

Advanced cyber-threats need advanced solutions

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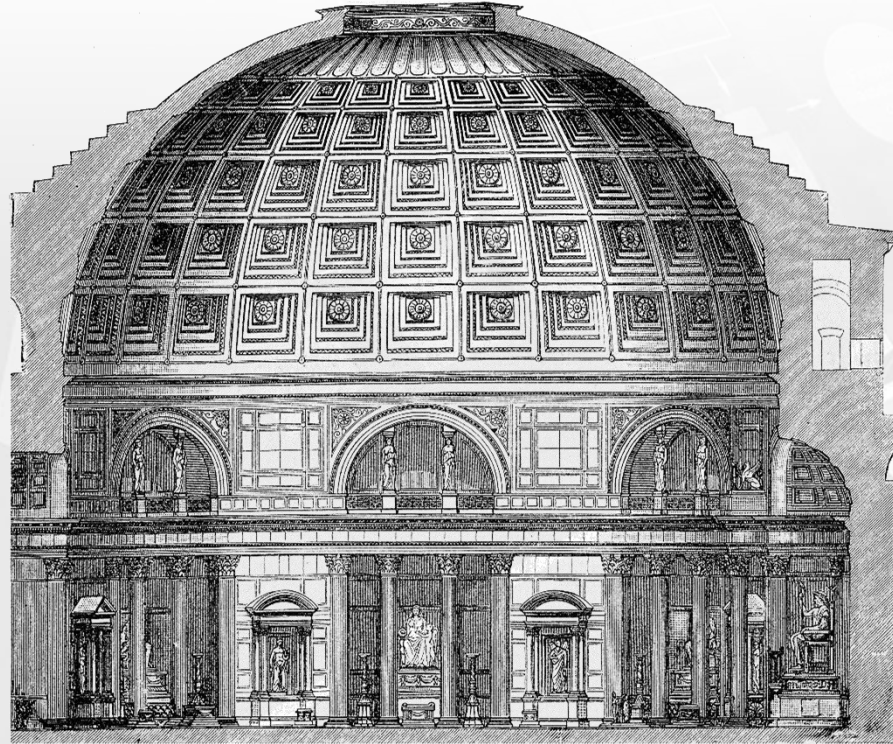
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Human Centric Innovation

Digital Co-creation









Sector Specifics



Automotive

- Telematics
- In-vehicle entertainment
- Navigation
- Safety services
- Concierge services
- Remote diagnostics
- Personalized insurance



Manufacturing

- Supply chain management
- Geo-fencing
- Machine diagnostics
- Inventory control
- Industrial automation control
- Equipment monitoring



Retail & Finance

- Smart payments, cards
- Point of Sale terminals
- ATM
- Vending machine monitoring
- Digital signage and electronic billboards



Healthcare

- Home healthcare and hospital patient monitoring
- Remote telemedicine & physician consultation
- Body sensor monitoring



