Security as a Service / Cloud Security: Just a Hype?

Pim van der Poel, Regional Sales Manager EME & DACH
## IT solution priorities by vertical market

<table>
<thead>
<tr>
<th>Priority</th>
<th>#1</th>
<th>#2</th>
<th>#3</th>
<th>#4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>Security</td>
<td>Storage Software</td>
<td>BI &amp; Analytics</td>
<td>Content/Document Management</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Security</td>
<td>ERP</td>
<td>Storage Software</td>
<td>Content/Document Management</td>
</tr>
<tr>
<td>Retail/Wholesale</td>
<td>Security</td>
<td>Storage Software</td>
<td>Content/Document Management</td>
<td>ERP</td>
</tr>
<tr>
<td>Telecommunications and Media / Printing &amp; Publishing</td>
<td>Storage Software</td>
<td>Security</td>
<td>ERP</td>
<td>Content/Document Management</td>
</tr>
<tr>
<td>Transportation</td>
<td>Security</td>
<td>Content/Document Management</td>
<td>BI &amp; Analytics</td>
<td>Storage Software</td>
</tr>
<tr>
<td>Utilities / Oil &amp; Gas</td>
<td>Security</td>
<td>Storage Software</td>
<td>Content/Document Management</td>
<td>ERP</td>
</tr>
<tr>
<td>Business Services</td>
<td>Security</td>
<td>Storage Software</td>
<td>Content/Document Management</td>
<td>BI &amp; Analytics</td>
</tr>
<tr>
<td>Government and Education</td>
<td>Security</td>
<td>Storage Software</td>
<td>Content/Document Management</td>
<td>UC / Collaborative</td>
</tr>
<tr>
<td>Healthcare</td>
<td>Security</td>
<td>Storage Software</td>
<td>Content/Document Management</td>
<td>BI &amp; Analytics</td>
</tr>
<tr>
<td>Total</td>
<td>Security</td>
<td>Storage Software</td>
<td>Content/Document Management</td>
<td>ERP</td>
</tr>
</tbody>
</table>

Source: IDC “Post Crisis: improving business environment and the IT market” Oct, 2010
The Security Pressure Point

IT Priorities for 2010
IDC WE Survey

What Do CIO’s Want?

- Improve IT service levels & quality: 2.41
- Improvement of IT security: 2.38
- Reduction of overall IT cost: 2.29
- Implementation of business...: 2.24
- Consolidation of IT infrastructure: 2.23
- Business intelligence & analytics: 2.22
- Support for new business...: 2.18
- Virtualization of IT Infrastructure: 2.15
- Compliance & governance: 2.14
- Improvement of IT processes: 2.11
- Cloud services / SaaS: 1.89
- IT Outsourcing: 1.84
The Security Pressure Point

- Increasing Network Complexity
- Increasing operational costs to manage risk
- Reducing security skills due to training de-investment

- Reduce your security costs but still reduce risk
- Security has to enable our business, not stop it.
- Enable our employees to be productive from anywhere
Cisco’s Security Vision
Architecture for Borderless Network Security

Policy (Access Control, Acceptable Use, Malware, Data Security)
Traditional Cloud Drivers

OpEx vs. CapEx

Predictable Costs

Center Footprint

Efficiency
What Does The Cloud Mean To The IT Staff?

“C’mon, c’mon — it’s either one or the other.”
Dispelling the Myths

1. Security
2. Control
3. Scalability
4. Inflexible
5. Unproven
Myth 1: Cloud = Less Effective Security
The SaaS Platform

- Speed
- Depth
- Accuracy

Security
Benchmarking

Number of Data-theft trojans blocked in April 2010

Blocks per user

- Customer
- Industry
- All US Customers
- Global Customers

ENTERPRISE CUSTOMERS
Zero-day Protection with Outbreak Intelligence

Highly Parallel Content Scanning

Outbreak Intelligence Runtime

Malware Outbound Communications Blocked

META SCANNER

Real Time Harvesting of Data

Deploy New & Improved Scanlets

ScanSafe Security Threat Alert Team

Largest Web Usage Dataset

Billion of Web Requests Per Day

Automated Machine Learning

OutBreak Intelligence LAB

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Myth 2: Cloud = Loss of Control

- **Data**
  - More granular (83 attributes)
  - Quicker to access/analyze (av. 1s)
  - Easier to tailor access
  - 4B requests mined daily

- **Policy**
  - Quicker to apply (one minute)

- **Relevance**
  - Implicit usability

- **Benchmarking**
  - Global view = network effect
Benchmarking...

