

Enhance and secure critical business operations with end-to-end, business-driven security solutions.





Do compliance and risk management activities make it harder for you to focus on delivering services to the organization?

Does your current security strategy consist of continual point product technology investments to broaden your defenses on top of an excessively complex and disjointed security infrastructure?

Is your current security strategy geared toward providing security solutions to address the hot security item of the day, or are you more focused on finding the right mix of security risk management activities based on your business needs?

Do your security and risk management investments hinder business operations or support them?

Securing IT assets — servers, networks, applications, data and the processes supported by them — is a top priority for organizations of all sizes, across all industries. The goal may be to protect the organization from threats or data loss, or to mitigate the risk of compliance failures. Regardless, ensuring that IT security is delivering true value to the organization requires approaching security through a business lens, with the ability to span operational silos and IT domains to secure your critical business processes across the organization.

Read on to learn how to help mitigate enterprise security risks by leveraging IBM solutions to drive business innovation and success, while reducing complexity and costs along the way.



Security solutions should minimize complexity

Complexity lies at the heart of today's security challenges, forcing IT organizations to seek ways to enforce security consistently across the following areas:

- **Multiple compliance requirements.** Countless regulations exert pressure on your organization, placing excessive demands on IT staff at audit time. Plus, internal service level agreements (SLAs) require IT to prove that it meets policy requirements.
- **Organizational silos.** Traditionally, each part of the business has been responsible for its own security. However, as more robust business services integrate different parts of the organization, effective security requires consistent enforcement of enterprise-wide security policies.
- **Heterogeneous environments.** IT must manage and monitor a staggering amount of diverse services, applications, servers, operating systems, networks, devices and more, each with its own vulnerabilities. In businesses both large and small, IT diversity only continues to grow, and that means businesses must adopt security that covers this diversity.

Unfortunately, most point product security solutions actually introduce complexity to the environment. Combining multiple products aimed at single threats makes efficient management nearly impossible. A technology-centric approach leads to security silos that create duplication of effort, escalating IT costs and unnecessary operational inefficiencies that inhibit business growth rather than enhance it. *Worse, they leave vulnerability gaps that ultimately fail to provide protection across the business processes that span the organization.*

IBM recognizes these challenges and has developed a business-driven approach to security that overcomes them. Our complete range of professional and managed security services, software and hardware delivers a proven security strategy designed to help simplify your infrastructure, streamline operations and maximize your security efforts. IBM security solutions are designed to help you manage security across your enterprise effectively and efficiently, so that IT aligns with your business priorities — and your business operates in a security-rich environment.



Minimize complexity with business-driven security

IBM offers an end-to-end approach to security that can improve your ability to focus risk management efforts in those areas most relevant to securing and enhancing the business. A business-driven risk perspective allows you to streamline the control set to not only provide a more rapid understanding of the business impact of IT events, but also allows you to recognize significant cost savings through simplification and automation of manual processes.

The first step in minimizing complexity involves a thorough risk assessment. Instead of trying to protect against every conceivable threat, you need to determine and prioritize the security risk management activities that make the most sense for your organization. Through security assessments, IBM can help you quantify IT risk in business terms, enabling you to better communicate the potential of security risks to your business leaders. It also allows you to understand the risk tolerance levels of your organization so you can more easily prioritize mitigation activities that secure and enhance your business processes.

Align security with business goals

Aligning and integrating IT security to your business processes helps put compliance in perspective. Security should always align with your business and compliance goals, rather than having compliance drive your business. Too many organizations invest significant time and money trying to comply with industry and government regulations in a vacuum, only to find out too late that their key business processes are still vulnerable to attack. Leveraging security from a business perspective

empowers you to successfully secure those processes in a manner that inherently provides the necessary evidence to demonstrate compliance.

Take a multidisciplinary approach

Security is about more than technology. Effective information security requires a holistic approach to the target environment. The Control Objectives for Information and related Technology (COBIT®) identify five distinct domains for information security. The IBM security framework closely aligns with the COBIT security domains, taking multiple disciplines within an environment into account and providing a broad-based means for addressing various potential sources of risk.

Build a security blueprint

Today's complex organizations face a variety of requirements that call for an array of security solutions. To fulfill these needs, many vendors offer a range of security software, services and hardware. However, multiple offerings are simply not enough.

To align security efforts with a business's concerns, organizations need to focus on securing those few processes that comprise the bulk of the risk. They must also prioritize risks and vulnerabilities based on their potential to disrupt the business' most critical processes. IBM and IBM Business Partners work with customers to identify, assess and prioritize these risks across key business areas — including people, processes, data and technology — throughout the entire business continuum. This level of planning and assessment aids customers in the design and building of a security blueprint and strategy that will help shield the entire organization.



- **People and identity** — IBM solutions can assist you in managing access to resources for the people within your organization and extended supply chain, while blocking outsiders and unauthorized users.
- **Data and information** — IBM solutions help you classify, prioritize and protect sensitive data from external and internal threats. They also provide guidance in measuring, reporting and demonstrating your IT compliance relative to data security.
- **Applications and processes** — IBM can help you preemptively protect your business-critical applications and processes from external and internal threats throughout their entire life cycle — from design to implementation and production.
- **Network, server and end point** — IBM can help you protect and monitor the network and its core systems from known and unknown threats that can limit your overall productivity and the value of your business. Through its network monitoring services, IBM can alert on network activity across your multivendor security environment, allowing you to pinpoint security incidents and policy violations.

