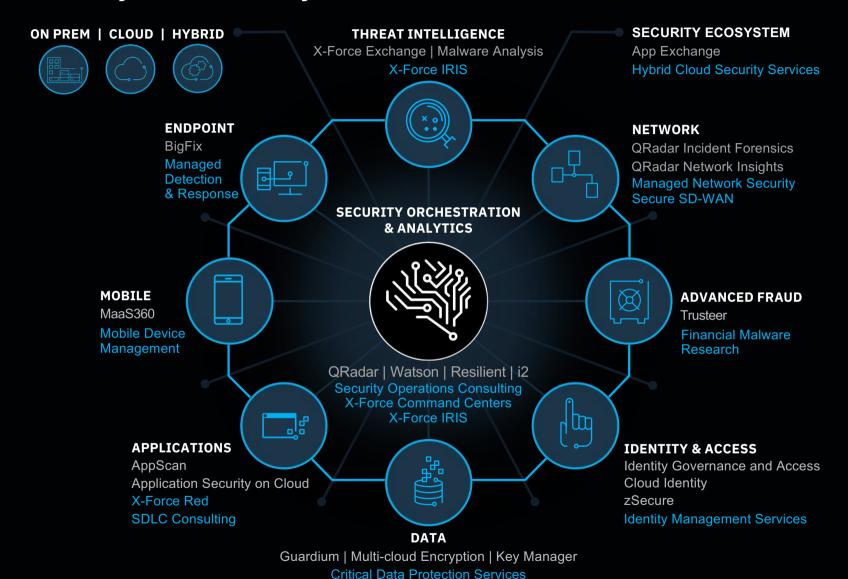
Look familiar?

Privileged user management Access management Security analytics User behavior analytics Data protection **Endpoint patching** Incident response Data access control and management Identity governance and administration Network visibility and segmentation Fraud protection Mainframe security Network forensics and threat management Vulnerability management Malware protection **IDaaS** Firewalls **Application** Device management scanning Transaction protection Application Virtual patching security management Sandboxing Indicators of compromise **Endpoint detection** and response Content security Criminal detection Malware analysis Threat sharing Threat and anomaly detection Threat hunting and investigation

An integrated and intelligent security immune system



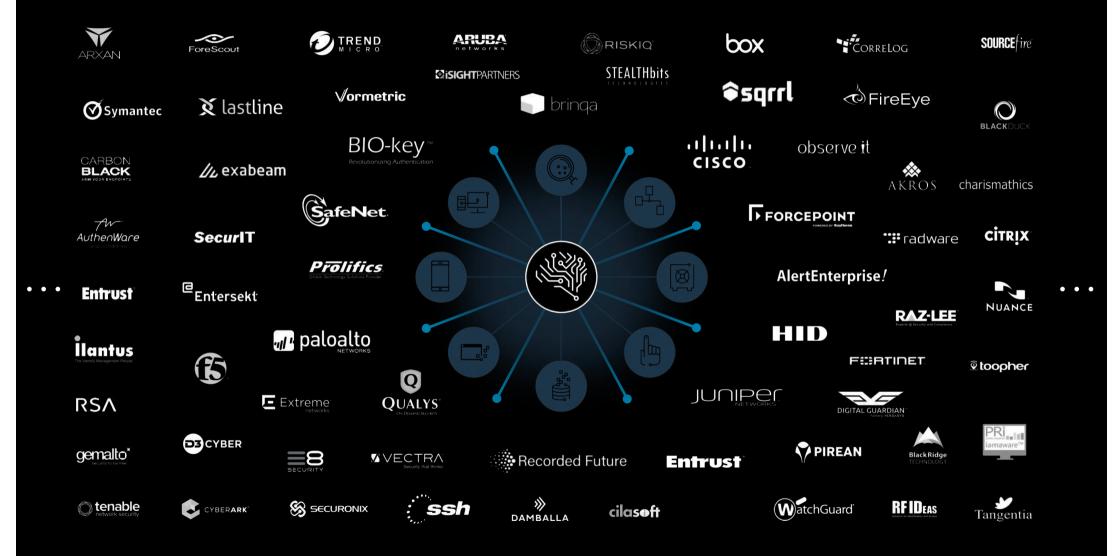
IBM Security Immune System



Products
Services

Open partner ecosystem

200+ ecosystem partners, 500+ QRadar integrations



Let's focus on the most critical security use cases



PROVE COMPLIANCE 13 © 2018 IBM Corporation

"We need to automate and strengthen our security and endpoint management to better protect Electronic Health Record data and meet HIPAA and federal meaningful use requirements. It's difficult to meet guidelines using point technologies and manual processes for patching 4,000+ workstations."



Get Ahead of Compliance



Enhance Security Hygiene

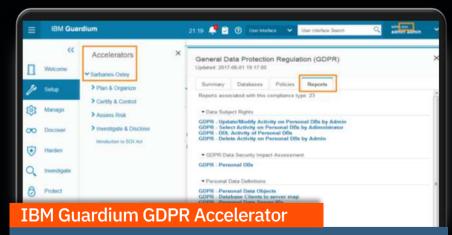


Govern Users and Identities

d Get ahead of compliance



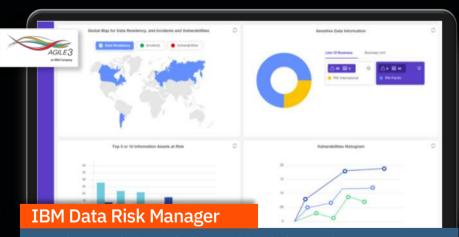
Monitor and enforce compliance with regulatory, standards and organizational security policies



Automate continuous control over security privacy and ensure security integrity of your critical data



Continuous policy enforcement and reporting across endpoints



End-to-end view of all sensitive information assets, including apps, processes, policies, controls, and more

