

Security Track hosts

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Security to Defend the Brand, Mitigate Losses and Provide Rapid Time to Value

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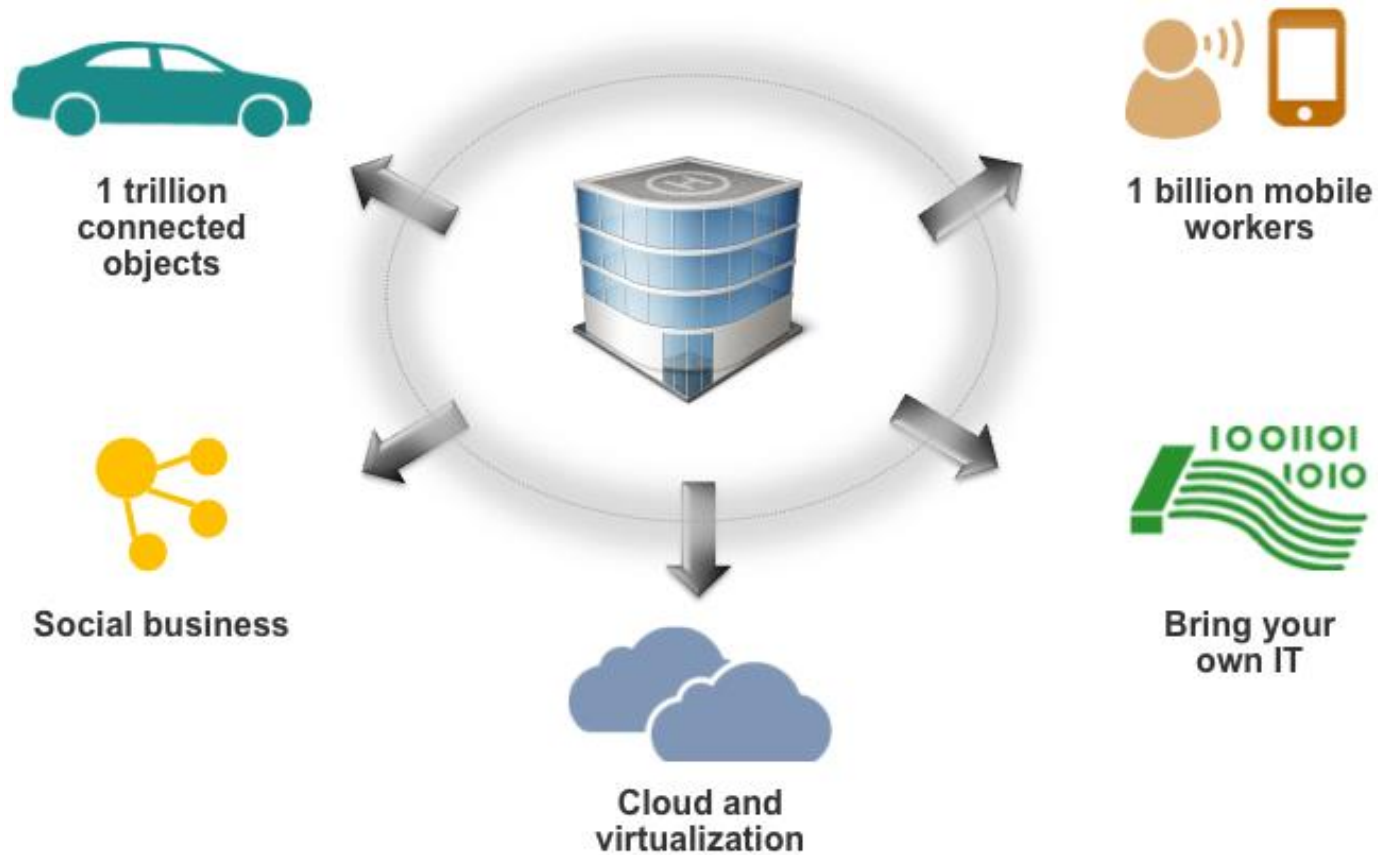
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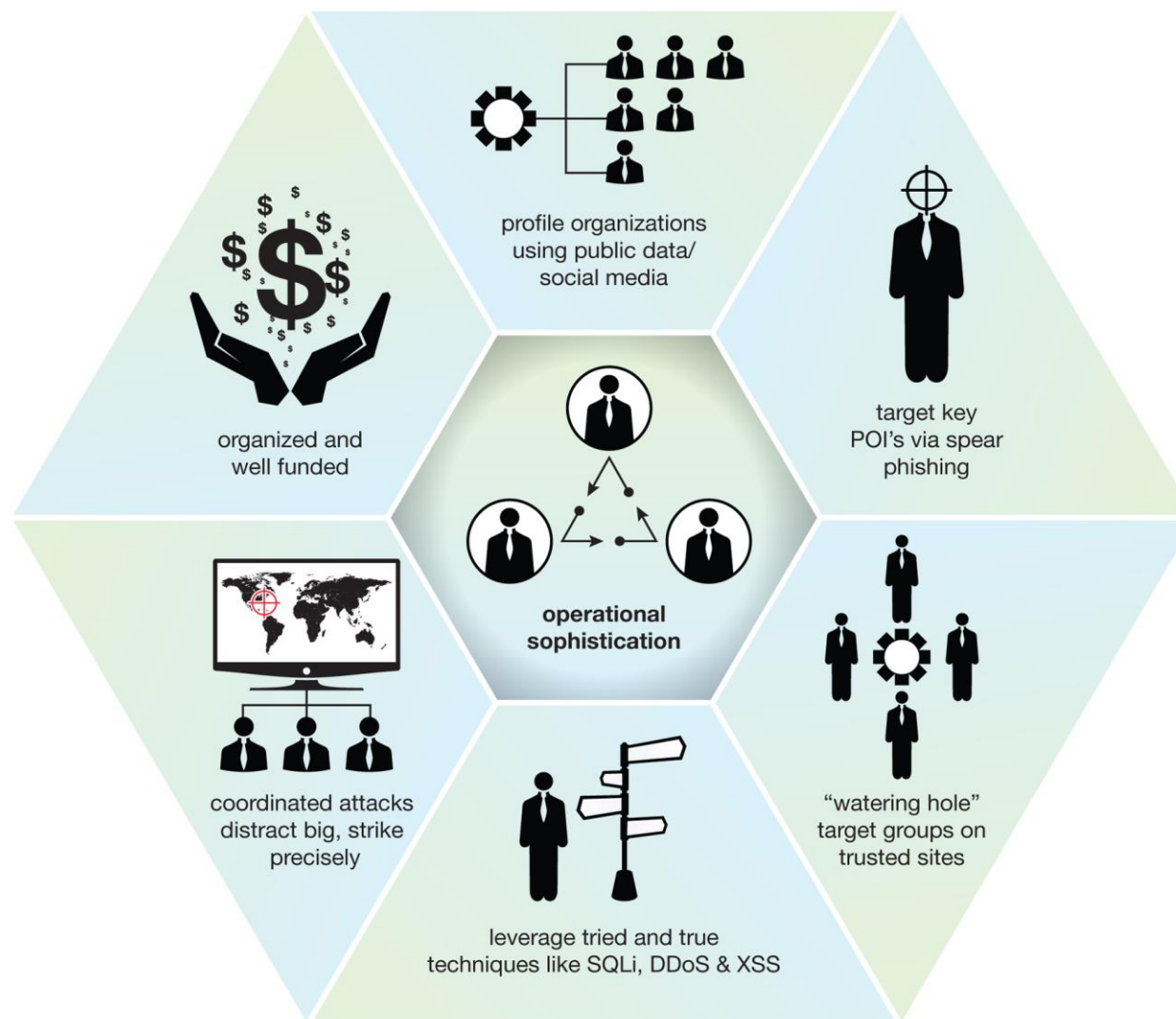
Business Change is Coming...If not Already Here

