

IBM SECURITY TRENDS SEMINAR 2012



FORTIFY YOUR COMPANY
AGAINST INTERNAL AND EXTERNAL THREATS

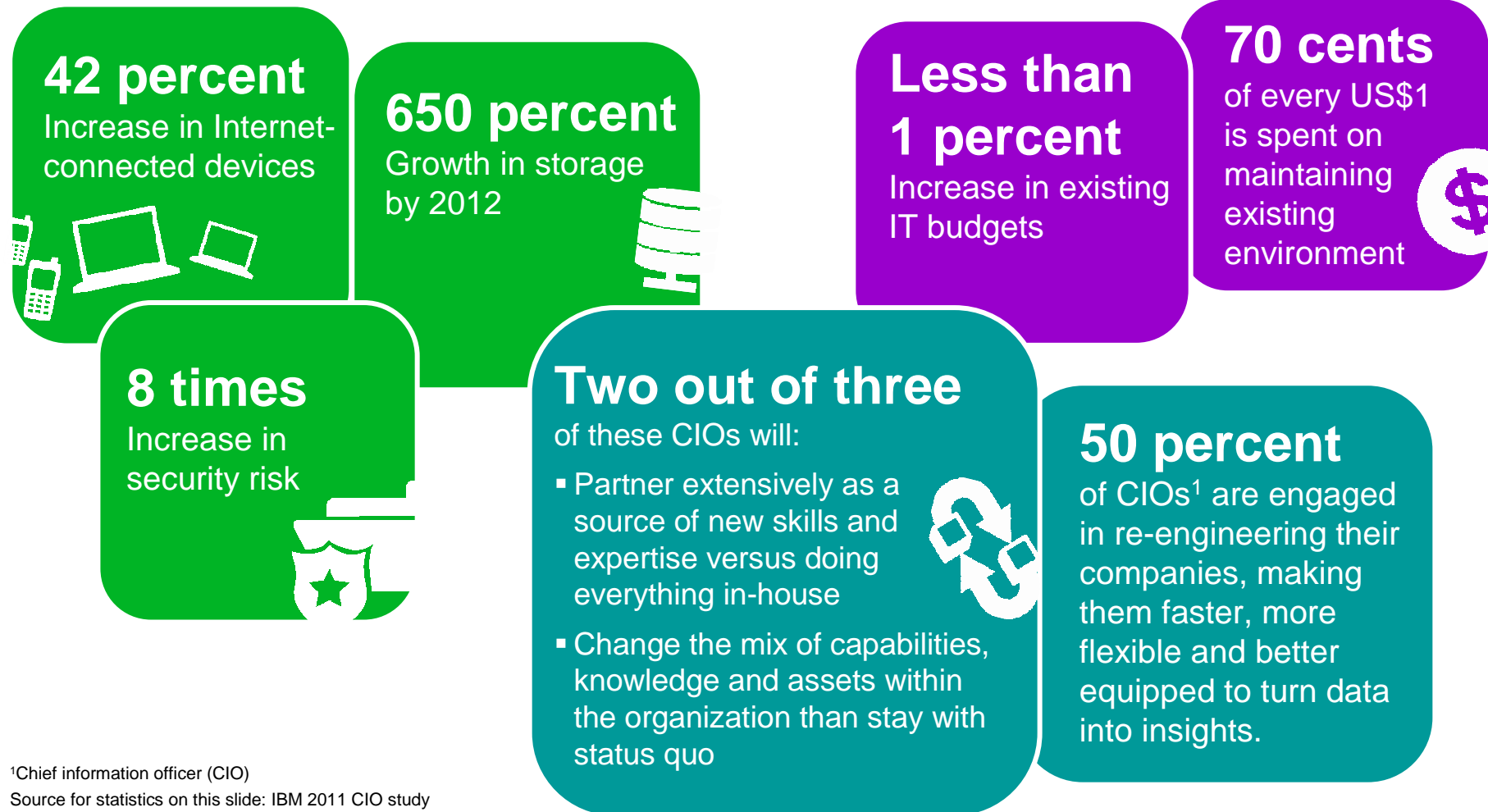
Leveraging Security from the Cloud

Martin Biggs

*AP Security and Compliance Services Sales Leader,
IBM Global Technology Services*