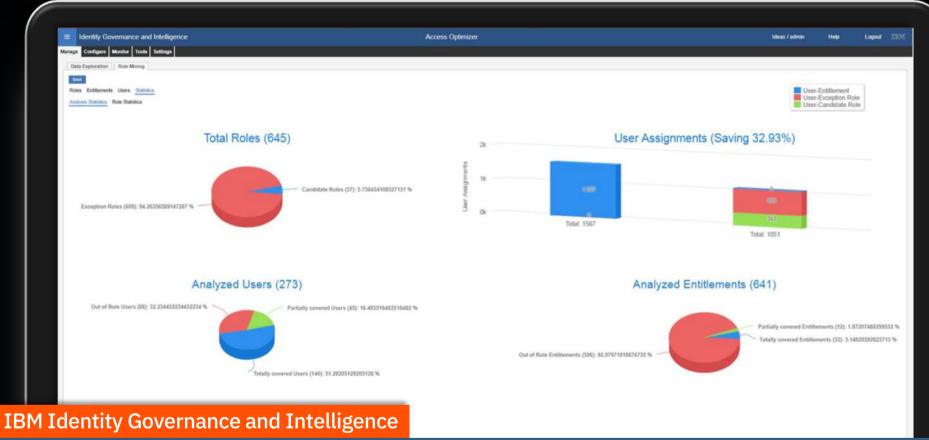


Enhance security hygiene





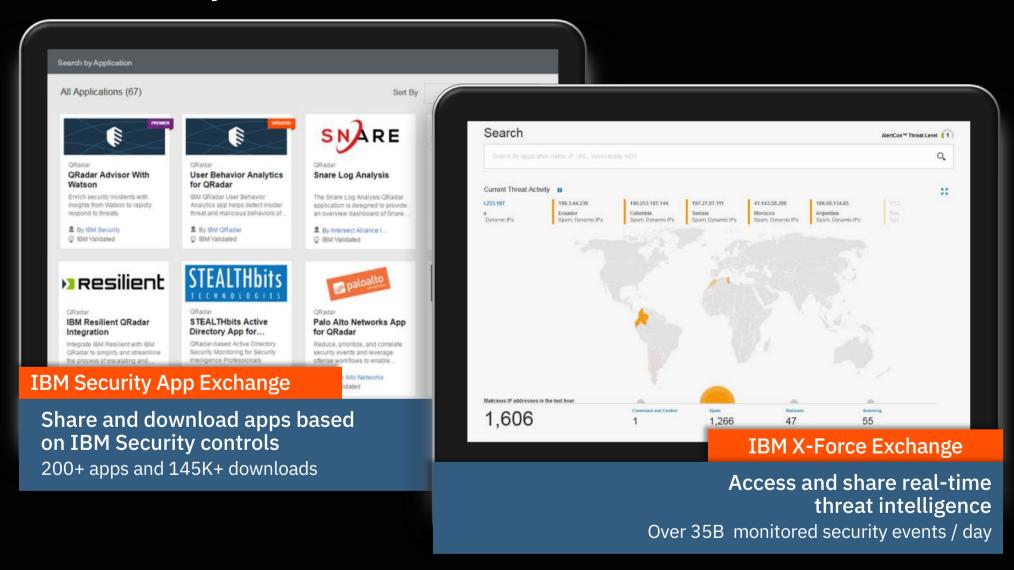
Govern users and identities



Provisioning, governance and monitoring of employees and privileged users

- Identify outliers using visual tools
- Risk-driven access certification with heat maps
- Identify toxic combinations with analytics

Join an ecosystem of collaborative defenses



Prove compliance with help from IBM Security Services



Help make more informed decisions through security governance and business requirements evaluation.

- Security strategy and planning Address regulatory requirements and help protect business from growing threats
- Ten essential practices assessment Assess security and technical controls to help prepare for and pass security audits
- Security framework and risk assessment Identify IT security vulnerabilities to help mitigate business risk

- SAP security and GRC strategy services Protect critical enterprise systems from a data breach
- Compliance advisory services Enhance security with gap assessments, readiness reviews and remediation reports for compliance
- Critical infrastructure security Use the new NIST Cybersecurity Framework to better protect critical infrastructure assets

STOP THREATS 20 © 2018 IBM Corporation

"We need help analyzing huge amounts of information in real-time to identify trends and useful information for more actionable insights."



Detect & Stop Advanced Threats



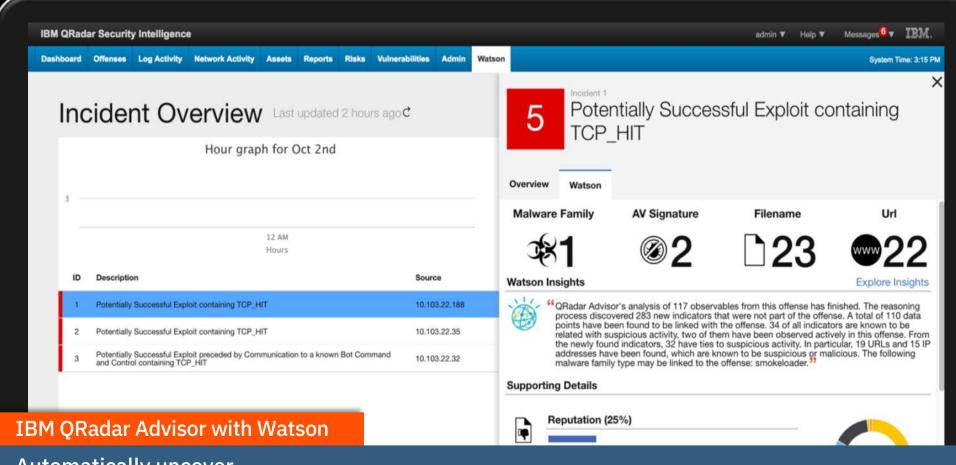
Orchestrate Incident Response



Master **Threat Hunting**



Detect and stop advanced threats



Automatically uncover the full scope of a security incident

- **2.3M+** security documents
- **10B+** security data elements
- 80K+ documents read per day
- 250K+ investigations enhanced