Enterprises are Undergoing Dynamic Transformations

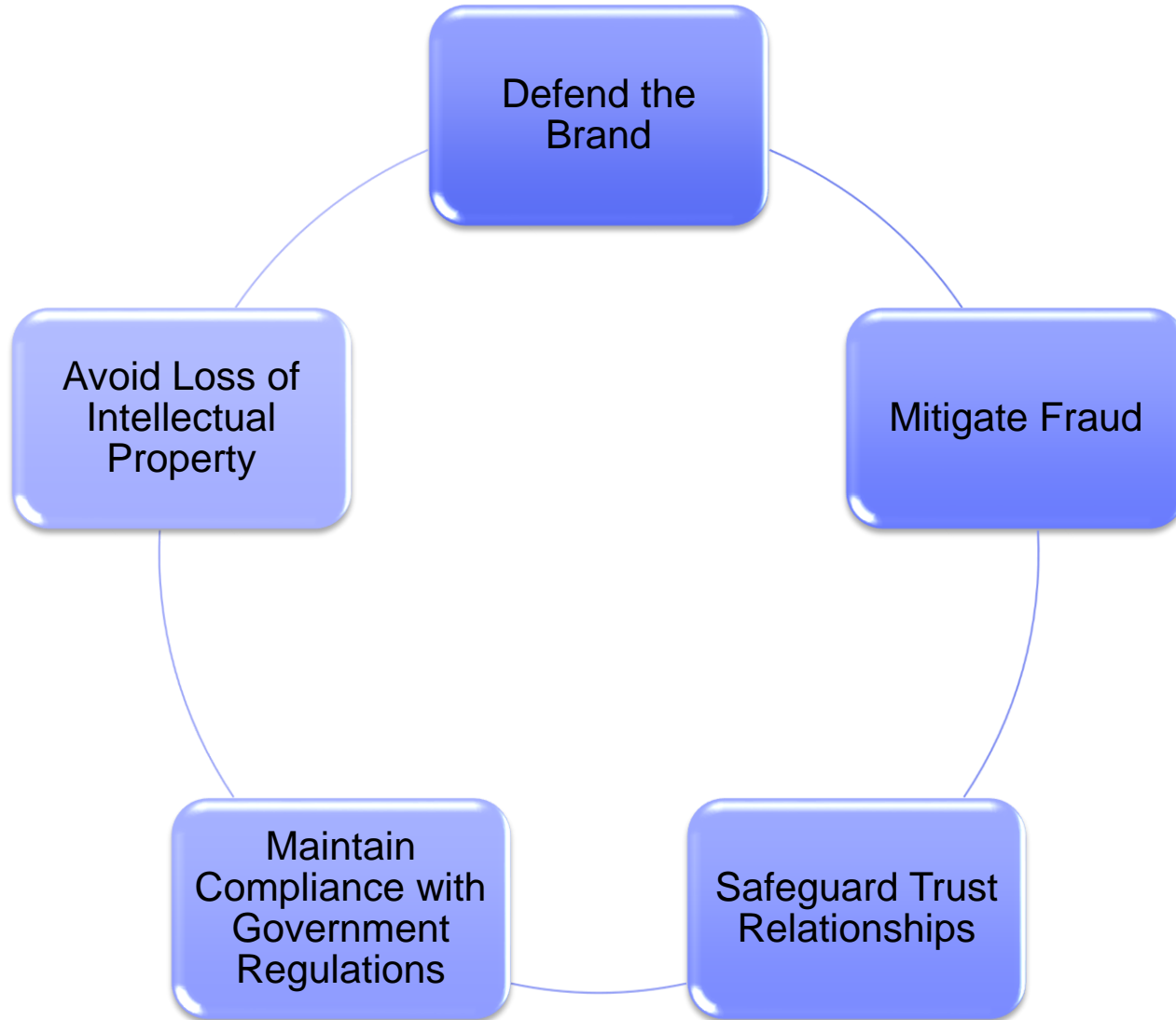


The Organization's Cyber Perimeter is Being Blurred...It can no longer be assumed