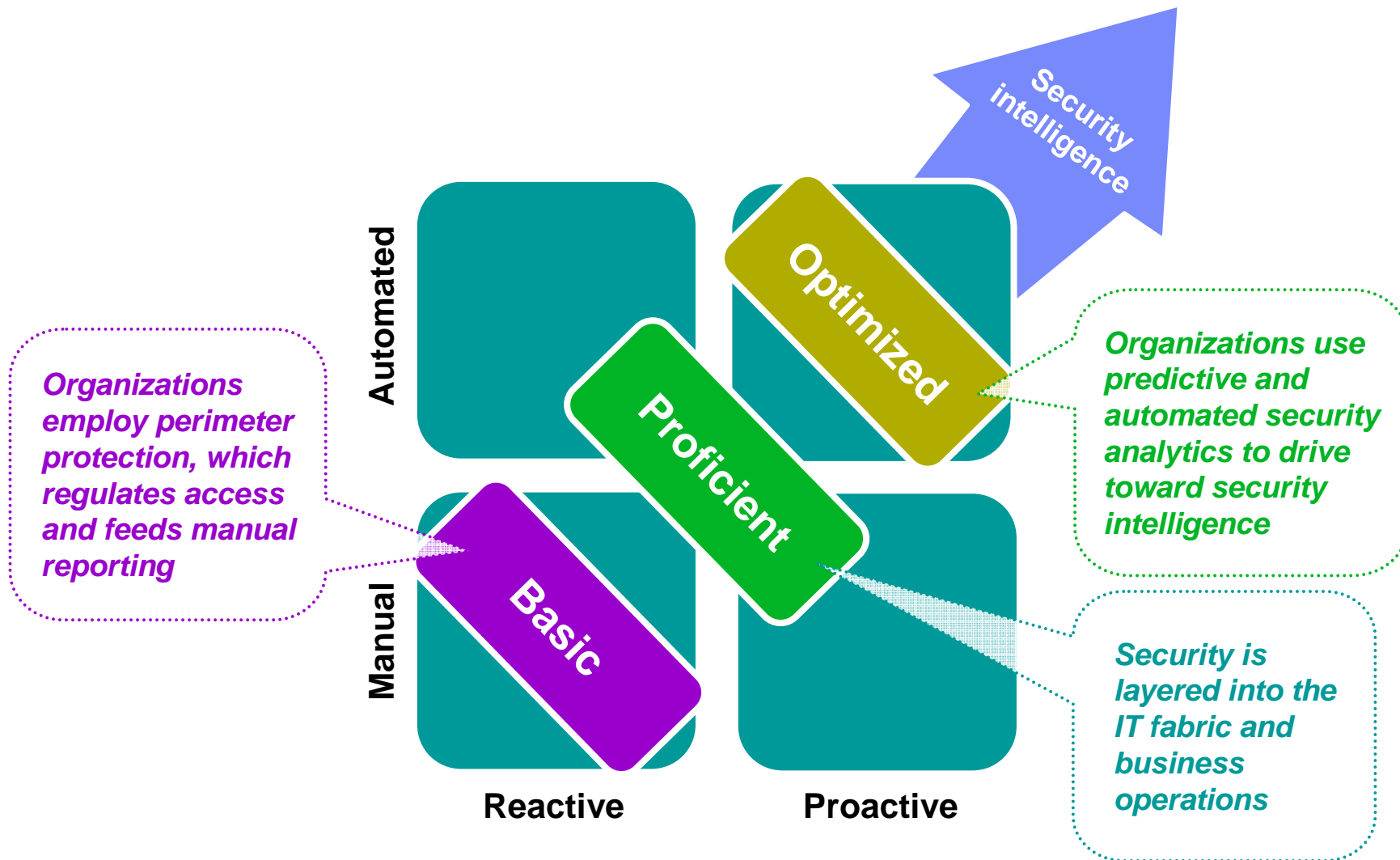
IBM SECURITY SOLUTIONS
RISK MITIGATION. PROTECTION. COMPLIANCE.