How Watson for Cyber Security works



Massive corpus of security knowledge



10B elements plus 4M added / hour 1.25M docs plus 15K added / day

50 beta customers

140K+ web visits in 5 weeks

200+ trial requests

SEE THE BIG PICTURE

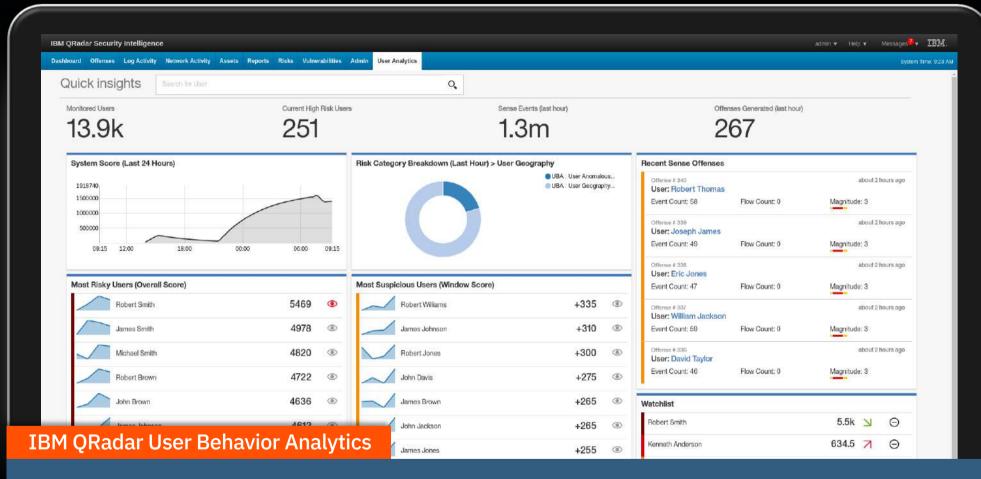
"ORadar Advisor enables us to truly understand our risk and the needed actions to mitigate a threat."

ACT WITH SPEED & CONFIDENCE

"The ORadar Advisor results in the enhanced context graph is a BIG savings in time versus manual research."



Detect and stop advanced threats

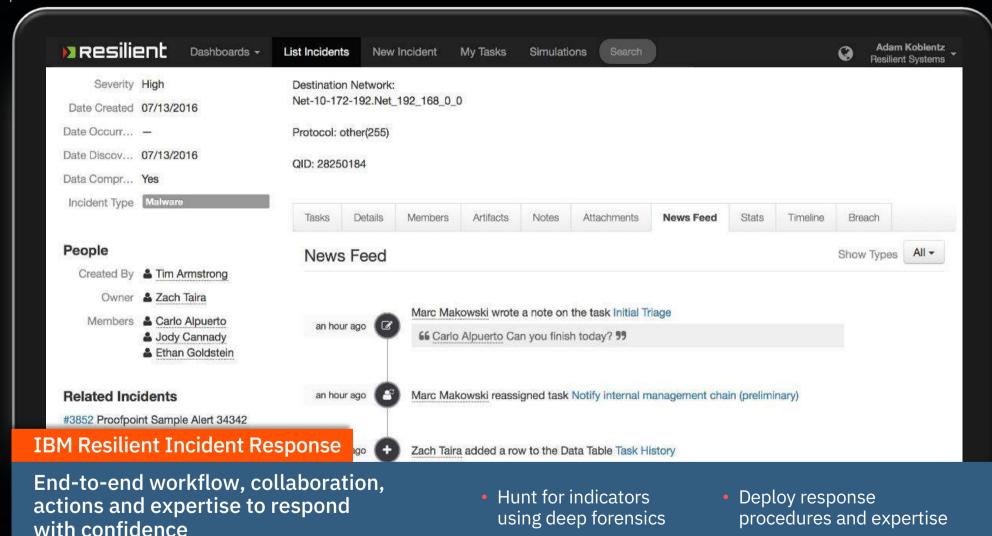


Advanced analytics for advanced threat detection and response across the enterprise

The User Behavior Analytics dashboard is an integrated part of the QRadar console

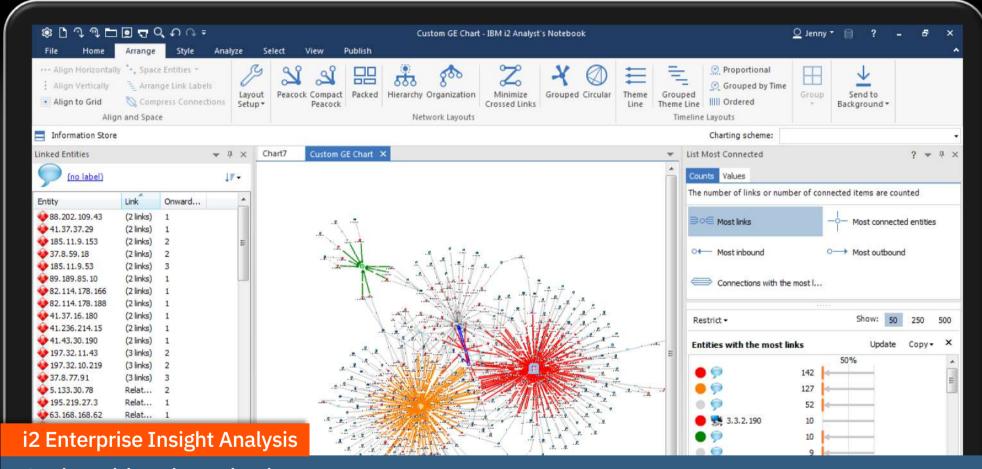


Orchestrate incident response





Master threat hunting



Analyst-driven investigations using big data and threat intelligence to get ahead of the threats

Visually investigate with built-in analytics to uncover hidden threats faster

Easily combine both structured and unstructured data to support investigative analysis



"We need to secure the records of 475,000+ members while managing critical database access across our hybrid environment... we need help."