Time Spent Viewing Facebook

Daily minutes per user

- **Customer**
- **Industry**
- **All US Customers**
- **Global Customers**

SMB CUSTOMER
And what is that time being spent on?

- FarmVille: 68 mins
- Mafia Wars: 52 mins
- Cafe World: 36 mins
- MindJolt: 13 mins
- Treasure Isle: 19 mins
- Zoo World: 18 mins
- FishVille: 10 mins
Myth 3: Cloud = Will Not Scale for Enterprise
Global Footprint
Reach, Reliability, Elastic

- 19 data centers Worldwide
- Customers in 100 countries
- 100% uptime over 6 years
- Uptime and efficacy SLAs
- Four billion web requests per day
- 20,000+ Real-time Reports
Cloud Benefits

- Multi-tenant, purpose built
  - Capacity on-demand
- Redundant, scaled, distributed platform
  - Horizontal scaling model & shared-nothing architecture
- Increased deployment flexibility
- Benefit from scale – security and economics
  - Network effect of real-time traffic analysis
  - Reporting that leverages cloud computing + cloud storage
- Global platform for roaming users
Enterprise Customers

Shell
IKEA
ROTHSCHILD
HIITACHI
BACARDI
ZEISS
Disney
Paul Smith
AkzoNobel
SUBARU
FRANKE
Lilly
Henkel

We make it visible.
Myth 4: Cloud = Inflexible

"Can't touch my toes without bending my knees, Doctor!"

© Original Artist
Cisco Security Portfolio
Diversified Delivery and Service Portfolio

Security Enforcement Engines

Access Control
Regulating Services and Applications

Acceptable Use
Filtering and Controlling Content

Data Security
Protecting Information and Access

Threat Protection
Stopping Malware and Attacks

Delivery Platforms

VM Software
Virtual Images On-premise

Appliances
Dedicated Appliances On-premise

Cloud
Cloud-based, SaaS Infrastructure

Hybrid
Divided Control, On-premise and Cloud-based

Managed
Fully-managed, On-premise
Secure Mobility Future – Hybrid Security

- Internet traffic secure through web security cloud service
- Corporate traffic secure through tunnel and Web Security Appliance
- Consistent Policy and Monitoring
Myth 5: Cloud is Unproven
Myth 5: Cloud is Unproven

- The shift creates a $90bn opportunity by 2011 (12% of a $750bn software market)\(^1\)

- First thought to be limited to business applications like payroll, CRM, ERP and productivity apps

- Now clear that applicable to mission critical infrastructure applications like SECURITY

- SaaS SWG expected to grow to 25% of the market by 2013 (Gartner)
Increase Security but Lower Costs?

1. Discuss YOUR environment with your Cisco AM
2. Calculate your TCO savings with Cisco / ScanSafe Web SAAS
3. Get a FREE 30 day Evaluation
Thank you.
Web Security: The Next Generation

Hrvoje Dogan – Consulting Systems Engineer, Security, Emerging Markets East
Rich Acceptable Use
Next Generation Web Usage Controls

Rich AUP Controls

- User Identity
- List-based URL Filtering
- Time-Based Controls
- Dynamic URL Filtering
- Bandwidth Controls
- Application Visibility
- Deep Controls

6.0
6.3
7.0+
Application Visibility and Control

Granular control over HTTP, HTTP(s), FTP applications

Dynamic signature updates maintained by Cisco SIO

Access Control Policy
Instant Messaging
Facebook: Limited Apps
Video: 512 kbps max