IT executives are challenged to keep up with growing demands while meeting client expectations on existing IT operations.

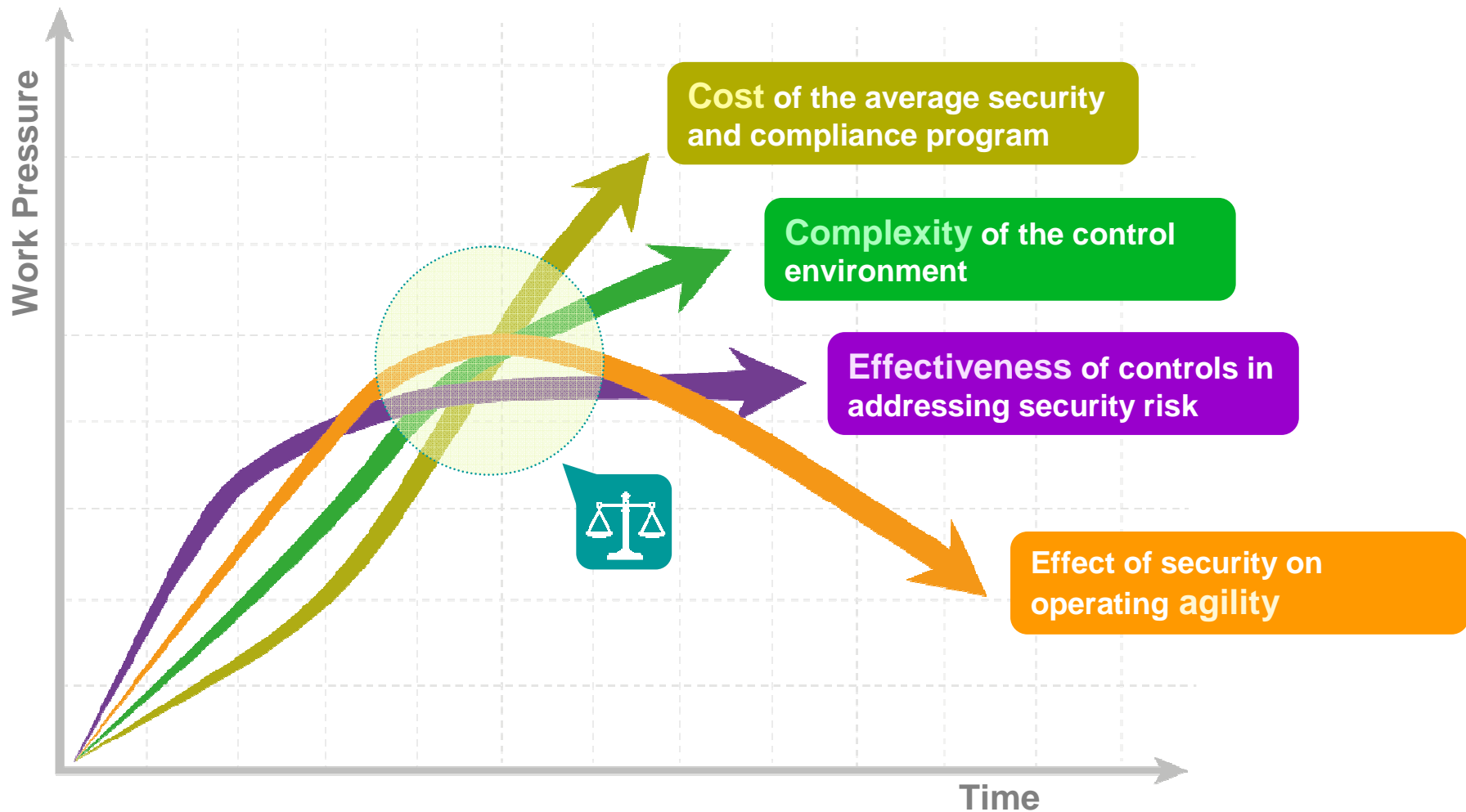


¹Chief information officer (CIO)
Source for statistics on this slide: IBM 2011 CIO study

Increased threats and compliance requirements require more automated, proactive approaches to security.