Secure
Hybrid Cloud



Protect
Critical Assets



Deliver Digital Trust

Secure hybrid cloud







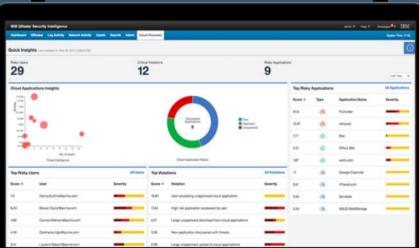
Protect data

IBM Multi-Cloud Data Encryption



Gain visibility

IBM QRadar Cloud Discovery App



Manage access

IBM Cloud Identity Connect

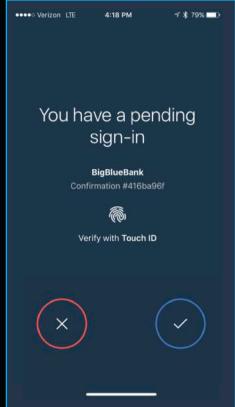


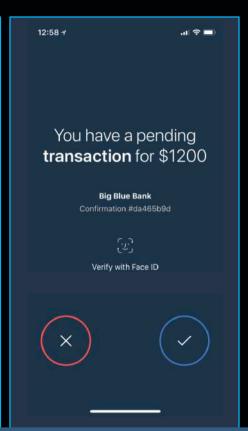


Secure hybrid cloud









IBM Cloud Identity Verify

Bring simple and strong multi-factor authentication to online services

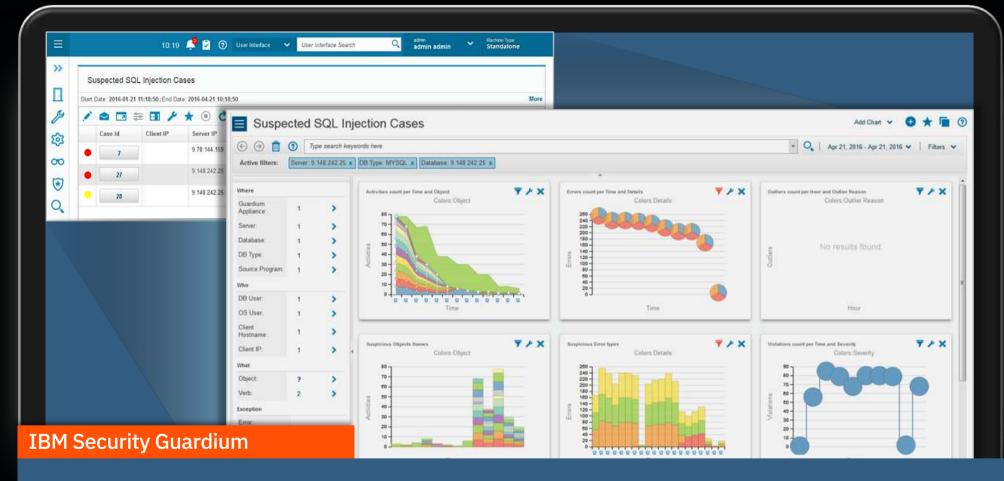




- Simple strong authentication from the cloud
- Check-box risk assessment and user authentication policies
- IBM Verify App with push driven TouchID and FaceID authentication



Secure hybrid cloud

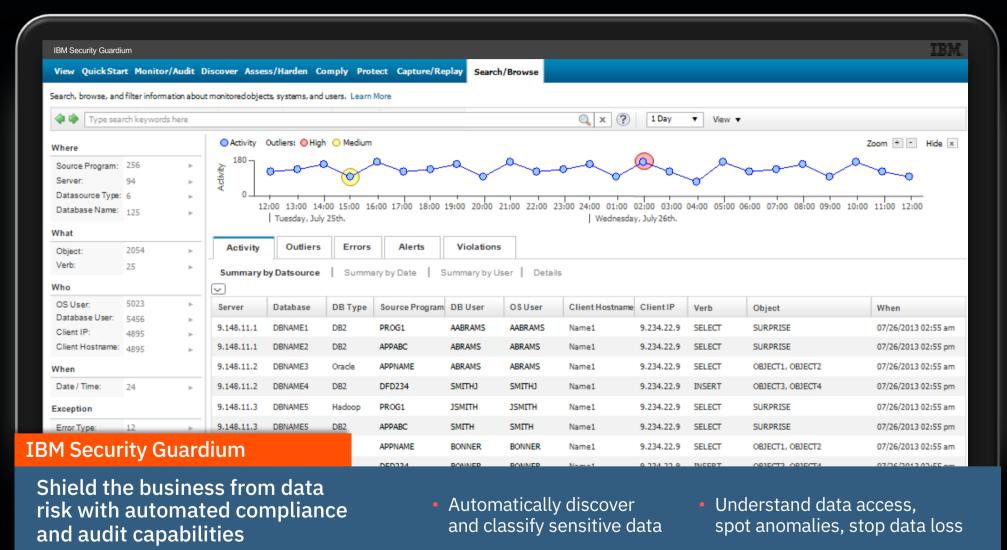


Secure applications built in a multi-cloud environment

- Automatically discover and classify sensitive data
- Understand data access, spot anomalies, stop data loss

