You Can’t Teach an Old Dog New Tricks
The fallacy of the ‘Secure Perimeter’ approach

Webinar, Tuesday June 23rd 2015
Agenda

- Introductions & “House Rules”
- Effective Data Protection Requires Change
- Tackle the compromised security perimeter via Data-centric information security
- RightsWATCH Live Demo
- Questions & Answers
Introductions

Eric Hanselman

Eric is the Chief Analyst at 451 Research. He has an extensive, hands-on understanding of a broad range of IT subject areas, having direct experience in the areas of networks, virtualization, security and semiconductors. He coordinates industry analysis across the broad portfolio of 451 research disciplines.

Rui Melo Biscaia

Rui serves as the Director of Product Management for Watchful Software, and is responsible for the company's product direction and go-to-market
Some “House Rules”

- You are muted centrally. You don’t need to mute/unmute yourself
- This webinar is being recorded. The recording will be available tomorrow at www.watchfulsoftware.com
- The Q&A session will be at the end
- You are welcomed to enter questions anytime, using the Chat feature in the GoToWebinar Control Panel
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*Effective Data Protection Requires Change*

Eric Hanselman, Chief Analyst
Security Protections are More Critical Than Ever

Too many examples of data breaches
- The world has changed
- Protections have to change
- Data is the most valuable asset and the easiest to lose
We’re Still Buying Lots of Security

Budgets and purchasing expectations are up

But We’re Changing What We Buy

Chasing effective mitigations

Q. How will your spending on this technology change in 2015 as compared to 2014? n=210 to 213. Data from respondents not using the technology or that don't know about spending are hidden.

<table>
<thead>
<tr>
<th>Technology</th>
<th>Less Spending</th>
<th>About the Same</th>
<th>More Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Device Management</td>
<td>3%</td>
<td>41%</td>
<td>31%</td>
</tr>
<tr>
<td>Application-aware/Next-gen Firewall</td>
<td>8%</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>Security Information Event Management</td>
<td>4%</td>
<td>40%</td>
<td>27%</td>
</tr>
<tr>
<td>NIDS/NIPS</td>
<td>10%</td>
<td>53%</td>
<td>27%</td>
</tr>
<tr>
<td>Event Log Management System</td>
<td>5%</td>
<td>47%</td>
<td>25%</td>
</tr>
<tr>
<td>Endpoint Data-loss Prevention Solutions</td>
<td>1%</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>IT Sec Training/Edu/Awareness</td>
<td>1%</td>
<td>47%</td>
<td>18%</td>
</tr>
<tr>
<td>Network Data-loss Prevention Solutions</td>
<td>1%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Web Application Firewall</td>
<td>2%</td>
<td>26%</td>
<td>15%</td>
</tr>
<tr>
<td>Anti-DDoS</td>
<td>1%</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td>Antivirus/Endpoint Security</td>
<td>4%</td>
<td>77%</td>
<td>11%</td>
</tr>
<tr>
<td>Anti-spam/Email Security</td>
<td>6%</td>
<td>73%</td>
<td>9%</td>
</tr>
<tr>
<td>Patch Management</td>
<td>3%</td>
<td>74%</td>
<td>9%</td>
</tr>
<tr>
<td>Threat Intelligence</td>
<td>2%</td>
<td>28%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Focusing On Data for Effective Controls

Encryption has to be applied effectively
▪ Integrating encryption into use
▪ Becoming transparent to users
▪ Scalable policy controls
  ▪ Long standing data classification complexity
  ▪ Delegating policy elements
▪ Dealing with transition
  ▪ Protections for existing data
Q. Since you are using encryption, where is encryption used within your organization? Check all that apply. n=169.

<table>
<thead>
<tr>
<th>Encryption Type</th>
<th>Usage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laptops</td>
<td>80%</td>
</tr>
<tr>
<td>Hard Drives</td>
<td>60%</td>
</tr>
<tr>
<td>Email</td>
<td>55%</td>
</tr>
<tr>
<td>Public Cloud Data</td>
<td>7%</td>
</tr>
<tr>
<td>Database</td>
<td>4%</td>
</tr>
<tr>
<td>Data at Rest</td>
<td>4%</td>
</tr>
<tr>
<td>Mobile Devices</td>
<td>3%</td>
</tr>
<tr>
<td>Network Connections</td>
<td>2%</td>
</tr>
<tr>
<td>Data in Motion</td>
<td>2%</td>
</tr>
<tr>
<td>USB Drives</td>
<td>2%</td>
</tr>
<tr>
<td>Server</td>
<td>1%</td>
</tr>
<tr>
<td>Private Cloud Data</td>
<td>1%</td>
</tr>
<tr>
<td>Internet Traffic</td>
<td>1%</td>
</tr>
<tr>
<td>File</td>
<td>1%</td>
</tr>
<tr>
<td>Hardware</td>
<td>1%</td>
</tr>
<tr>
<td>Backup Tapes</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Information Security Wave 17 © 2015 451 Research LLC.
To be Effective, There Has to be Visibility

Traditional tools are challenged
- Fewer points to observe
  - Increasing encryption use
- Mobile users are beyond view and controls
- Activity-based controls face user resistance

*We have to look to different ideas for protection*
Introductions & “House Rules”

Effective Data Protection Requires Change

Tackle the compromised security perimeter via Data-centric information security

RightsWATCH Live Demo

Questions & Answers
Tackle the compromised security perimeter via Data-centric information security

Rui Melo Biscaia, Director of Product Management
Insider Threat

- It’s not a matter of ‘if’ but ‘when’
- It’s not really about databases anymore
- Hackers aren’t the greatest threat
- This doesn’t have to keep happening

Well Intentioned Insider

- Accidental disclosure (e.g., via the internet)
- Malicious code
- Improper or accidental disposal of records or portable equipment

Malicious Insider

- Disgruntled employee
- Profit-seeking employee
- A Former employee
Data-centric Security

GOVERNANCE

CLASSIFICATION

PROTECTION

LOSS PREVENTION
Data-centric Security

- To decrease liability
- To enhance compliance
- To uphold policies
- To apply policies

GOVERNANCE
CLASSIFICATION
LOSS PREVENTION
PROTECTION
New Perimeter Spectrum

- **Identify**
  - Dynamic Engine
  - Rules based on content, context, and metadata

- **Classify**
  - Governs access, usage, and markings
  - Tied to company established compliance policy

- **Mark/Tag**
  - Watermarks, headers, and footers
  - Disclaimers and metadata tags

- **Protect**
  - Strong encryption, tied to use credentials
  - All rights managed

- **Track Report**
  - All activity logged, tracked, reported
  - Centralized database

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