Utilities

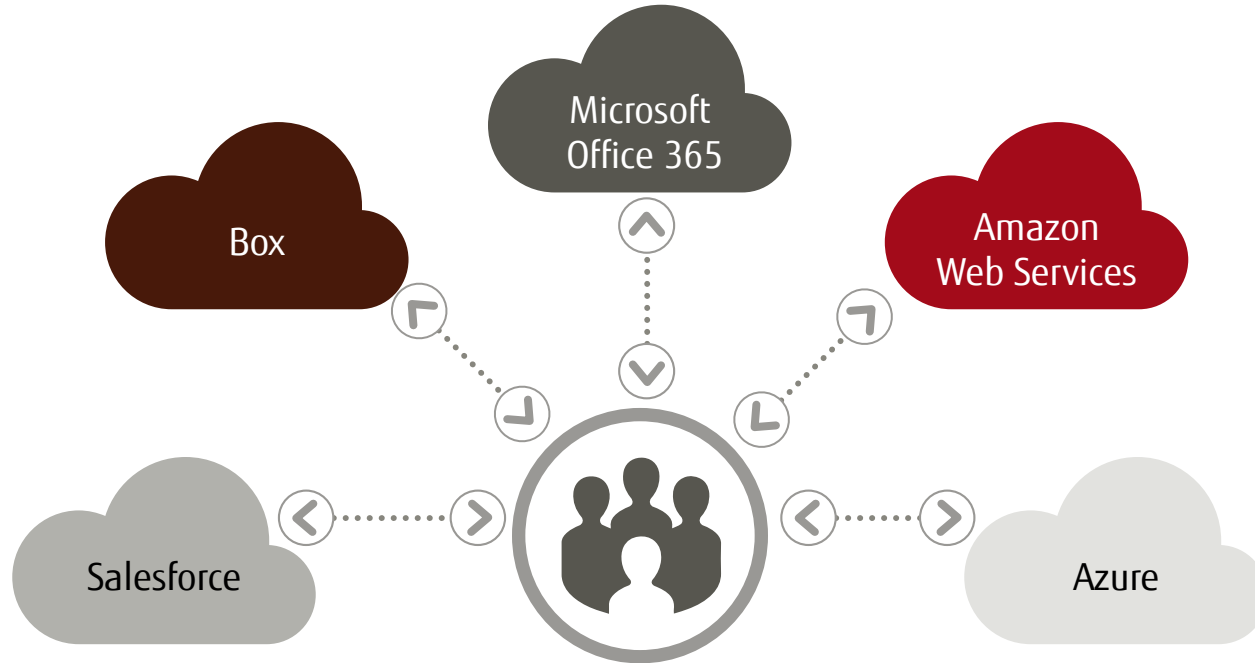
- Meter reading
- Industrial controls
- Pro-active alerts
- Smart Grid applications
- Remote temperature control