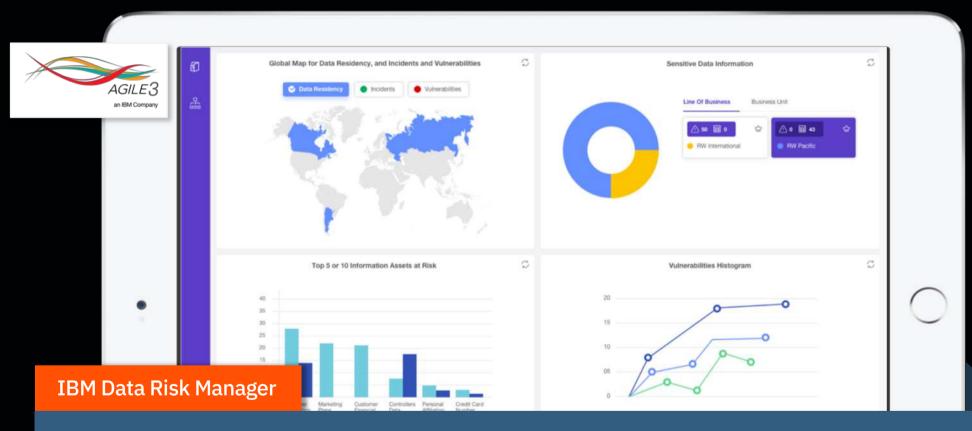


Protect critical assets





Protect critical assets

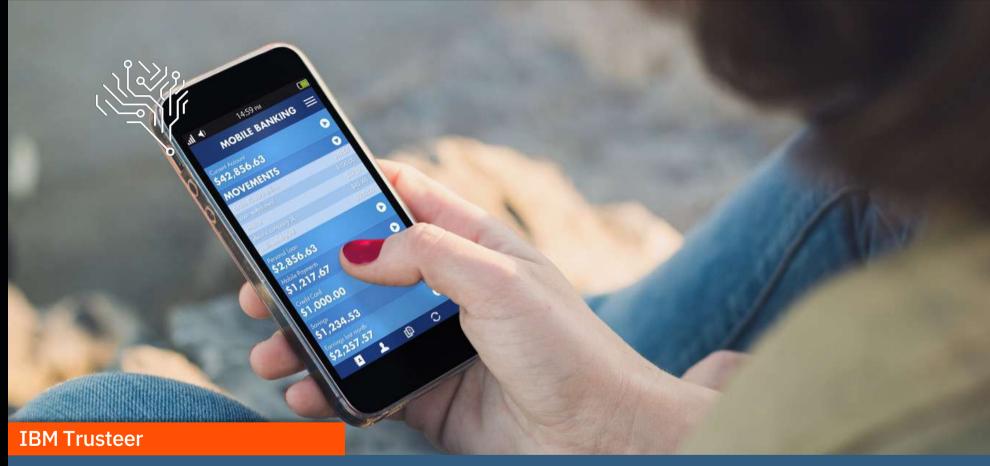


Uncover, analyze and visualize data-related business risks

- Identify specific, high-value, businesssensitive information assets
- Gain early visibility into potential risks to data and processes
- Inform executives with a businessconsumable data risk control center



Deliver Digital Trust

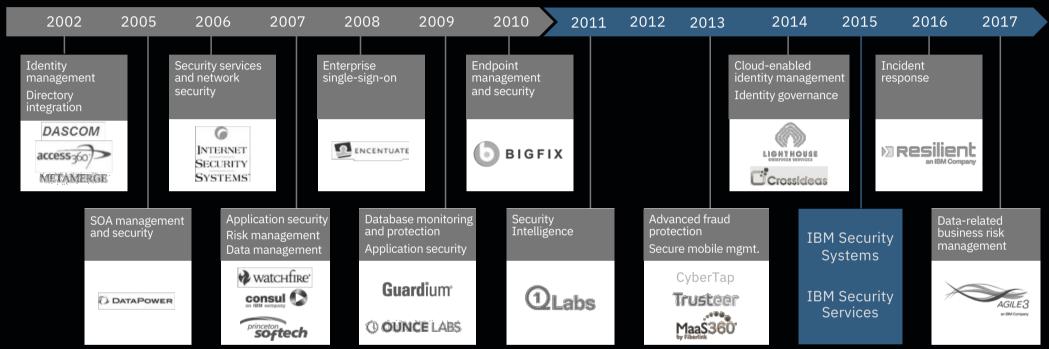


Helps organizations seamlessly establish identity trust across the omnichannel customer journey

- Intelligence service layered with advanced AI and machine learning capabilities
- Scalable and agile cloud platform providing realtime assessments
- Continuous digital identity assurance

We've built the largest security start-up in the world





"...IBM Security is making all the right moves..."

Forbes

IBM Security: Leader across 12 security market segments

DOMAIN	SEGMENT	MARKET SEGMENT / REPORT	ANALYST RANKINGS
Security Operations and Response	Security Intelligence	Security Information and Event Management (SIEM)	LEADER
		Security Analytics	LEADER
	Network & Endpoint Protection	Endpoint: Client Management Tools	LEADER
Information Risk and Protection	Identity Governance & Access Management	Identity and Access Governance	LEADER
		Access Management (worldwide)	LEADER
		Identity and Access Management as a Service (IDaaS)	LEADER
		Identity Provisioning Management	LEADER
	Data Security	Database Security	LEADER
	Application Security	Application Security Testing (dynamic and static)	LEADER
	Mobile Protection	Enterprise Mobility Management (MaaS360)	LEADER
	Fraud Protection	Web Fraud Detection (Trusteer)	LEADER
Security Transformation Services	Consulting and Managed Services	Managed Security Services (MSS)	LEADER

Note: This is a collective view of top analyst rankings, compiled as of April, 2018

A global leader in enterprise security





- LEADER in 12 out of 12 security market segments
- **8,000+** employees
- 17,500+ customers
- 133 countries
- 3,500+ security patents
- 20 acquisitions since 2002



THANK YOU

FOLLOW US ON:

- ibm.com/security
- securityintelligence.com
- ibm.com/security/community
- xforce.ibmcloud.com
- @ibmsecurity
- youtube/user/ibmsecuritysolutions

© Copyright IBM Corporation 2018. All rights reserved. The information contained in these materials is provided for informational purposes only, and is provided AS IS without warranty of any kind, express or implied. Any statement of direction represents IBM's current intent, is subject to change or withdrawal, and represent only goals and objectives. IBM, the IBM logo, and other IBM products and services are trademarks of the International Business Machines Corporation, in the United States, other countries or both. Other company, product, or service names may be trademarks or service marks of others.

Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, misappropriated or misused or can result in damage to or misuse of your systems, including for use in attacks on others. No IT system or product should be considered completely secure and no single product, service or security measure can be completely effective in preventing improper use or access. IBM systems, products and services are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective. IBM does not warrant that any systems, products or services are immune from, or will make your enterprise immune from, the malicious or illegal conduct of any party.



Help clients stop threats

60x faster

security threat investigations with Watson compared to manual analysis

5X increase

in volume of security incidents analyzed over the course of the tournament

Zero

breaches impacted the 2017 Wimbledon website and brand

IBM Security helps protect the oldest brand in tennis with the latest in cognitive security.

Help clients prove compliance Infirmary Health System helps secure endpoints lower time and cost and better detect and respond to threats across Reduced endpoint licensing costs and the organization while reduced time to deploy software by 95% meeting all data security requirements and easily demonstrate compliance for federal incentives. "We can now quickly, easily and accurately produce audit reports patch compliance for HIPAA and meaningful use compliance." Went from an average of 40% Chief Information Officer Infirmary Health System patch compliance to 90%

Cybersecurity is a universal challenge

By 2020, there will be...

20.8 billion

"things" to secure

5 billion
personal data records stolen

\$8 trillion lost to cybercrime

...while security pressures continue to grow



GDPR fines can cost

billions

for large global companies



By 2022, there will be

1.8 million

unfulfilled cybersecurity jobs



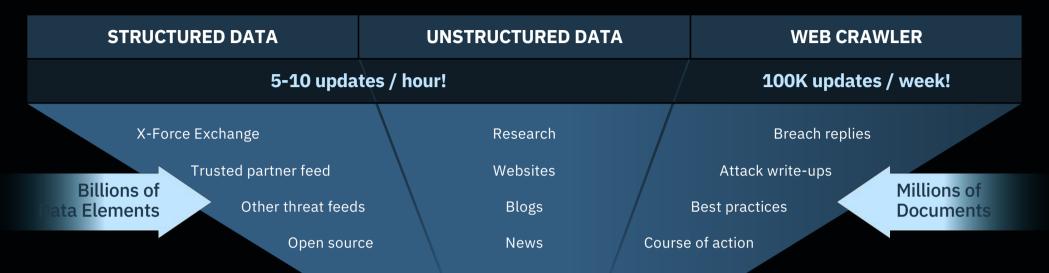
TOO MANY TOOLS

Organizations are using

too many

tools from too many vendors

How Watson for Cyber Security works



Massive corpus of security knowledge



10B elements plus 4M added / hour 1.25M docs plus 15K added / day

50 beta customers

140K+ web visits in 5 weeks

200+ trial requests

SEE THE BIG PICTURE

"ORadar Advisor enables us to truly understand our risk and the needed actions to mitigate a threat."

ACT WITH SPEED & CONFIDENCE

"The ORadar Advisor results in the enhanced context graph is a BIG savings in time versus manual research."

Visualize critical threats



Experience the 'Pulse' of your security environment in beautiful 3D

- Provides a quick overview of near real-time offenses – perfect for large viewing in a SOC
- Tracks security threats from around the globe

Give users and employees quick access to the cloud

New born-in-the-cloud solutions to...

● Federated Applications ○ Web Application

Generic SAML2.0 Service Provider

Generic SAML2 S Service Provider

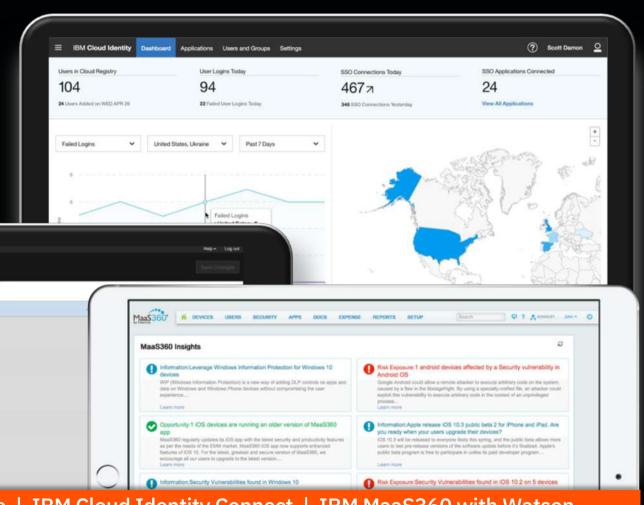
Office 365 as SAML2.0 Service Provide

Generic SAMLZ 0 Service Provide

Salesforce as SAML2.0 Service Provider with J...

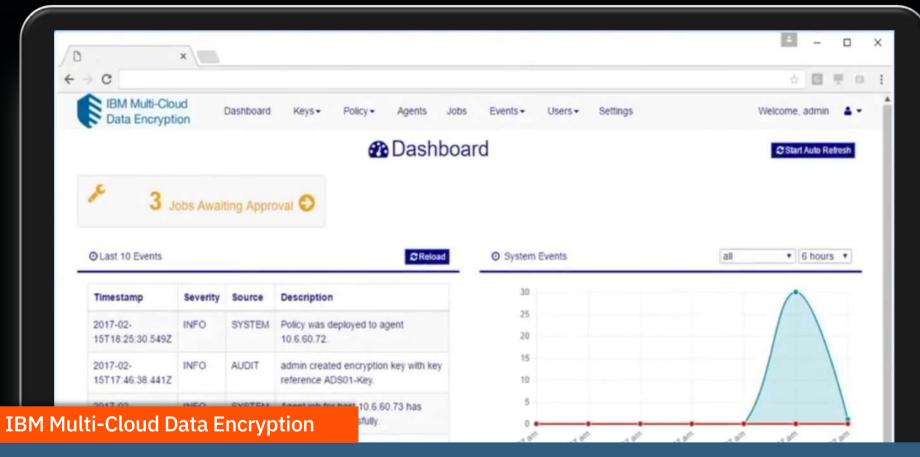
- Speed your cloud adoption
- Secure user productivity with SSO from any device
- Extend your existing infrastructure