Access Control Violation
File Transfer over IM
Facebook Chat, Email
P2P

Granular Control over Application Usage
AVC
NEW Applications Update

October

November
New Application Type: Facebook

Access Policies: Applications Visibility and Control: Global Policy

<table>
<thead>
<tr>
<th>Application Type</th>
<th>Default Action for Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Monitor</td>
</tr>
<tr>
<td>Instant Messaging</td>
<td>Monitor</td>
</tr>
<tr>
<td>Media</td>
<td>Monitor, Bandwidth Limit: No Bandwidth Limit</td>
</tr>
<tr>
<td>P2P / File Sharing</td>
<td>Monitor</td>
</tr>
<tr>
<td>Presentation / Conferencing</td>
<td>Monitor</td>
</tr>
<tr>
<td>Social Networking</td>
<td>Monitor</td>
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Edit Facebook Controls

To identify some applications, inspection of HTTPS content may be required. For best efficacy, enable the HTTPS Proxy, then select the option that enables decryption for application visibility and control (see Security Services > HTTPS Proxy).
Facebook Granular Controls

- Chat
- Messages (Email)
- Events
- Notes
- Video
- Photos
- Places
- 3rd Party Applications
Facebook Granular Controls “Applications”

- Business
- Community
- Education
- Entertainment
- Games
- Sports
- Other
- Utilities

Control 75K+ Facebook Applications
New Application: Twitter

**Edit Applications Settings**

To identify some applications, inspection of HTTPS content may be required. For best efficacy, enable the HTTPS Proxy, then select the option that enables decryption for application visibility and control (see Security Services > HTTPS Proxy).

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<td>Social Networking</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
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</table>

**Set action for application Twitter**

- Use Setting from Type (Monitor)
  - Monitor
    - Block posting to twitter
    - Block posts using third-party clients
    - Block Unsupported third-party Applications

- Block

[Edit all...]

[Edit Twitter Controls]
Turbo Charging the WSA
Tesla & Shasta Release in October

“Whitney”
AsyncOS 7.0 for Web
- Web AVC, Secure Mobility, SaaS Access Controls, Sophos
- No Centralized Mgmt

“Shasta”
AsyncOS 7.1 for Web
- Whitney features PLUS
- On-box reporting enhancements
- Centralized management & reporting support

“Tesla”
AsyncOS 7.2 for Mgmt
- Centralized reporting & tracking
- Centralized management of Shasta
Web Security Management

Until Now

Cisco IronPort S-Series
Policy Control
Threat Reporting

Cisco IronPort S-Series
Centralized Policy Management
Delegated Administration

Cisco IronPort S-Series
Sawmill for IRONPORT
Centralized Reporting
In-Depth Analysis

Cisco IronPort M-Series
Insight

Cisco IronPort M-Series
Control

Cisco IronPort M-Series
Peace of Mind
Web Security Management

Next generation…

Cisco IronPort S-Series

Policy Control
Security and HR Reporting

Cisco IronPort S-Series

Centralized Policy Management
Delegated Administration
Centralized Security and HR Reporting

Cisco IronPort M-Series

Insight
Control
Peace of Mind
A snapshot of client activity

Detailed search results

- Understand user behavior
- Identify anomalies

<table>
<thead>
<tr>
<th>Time</th>
<th>Details</th>
<th>Items per page</th>
<th>Detailed search results</th>
</tr>
</thead>
</table>
Address privacy concerns

User name obfuscation

- Privacy requirements vary by company and countries
- Turn off names across all reports
- “Special” administrator (SMA admin) can look at names
NEW “Rip Out Blue Coat” Promo
Upgrading Your Security

FREE Sophos Anti-virus and Webroot Anti-Spyware upgrade for current Blue Coat customers – limited time offer until January 20, 2011!

- Web Usage Controls
- Web Reputation Filters
- **Sophos Anti-Virus**
- **Webroot Anti-Spyware**

Buy This

Get These FREE!
NEW “Replace McAfee” Promo
Upgrading Your Security

Buy a 3-year license, get 4th year FREE for current McAfee customers – limited time offer until January 20, 2011!

- Applicable for all appliance and hosted e-mail offering
- Minimum e-mail bundle: SQR
  - Minimum Web bundle: DBE
  - McAfee Proof of Purchase required
Registrujte se za Cisco Live Networkers u Londonu ili Bahreinu!
Više informacija na:
http://www.ciscolive.com/
Thank you.