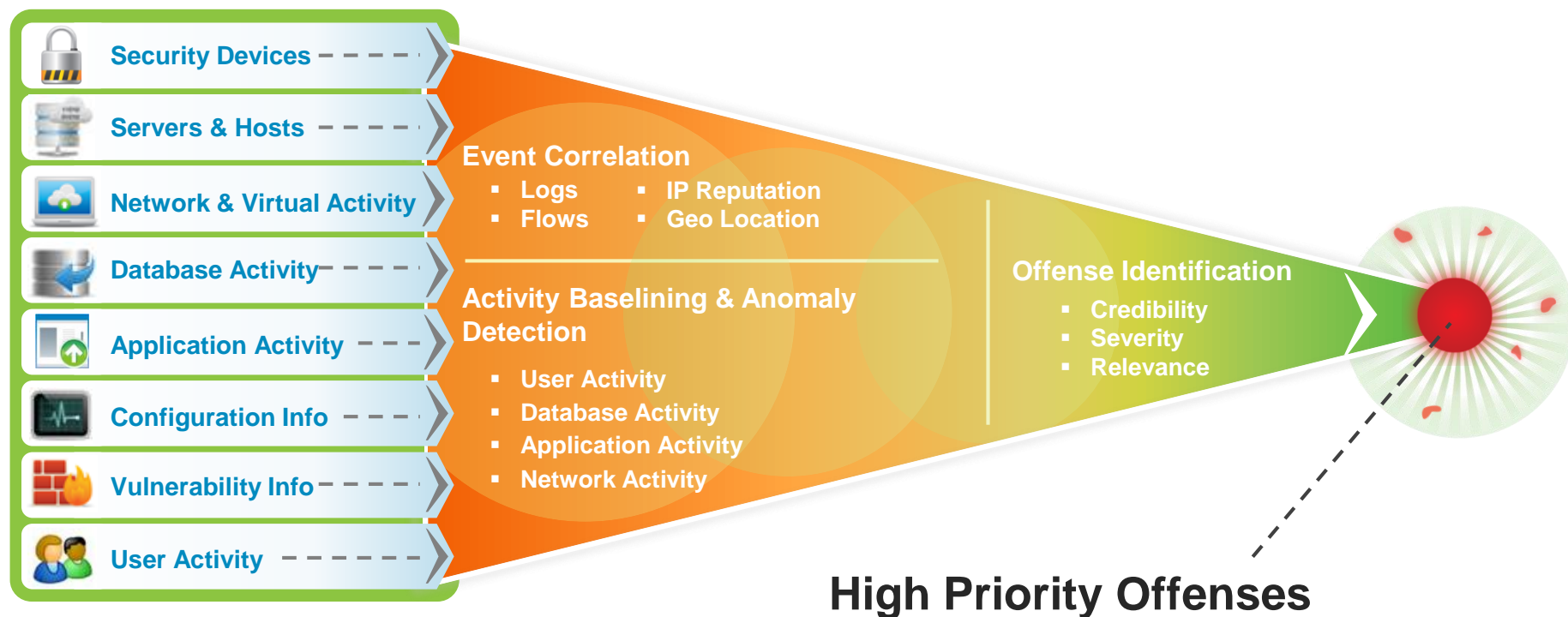
Attackers are Getting Sophisticated



Greater Business Demand for Security Intelligence



Security Intelligence: integrating data across silos to create actionable information



Extensive Data Sources + Deep Intelligence = Exceptionally Accurate and Actionable Insight

Motivating the Need for Big Data & Advanced Analytics to Amplify Security Intelligence



Biggest Bank Heist in History Nets \$45Million
All without setting foot in a Bank...

CYBER ESPIONAGE VIA SOCIAL NETWORKING SITES
TARGET: US DOD OFFICIALS

Hidden Malware Steals 3000 Confidential Documents
– Japanese Ministry

Designing a Purpose Built Security Intelligence Solution with Big Data & Advanced Analytics

conT^eXT

Enrichment of Raw Data to Assess Security Relevance



Rich Portfolio of Analytics to Distill Information



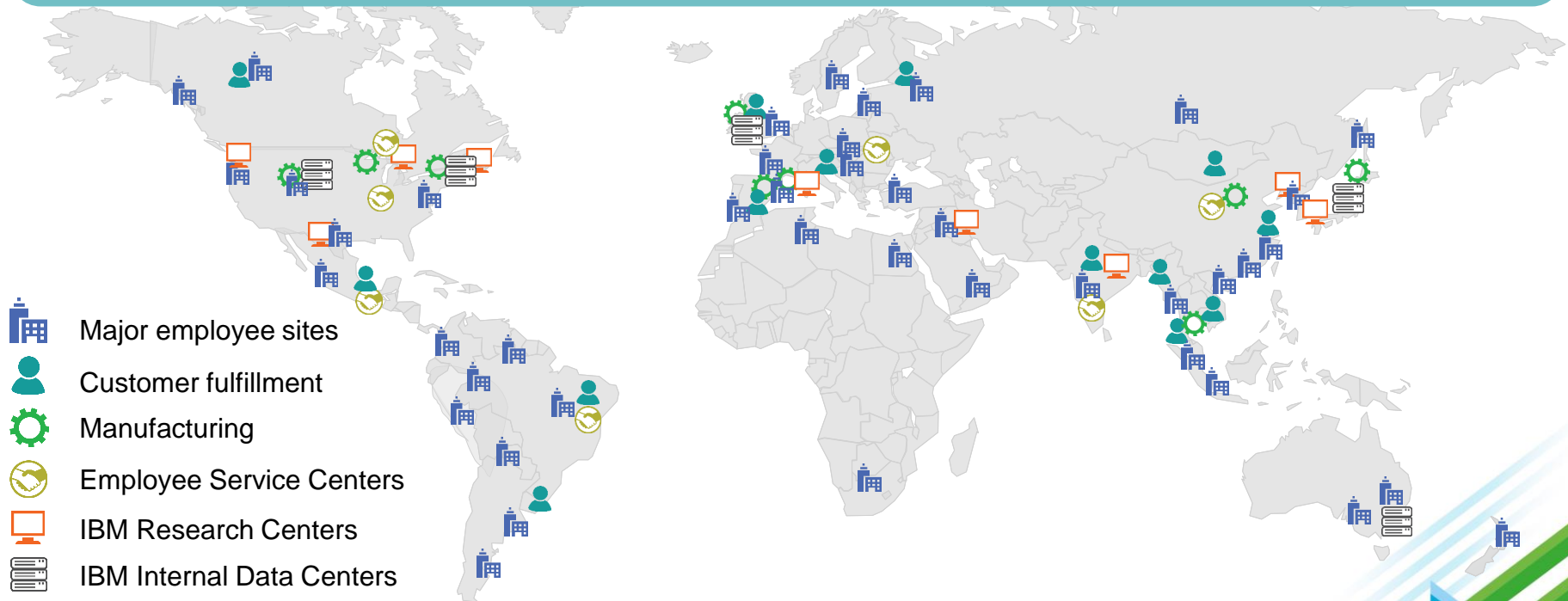
Build up a knowledgebase of threat models