IBM



IBM Cloud Identity Connect | IBM MaaS360 with Watson IBM Cloud Identity Service |

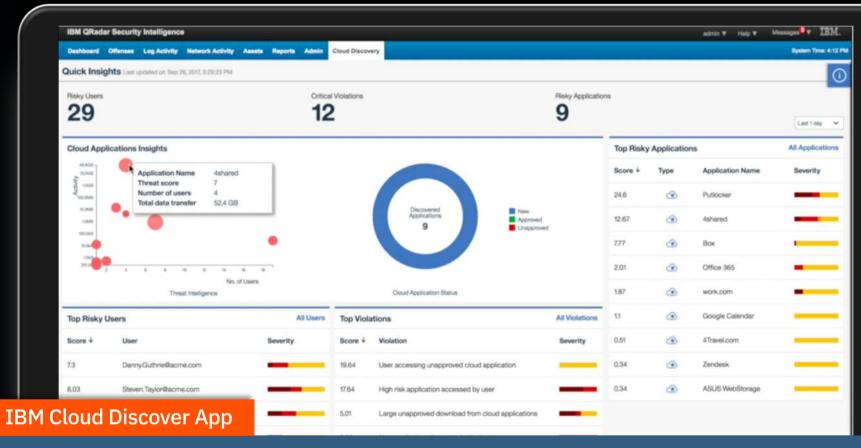
Protect data in single, multiple, or hybrid cloud environments



Encrypt files and volume data while maintaining access control and compliance mandates

- Protects data from misuse
- Supports compliance requirements
- Encrypts data and provides access control

Connect users to Cloud apps in seconds



CASB solution with integrated access control, visibility, and threat protection

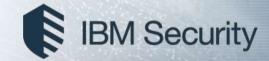
- Detect app usage and user activity
- Connect users to approved cloud apps
- Protect against cloud-related threats

Cisco and IBM Security join forces to tackle cybercrime

Offering integrated technologies, services, and threat intelligence collaboration

IBM Security Analytics and Cisco Infrastructure		Insider Threat	Incident Response	Threat Intelligence		
		Containment	Enrichment	Collaboration		
Cisco FirePower:		Cisco Identity	Cisco AMP	Cisco		
NGFW, IPS, AMP		Services Engine	ThreatGrid	Talos		
	770.4					
IBM QRadar	IBM QRadar	IBM QRadar	IBM Resilient Incident	IBM		
SIEM	with Watson	User Behavior Analytics	Response Platform	X-Force		
IBM and Cisco Security Services						





Modernize your identity and access management program

Identity Management

- Identity governance and intelligence
- User lifecycle management
- Privileged identity control



Access Management

- Adaptive access control and federation
- Application content protection
- Authentication and single-sign-on
- Access administration and auditing

IAM strategic imperatives

- Help prevent insider threat and reduce identity fraud
- Support productivity and innovation for your business
- Achieve and maintain better regulatory compliance management
- Manage your identity in the cloud to monitor who has access to sensitive resources

Gain security maturity through around-the-clock expertise



- 1. Assess your SOC maturity
- 2. Plan your SOC strategy
- 3. Design and build a SOC
- 4. Implement and optimize your security technologies
- 5. Transition to your newly transformed steady state

Transform your security program

ACCESS EXPERIENCE

Global security experts to help organizations identify threats before they become mainstream

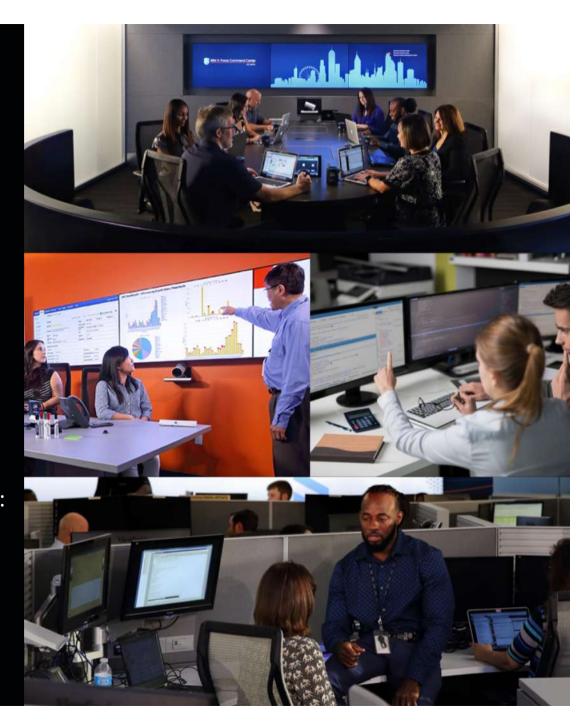
REDUCE COMPLEXITY

From standalone solutions to centrally managed and outsourced security management, we transform security programs to reduce complexity and improve productivity

LEVERAGE OUR BREADTH

Integrated portfolio of security services including:

- 100+ technology partners
- 150+ professional security certifications



Security culture: Training tomorrow's cyber leaders today

Executives trained in security best practices using our immersive state-of-the-art Cyber Range

"The cyber range training exceeded my expectations." We now are aware of the need to be prepared, regardless of what is documented in our procedures, good execution is vital."

> General Council Large International Bank

IBM Cyber Range customers are proud to share their detailed highly-ranked runbooks with us. But when put to the test in a live attack simulation, their actual lack of preparedness is startling.

