



Enabling secure business on the Internet.



Simplified security for e-business

Global business is rapidly being reshaped by the Internet—to the point that being competitive today requires transforming your business model to take advantage of all the Web has to offer. Are you ready to tackle the promise and the threat of the Web?

You've heard the promises of profitability through e-business. Success stories are on the cover of every business journal that comes across your desk. But what about the risks associated with conducting e-business?

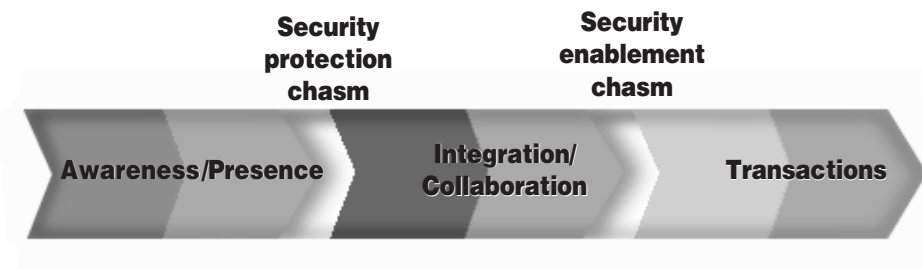
As your company's Web site evolves from a simple source of information to a site where full-fledged business transactions occur, your security risks increase—as do your revenue opportunities.

As you transform your site to better serve customers, you can provide them with services like order status reports and technical support—in addition to the

detailed product information you already offer. Soon, you're accepting and processing transactions online. Sharing your business-critical data with the world significantly increases the security pressures placed on your organization. Unauthorized use of your system, network resources and information, whether external or internal, is a clear threat. And the cost associated with ensuring network security is another major concern.

Successful businesses turn risks into assets. Why not use information systems security as a strength, rather than an inhibitor? Let security empower your e-business, while enabling and protecting strong new business relationships.

Through secure e-business practices and policies, you can keep your security promises to your customers, suppliers and business partners. But most of all, you can protect yourself—from financial loss, loss of public trust and theft.



As your business evolves from maintaining a simple Web presence to conducting full-fledged transactions on the Web, your need for a comprehensive security solution becomes critical to your e-business success.

IBM SecureWay FirstSecure

IBM SecureWay® FirstSecure provides the powerful, reliable security foundation that must underlay all successful e-business ventures. FirstSecure is a comprehensive security solution with integrated components that help you quickly and securely deploy e-business applications. The unique advantage of FirstSecure is that it lets you define a single security policy that you can apply across your business—without changing applications.

Security policy—critical to cohesive security

Just as a company initiative without the strong backing of upper management will typically fail, so will the security of a company's information technology without the backbone of a solid security policy. In fact, many security breaches result directly from the lack of a well-defined, centralized security policy. In a 1998 survey by PricewaterhouseCoopers of 1,600 information professionals, 73 percent reported security breaches during the previous year, but fewer than one in five had a comprehensive security policy.

A strong security policy determines—down to a fine level of detail—who is allowed to access which data and applications over which networks. For example, you can prevent your suppliers from accessing your customer files.

Security policy can also establish a comprehensive procedure to detect and handle suspicious activities—originating inside or outside of your network. The complexity of this policy implementation is compounded by the number of unrelated applications and technologies most businesses rely on—resulting in increased costs when you try to integrate these tools under one security umbrella.

With a policy director software component, you can centrally define your enterprise security policies, making them available to every critical part of your e-business to act upon as necessary. This way, your security policy can be enforced reliably and consistently throughout your enterprise.

Trusted e-business

When you're dealing with business partners, suppliers and customers invisibly, how do you know who you're really dealing with? Passwords and PINs are not adequate defenses to assure trustworthy relationships; they're too easily compromised by unethical parties. Enterprises that routinely conduct e-business typically rely on several elements to establish trustworthy communication:

- To prove that transactions are issued by trusted organizations, electronic credentials—called digital certificates—are used. These certificates are similar to passports issued by governments, except that digital certificates are issued and authenticated by a Certificate Authority (CA).

- To prove that messages were sent by a particular person or entity, digital signatures are used. Digital signatures can provide an audit trail for electronic transactions, preventing any party from denying that the transaction occurred.
- To provide a trusted environment for e-business, digital certificates and signatures are used together, employing public key infrastructure (PKI). PKI is a standard set of technologies that uses sophisticated encryption to protect information.

FirstSecure provides a comprehensive solution to register and certify the identity of e-business participants, enabling e-business transactions to travel across organizational boundaries with privacy, security and confidence.

Be proactive—stop security breaches before they happen

The number of security breaches has increased dramatically over the past few years. Security attacks from hackers and computer viruses have also become more sophisticated. To counter these forces, you require powerful protection. The FirstSecure solution uses cutting-edge technologies to build protection into every layer of your business systems. So you can detect, log and respond to attack attempts proactively—before they cause damage.

E-mail content—why all the fuss?

You can have a network as secure as the Pentagon but still suffer financially if you lose trade secrets. Imagine an employee who innocently sends a sales proposal to a friendly former employee, just to ask his opinion—then, the former employee goes to your competitor with this valuable information.

All the fuss surrounding e-mail content is indeed well-founded. E-mail has generated cases involving defamation, tampering with evidence, breach of contract, harassment, misrepresentation and intellectual property theft.

Despite its risks, e-mail is the preferred communication method for enabling e-business. To guard against the risks, you must implement properly written e-mail policies, then enforce those policies with a proven software product. FirstSecure can help reduce the risks of e-mail through techniques such as lexical scanning and automatic tracking of critical e-mail correspondence.

Security simplification

Security is complex—there is no way to avoid this fact. Most companies have adopted various proprietary technologies and installed point products from multiple vendors—making security and policy management difficult due to

interoperability and a multitude of complicated tools. Creating a security policy is time-consuming, and implementation costs often skyrocket.

Yet, viewing security as a burden is something your business can no longer justify. With IBM FirstSecure, you can take the positive view of security—turning security into an e-business enabler. Rather than using point products from different vendors, you can turn to FirstSecure for a one-stop solution. With FirstSecure, you get a mechanism to integrate modular, interoperable security components with your existing network, creating a comprehensive security foundation for your enterprise.

A single solution

FirstSecure integrates enhanced Web technologies at a price that balances risk reduction with security costs. This solution takes advantage of policy-based, distributed security and helps to exploit the promises of the Internet—so you can take your company to the height of your e-business expectations.

For more information

To learn more about IBM SecureWay FirstSecure, visit:

www.ibm.com/software/security/firstsecure



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9-99

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G325-3878-00