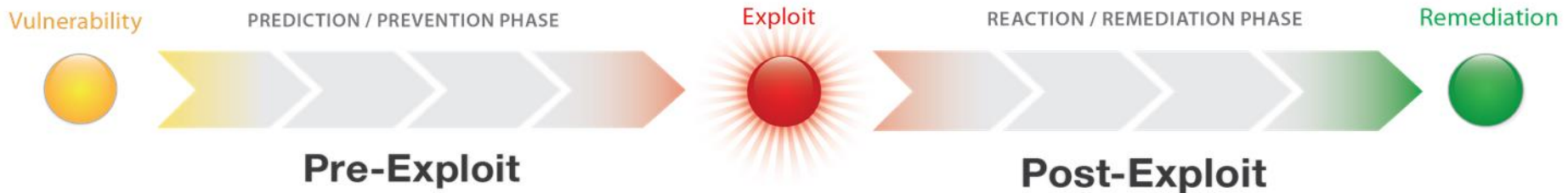
IBM's approach to Cyber Security is based upon what we learn protecting our own multi-national enterprise and that of thousands of customers around the world

IBM has one of the largest, most complex internal IT infrastructures in the world

- 2,000-plus major sites
- 170-plus countries
- 400,000-plus employees
- About 200,000-plus contractors
- 800,000-plus traditional endpoints
- About 50 percent of employees are mobile



Our solutions address the full security intelligence timeline



Prediction & Prevention

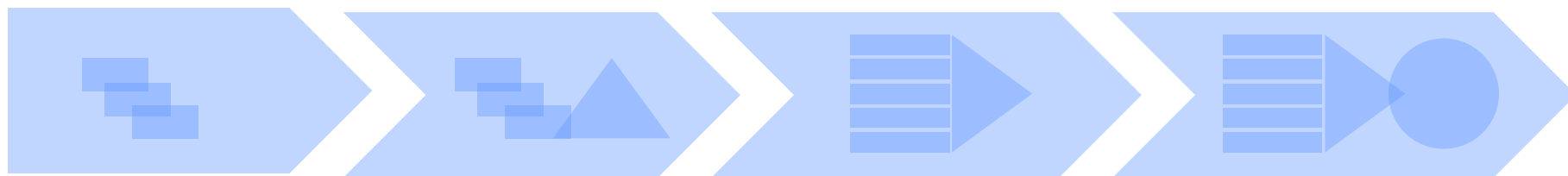
Risk Management Vulnerability Management
 Configuration Monitoring
 IBM X-Force® Threat Intelligence
 Compliance Management
 Reporting and Scorecards

Reaction & Remediation

SIEM Log Management
 Incident Response
 Network Anomaly Detection Packet Forensics
 Database Activity Monitoring
 Data Loss Prevention



IBM's history with security intelligence is unmatched in the industry



1994

- IBM manages individual customer SIEM environments
- Internet Security Services (ISS) formed

2000


- IBM launches Managed Security Services
- MSS launches Realtime Event Distribution Infrastructure (REDI)

2006

- 2004 ISS launches Cloud based SIEM
- 2005 IBM launches Managed SIEM – ArcSight
- 2006 IBM acquires ISS and IBM migrates 450 outsourcing customers to MSS/ISS

2013

- 2010 IBM launches Cloud SIEM with PCI support, IP Reputation and Suspicious Host Reporting
- 2012 IBM launches standard Managed SIEM
- 2012 IBM buys Q1
- 2013 QRadar adds Big Data

 *IBM has over 20 years in security outsourcing and 10 years experience in security log management and event correlation using various platforms & solutions*

NEW!



Early Access Program: Getting Started on Your Security Intelligence with Big Data Journey



Take Action Now!

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 - Understanding Big Data [eBook](#)
 - Harness the Power of Big Data [eBook](#)
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Connect with the Speakers!



Thank You!