The IT security challenge: manage cost, decrease complexity, improve effectiveness and assure agility.



IBM Managed Security Services can help your organization better adapt to change.



Reduce costs

- Helps reduce ongoing security management costs by up to 55 percent in the first year¹
- Significant cost avoidance in hiring and training additional people to ensure proper network protection
- Helps reduce downtime, low productivity and loss of revenue due to security breaches and data loss

Manage risk

- Helps provide end-to-end security protection across all the "domains" of risk
- Can offer pre-emptive protection through IBM X-Force® Research, with guaranteed¹ security protection through managed security services
- Helps manage regulatory compliance requirements

Improve service

- Helps manage the complexity of the security landscape and industry expertise in evaluating security risk posture
- Helps increase operational efficiencies by reducing manual audit tasks



¹Based on an IBM analysis of previous client engagements; individual client results will vary.



IBM can offer a broad portfolio to help address a variety of business requirements.



Managed Security Services

- Managed and monitored firewall services
- Managed identity services
- Managed IPS¹ and IDS² services
- Managed UTM³ services
- Managed protection services for networks, servers and desktops

Cloud security services

- Hosted vulnerability management services
- Hosted security event and log management services
- Hosted IBM X-Force[®] threat analysis services
- Hosted managed e-mail and web security
- Hosted application scanning
- Hosted mobile device security management



Multiple device types and vendors supported

¹Intrusion Protection System

²Intrusion Detection System

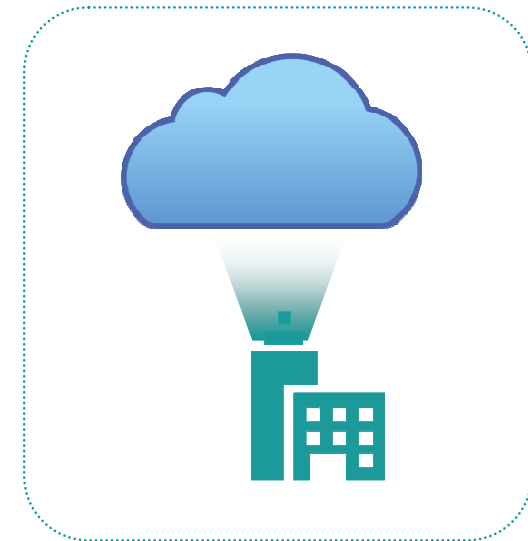
³Unified threat management

We already know the well understood benefits that cloud-based security services provide:



The value proposition for cloud-based security has become widely understood, creating interest and opportunity within even large enterprises.

- **Advantages relative to on-premise security software:**
 - Reduced up-front capital investment and deployment costs
 - Reduced on-going operational management costs
 - Quicker time-to-deploy and time-to-benefit
 - Ability to protect remote users and combine global analytics
- **Additional benefits of cloud-based security:**
 - Ability to standardize security capabilities on a single platform
 - Ability to centralize data in a mature environment
 - Ability to quickly consume software improvements
 - Frees resources to work on core business goals



Faster delivery, with reduced expense and complexity



IBM Managed Security Services are designed to be tightly integrated to help provide you with optimal value.



We can provide:

- Single view to overall security posture
- Integrated data sets across the entire breadth of services
- Correlation regardless of device type or vendor
- Integrated vulnerability management capabilities for improved accuracy and better protection
- Automated virtual patching capabilities for streamlined remediation
- Automated event escalation
- Built-in security intelligence and analytics through IBM X-Force®



IBM Managed Security Services can help you more quickly identify and solve critical security threats.



Over 4,000 clients have reduced their risk and costs by entrusting their protection to IBM.