Consumer Services

- Smart home appliances
- Connected home
- Video feed monitoring

Applications and Data Are Moving to The Cloud



Privacy **Most** Important When Customers Choose Products or Services



Keeping your data safe and secure

88%



Delivering quality products / services

86%



Delivering great customer service

82%



Treating their employees and suppliers fairly

69%

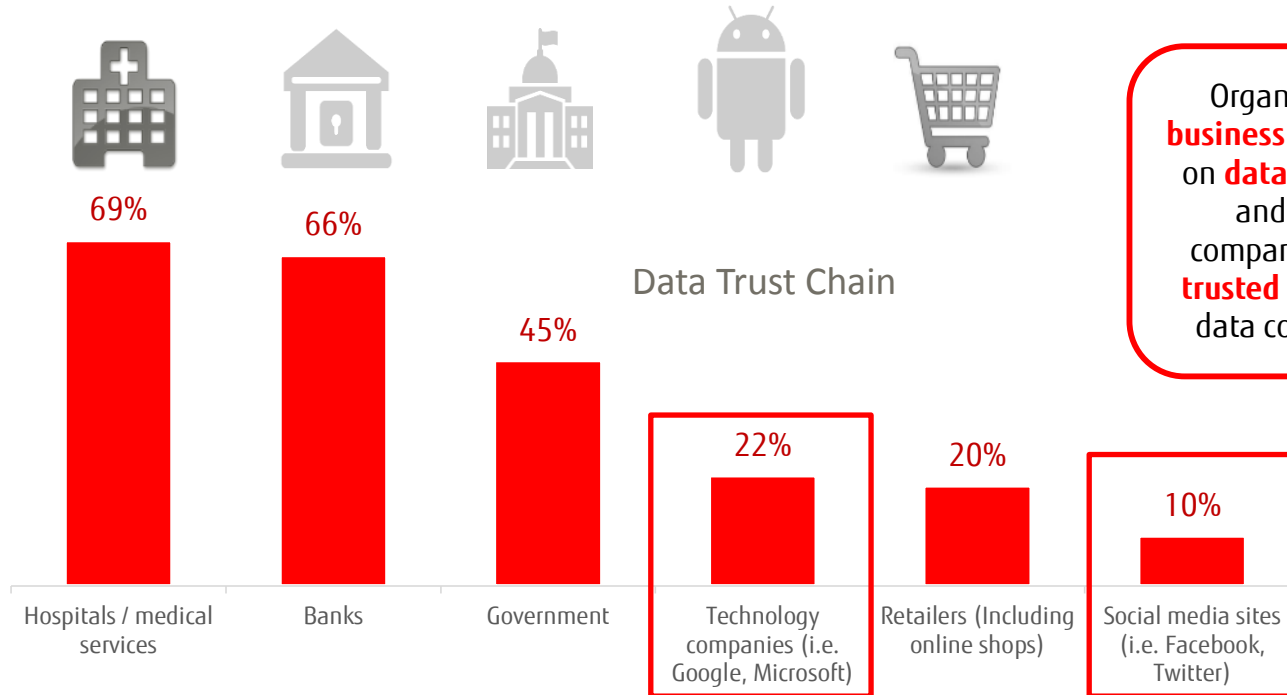


Being environmentally friendly

56%



Consumer Trust and Technology



Organisations whose **business models** are based on **data** (tech companies and social media companies) appear **less trusted** to keep customer data completely secure

Cloud Security Considerations



Ensure Governance and Compliance



Protect Cloud Interactions



Protect Information



Protect & Manage Infrastructure

Private

Public / IaaS

Public / PaaS

Public / SaaS



It's all good, it's all under control...

.... mostly



What should the focus be – objectivity



"It's all about organisational objectives .. but it always has been"

The object is still to be more successful than your competitors.. It's just that the ecosystems have evolved out of all recognition:

- Organisational complexity
- Permeability
- Pace
- Loss of direct control
- Barriers to entry for challengers lowered
- Opportunities for change

The risk surface is expanding... and there is no sign it is about to let up anytime soon.

Next Gen Threat – is it new and improved?