IBM Security key offering solutions aligned to client imperatives

PROVE COMPLIANCE			STOP THREATS			GR	GROW BUSINESS		
		(jm	→ o ×			(2)	4		
Get Ahead of Compliance	Enhance Security Hygiene	Govern Users and Identities	Detect and Stop Advanced Threats	Orchestrate Incident Response	Master Threat Hunting	Secure Hybrid Cloud	Protect Critical Assets	Prevent Advanced Fraud	
compliance with	Patching, vulnerability scanning, using endpoint, asset, and user context	Provisioning, governance and monitoring of employees and privileged users	Advanced analytics for internal threat detection and response across the enterprise	End-to-end workflow, collaboration, actions and expertise to respond with confidence	Analyst-driven investigations using big data and threat intelligence to get ahead of the threats	Secure applications built in a multi-cloud environment	Stop breaches with code scanning, sensitive data monitoring, device security and encryption	Malware prevention, phishing detection and strong authentication to stop cybercrime and establish digital trust	
KEY PRODUCTS									
 QRadar Guardium BigFix Identity Governance	 BigFix QRadar ISAM / Cloud Identity AppScan / App Sec On Cloud 	 Identity Governance ISAM / Cloud Identity Guardium QRadar User Behavior Analytics 	 QRadar + Advisor with Watson QRadar User Behavior Analytics ISAM Identity Governance 	 Resilient QRadar + Advisor with Watson 	 i2 QRadar + Advisor with Watson QRadar User Behavior Analytics 	 Guardium AppScan / App Sec On Cloud Cloud Identity QRadar 	 Guardium AppScan / App Sec On Cloud MaaS360 BigFix 	Trusteeri2ISAM / Cloud IdentityMaaS360	
KEY CONSULTING SERV	/ICES								
Security Strategy, Risk & Compliance Data Security Identity & Access Management	 X-Force Red Application Security Services Identity & Access Management 	Identity & Access Management	 SOC Consulting Identity & Access Management X-Force IRIS X-Force Red 	o X-Force IRIS	∘ X-Force IRIS	Cloud Security ServicesX-Force IRIS	X-Force RedApplication Security ServicesData Security Services	o Identity & Access Management	
KEY MANAGED SECURITY SERVICES									
∘ Managed Guardium	o Managed SIEM	o Managed Identity o Managed Guardium	 Managed SIEM Managed Detection & Response	 Endpoint Management Services 	Managed SIEMManaged Detection & Response	Hybrid Cloud Security ServicesManaged SIEMManaged Guardium	o Managed Guardium	 Endpoint Management Services 	
BUSINESS PARTNER SERVICES									

IBM Security Strategy

SUPPORT the CISO agenda











ACCELERATE with key innovations

AI and Orchestration

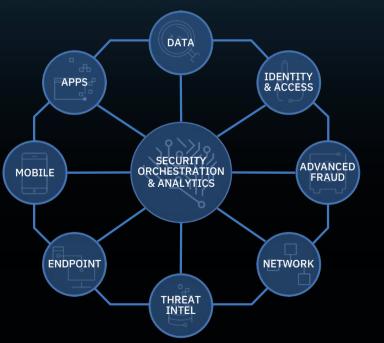


Cloud Security





LEAD in strategic domains



SECURITY MATURITY			PROFICIENT		OPTIMIZED	
MODEL	Capability	IBM Security Solution	Capability	IBM Security Solution	Capability	IBM Security Solution
Security Orchestration & Analytics	Log management Vulnerability management	QRadar Log Manager QRadar Vulnerability Manager	SIEM Threat & anomaly detection GRC	QRadar SIEM, QRadar on Cloud, SOC Consulting, Managed SIEM QFLOW / VFLOW GRC Consulting, OpenPages	Forensics Predictive analytics User behavior analytics Incident response Threat hunting & investigation	QRadar Incident Forensics, Identity Insight QRadar Advisor with Watson QRadar UBA Resilient i2 Enterprise Insight Analysis
Fraud Protection	Online fraud detection	Trusteer Rapport, Trusteer Pinpoint	Digital (online and mobile) fraud protection	Trusteer Rapport, Trusteer Pinpoint	Omnichannel fraud protection	Trusteer Mobile
Identity & Access Management	Web access management Directory management Mainframe security	Access Manager Directory Suite zSecure	Advanced access management IDaaS Identity governance & administration	Access Manager Cloud Identity Service Identity Governance & Intelligence	Privileged user management	Privileged Identity Manager
Data Protection	Encryption	Guardium Data Encryption	Data / file activity monitoring Test data masking Data loss prevention	Guardium MaaS360, Guardium, Optim Data Privacy BigFix Protection, GTS partners	Data discovery & classification Encryption key management	Critical Data Protection Services, eDiscovery, StoredIQ Key Lifecycle Manager
Application Security	Dynamic vulnerability analysis	AppScan Standard	Static source code scanning Web application protection	AppScan Source DataPower	Hybrid scanning & correlation	AppScan Enterprise, Application Security on Cloud, X-Force Red Offensive Security & Vulnerability Management
Endpoint Protection	Antivirus Endpoint patch management	Endpoint Managed Security on Cloud	Compliance and malware protection, endpoint detection & response, software asset management	BigFix	Patch management, UEM Professional assessment & remediation Managed services	BIgFix X-Force IRIS Managed Detection and Response Services
Network Protection	Firewalls Sandboxing	Security & Network Services QRadar	NGNFW / IPS Network forensics & threat management Virtual patching Network visibility & segmentation	Cisco Partnership QRadar Incident Forensics Endpoint Manager QRadar Network Insights	Professional assessment & remediation Managed services	X-Force IRIS Managed Network Security Services
Mobile Security	Mobile Device Management	MaaS360	EMM (MDM plus content and application management)	MaaS360	UEM with contextual analytics extending to IoT	X-Force IRIS Mobile Device Management Services