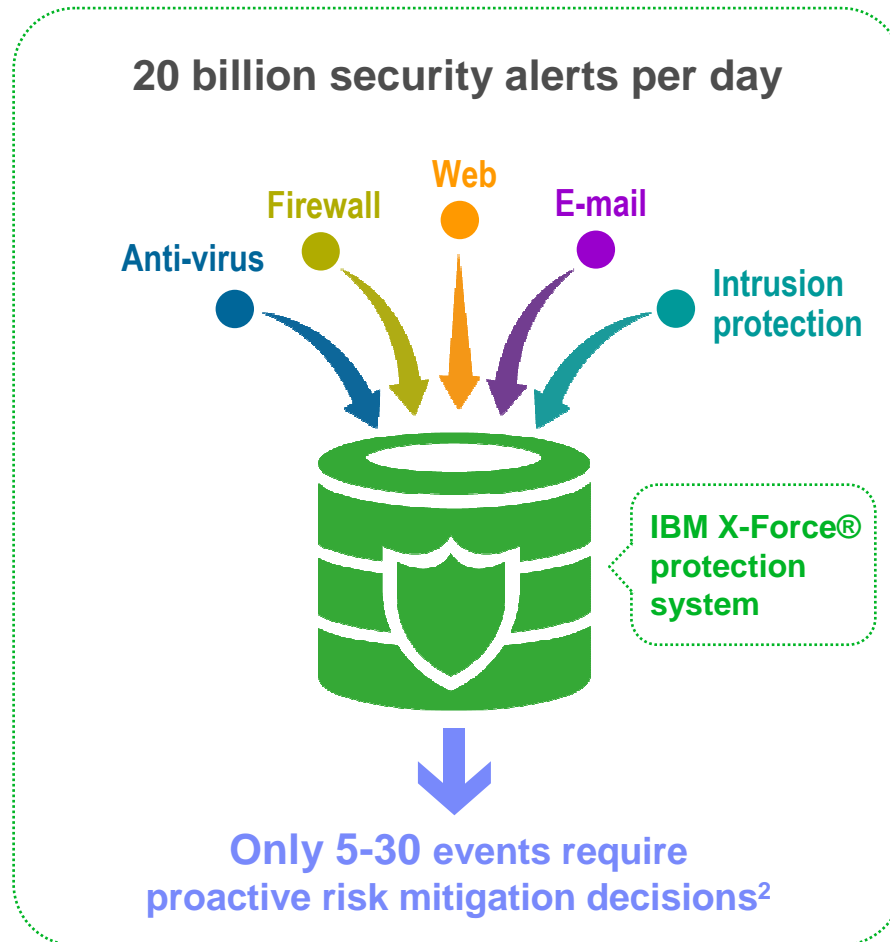
- 90 percent reduction in emergency response and patching activity¹
- Average 55 percent cost reduction versus doing it in-house¹

Real-time analytics and correlation

- Manage security alerts from many sources
- Handle 99 percent of events without human intervention¹
- Experts remediate an average of 5-30 new daily threats
- Protect against new threat remediation 30-plus days before market fixes are available