Old World – one of the below ... usually cock-up or attack

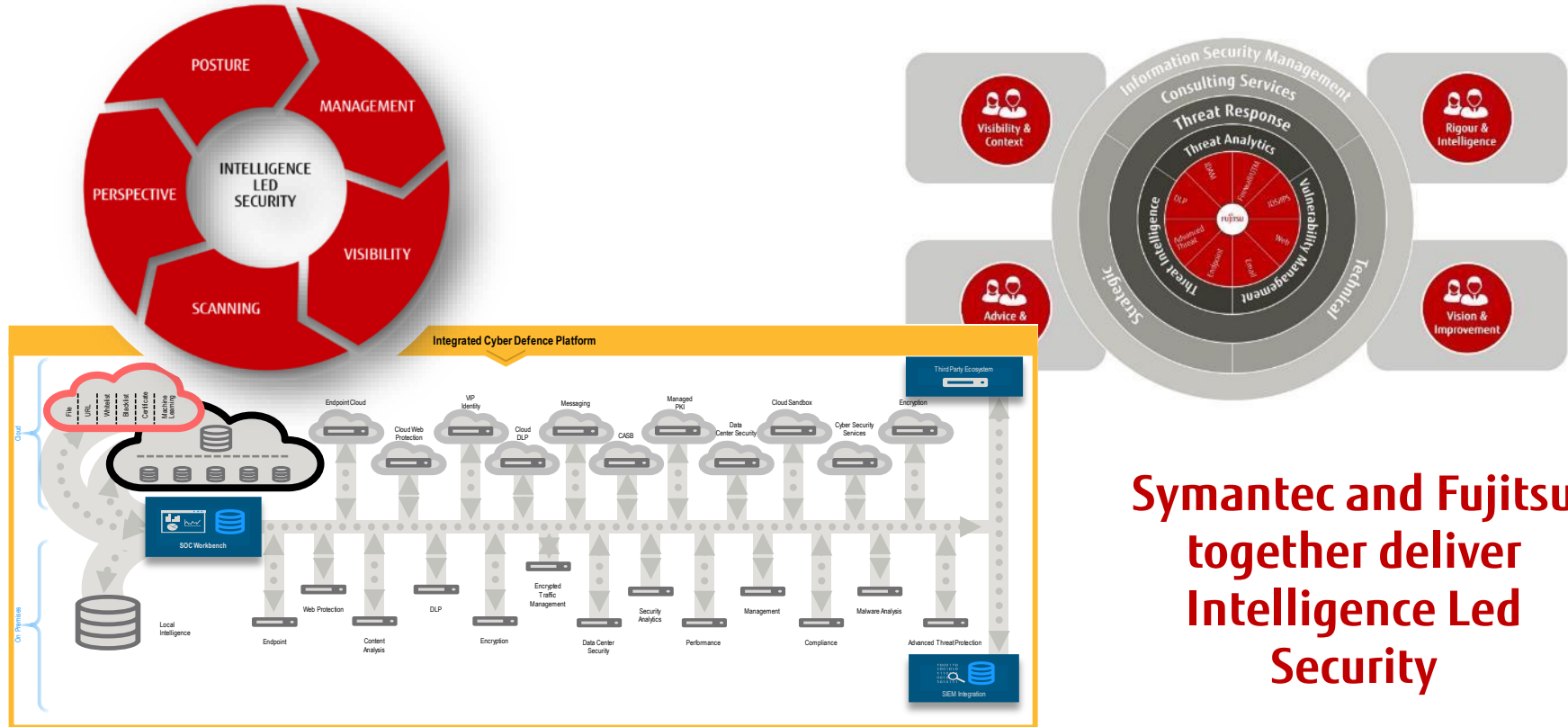
	Non-malicious	Malicious
External	<ul style="list-style-type: none">• Accidental Pen test (Wrong IP block entry)• Accidental service provider take-down• Failure of service provision	<ul style="list-style-type: none">• External attacks to penetrate• External attacks to disrupt• Reputational attacks• Ransom / Blackmail• Phishing• Business E-mail Fraud
Internal	<ul style="list-style-type: none">• Mistake• Out of band /out of policy / out of procedure change• Upstream take down /change affecting other dependent systems	<ul style="list-style-type: none">• Vendetta!• Disgruntled employee• Legitimate insider route for malicious intent• Paid to share / reveal• Blackmail