- **Physical infrastructure** — IBM provides innovative digital physical security solutions and centralized physical security management systems that can help you protect against, and respond to, security threats to your organization's physical infrastructure and assets.

Realize end-to-end business process security

Security problems cannot be solved with point products alone, or through siloed control implementations. Effective information security must include people and the processes through which they interact with technology. The IBM security framework provides the basis for product and service integration that protects the target environment, provides the organization with an enterprise-wide view of the security and compliance posture, and supports the organization's business processes.

Using the IBM business-driven approach, you can focus on the various sources of risk and leverage the natural synergies that exist among your different security implementations. Focusing on business concerns will help ensure that your security and compliance implementations are supportive of your organizational goals. For each risk area, IBM can help you solve the key problems your business faces, and secure both processes and assets.

IBM's breadth across domains

Each domain has a distinct security life cycle. IBM secures assets across their life cycle in all IT domains that impact business processes.

End-to-end business process and dependencies



People and identity

- Identify and access management
- Federated identity management
- Trusted identity
- Identity provisioning
- Identity proofing



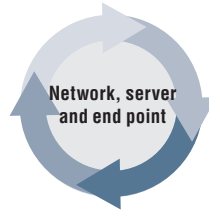
Data and information

- Database/content management
- Content monitoring
- Data governance
- Data encryption solutions
- Storage management



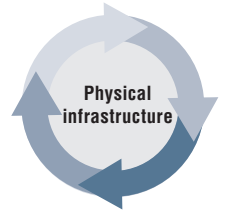
Application and process

- Secure development tools
- Security method enforcement
- Web application scanning
- Application firewall
- SOA and XML security



Network, server and end point

- Intrusion detection
- Vulnerability management
- Event correlation
- Change and configuration management
- Security compliance scan



Physical infrastructure

- Digital video surveillance
- Smart surveillance solutions
- RFID solutions
- Enterprise asset management
- Physical security

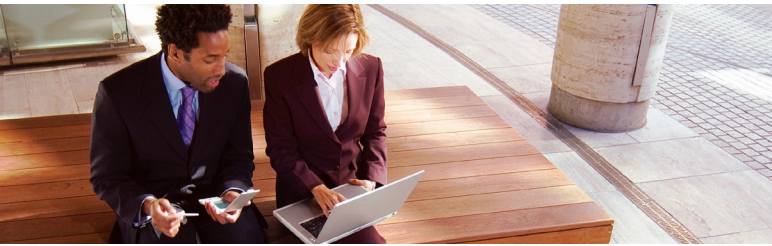
With the breadth and depth of products, services and expertise to deliver end-to-end security, IBM can address the entire spectrum of IT risk that can impact your business. Whether you're concerned with regulatory compliance, internal and external threats to enterprise information, the physical facilities and network, or the applications on which the enterprise is dependent, IBM is the security vendor that can apply a comprehensive, adaptable approach to your enterprise security challenges.

The modular nature of IBM solutions allows them to integrate into your business with ease. Coupled with robust professional and managed security services, IBM makes it easy

for you to prioritize your efforts on those areas of greatest importance or urgency. As a trusted advisor to thousands of organizations worldwide, IBM has the security expertise, capabilities and experience-encompassing services to fit your specific business needs.

Discover the advantage of IBM end-to-end, business-driven security

IBM offers an unparalleled capacity to focus on driving business innovation and securing operational processes across multiple security domains. Organizations can reduce the complexity of security within the enterprise and implement a



holistic security management strategy that optimizes business results through the use of solutions such as:

- **Identity and access management.**
- **Information and data security.**
- **Application security.**
- **Threat protection and vulnerability management.**
- **Physical security.**

Whether you use industry-leading security offerings, support services and/or flexible financing options, IBM can help organizations of any size implement the right combination of hardware, software and services.

When you turn to IBM security solutions, you can gain the ability to:

- **Decrease the complexity and cost of your IT security infrastructure.**
- **Secure business processes and assets across multiple security domains.**
- **Meet compliance and risk management activities with greater ease and efficiency.**
- **Enjoy operational efficiencies and synergies that eliminate vulnerability gaps and optimize business success.**

For more information

To learn more about how IBM security services and solutions help organizations holistically orchestrate and implement security across the enterprise for maximum business success, contact your IBM representative or IBM Business Partner, or visit ibm.com/itsolutions/security

About IBM Service Management

IBM Service Management helps organizations deliver quality service that is effectively managed, continuous and secure for users, customers and partners. Organizations of every size can leverage IBM services, software and hardware to plan, execute and manage initiatives for service and asset management, security and business resilience. Flexible, modular offerings span business management, IT development and IT operations and draw on extensive customer experience, best practices and open standards-based technology. IBM acts as a strategic partner to help customers implement the right solutions to achieve rapid business results and accelerate business growth.



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