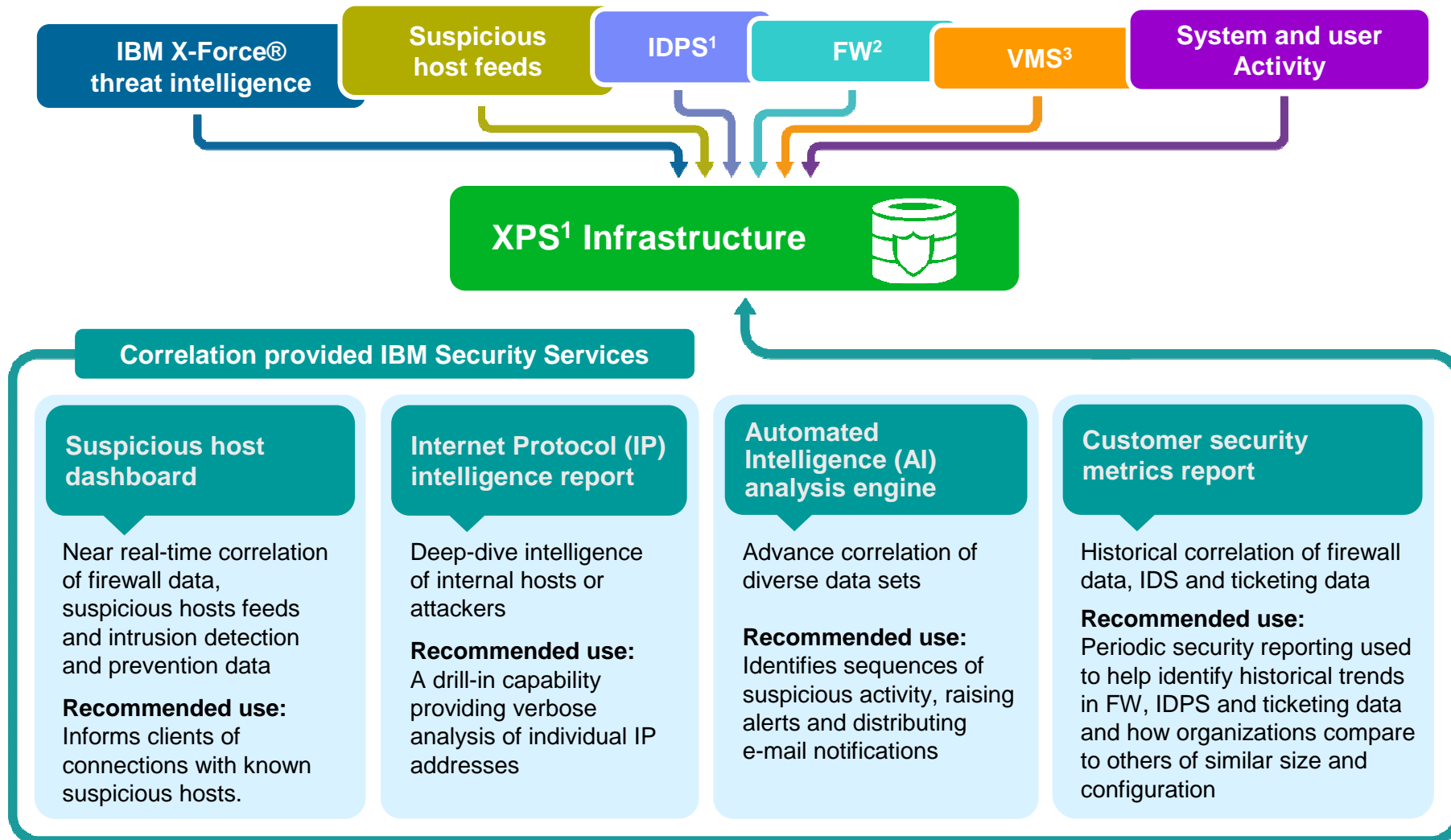
¹Based on an IBM analysis of previous client engagements; individual client results will vary.

²Based on internal IBM analysis





IBM Managed Security Services can help provide detailed threat and business analytics.



¹X-Force protection service (XPS), ²Intrusion detection and prevention system (IDPS), ³Firewall (FW), ⁴Vulnerability management system (VMS)

IBM's global security expertise is trusted by some of the world's most demanding companies.



- 9**
 Security operations centers
- 9**
 Security research centers
- 11**
 Security development labs
- 400**
 Security operations analysts
- 520**
 Field security specialists
- 941**
 Professional services security consultants
- 3,300**
 Strategic outsourcing security delivery resources



- Security Operations Centers
- Security Research Centers
- Security Solution Development Centers
- 3 x Institute for Advanced Security Branches

- 20,000-plus devices under contract
- 3,700-plus managed security services clients worldwide
- 9B-plus events managed per day
- 1,000-plus security patents*
- 133 monitored countries (MSS)

Next steps



To learn more about security from IBM, visit: ibm.com/security



Request a total cost of ownership review at no charge from your IBM sales representative



Request a client security readiness workshop at no charge from your IBM sales representative

Thank you for your time today.



For more information:

- ibm.com/cloud
- ibm.com/security

Contact:

Martin Biggs

+65 6418 1998

martin@sg.ibm.com