New World – **all of the above**... plus hostile presence

Taking a different approach



Enterprise & Cyber Security



**Symantec and Fujitsu
together deliver
Intelligence Led
Security**

How Fujitsu can help



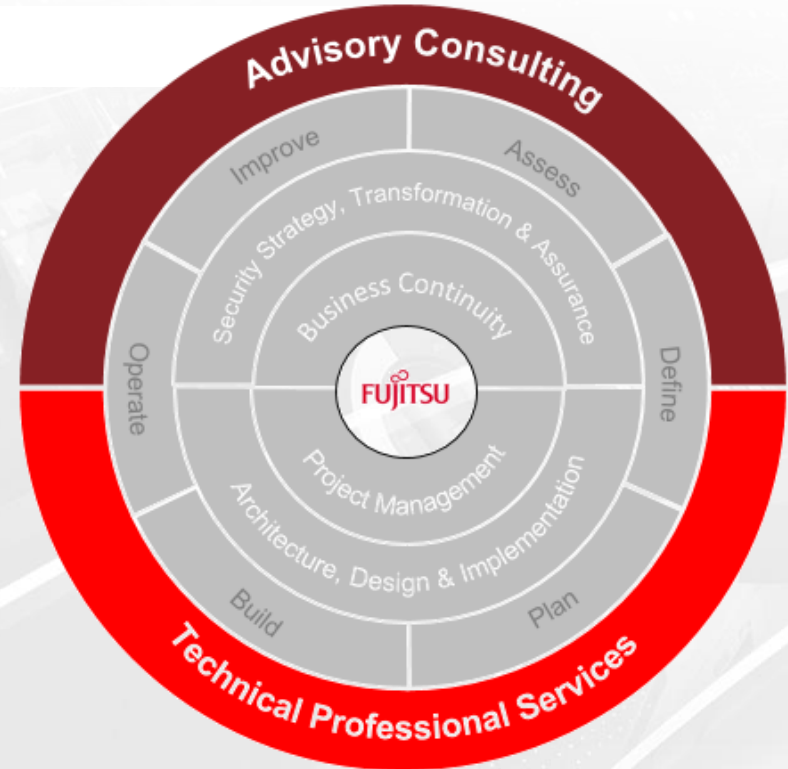
Advisory Consulting Services

- Independent, objective advice to support our customers in understanding security requirements and setting the strategy to address them.
 - Consultants discuss Business problems and work with you to define enhanced Business solutions addressing security needs



Technical Professional Services

- Architect, design and implementation of Third Party Alliance Partner Security technologies.



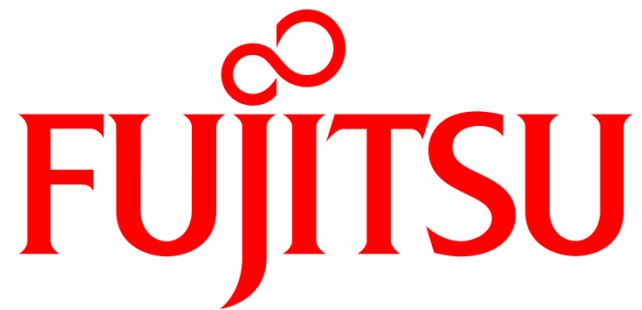
What does this look like?



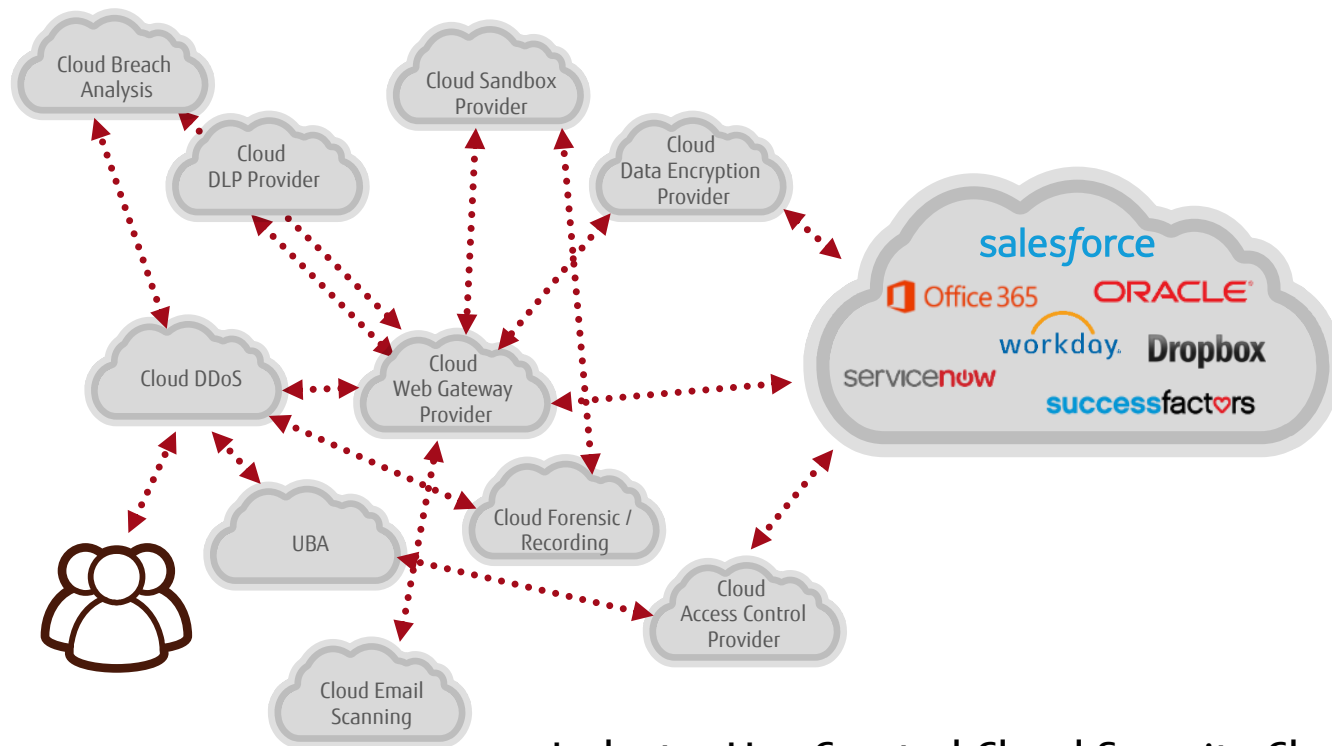
Paradox: Going faster over unknown ground

- 'Build it in' ... we are getting to the point where it is not possible to 'bolt it on'
- Orchestration ... knowing when to take greater care and integrating activities
- Dynamic .. Expect to change ... plan for change
- Hygiene & Resilience ... sensible cleanliness and 'business immune systems'
 - Looking for the needle in the stack of needles
 - Biomimicry and the rise of the machines

Most important - the ability to take a step back and gain a further level of context to the decision making process.



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Complications of Cloud Adoption

- Who Owns the Comprehensive Service Level Agreements
- Single Pane of Glass?
- Redundancy & High-Availability?
- Vendor Compatibility?

Industry Has Created Cloud Security Chaos

Gaining Control of the Cloud



Visibility

...know what is running / stored where...

Authentication

...ensure only right users can access the right apps/data...

Data Protection

...safeguard my data everywhere and at all times...

Secure Environment

...ensure the environment is protected from malware and advanced threats...

Adaptive Security

...security stays in-sync and scales with my constantly changing Cloud environment...

Automation

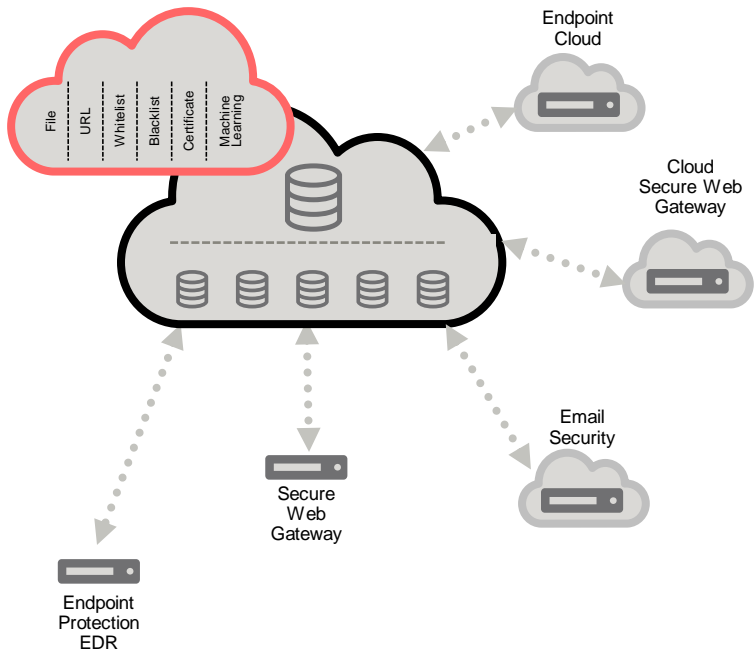
...be able to automatically apply the right security with minimal human intervention...

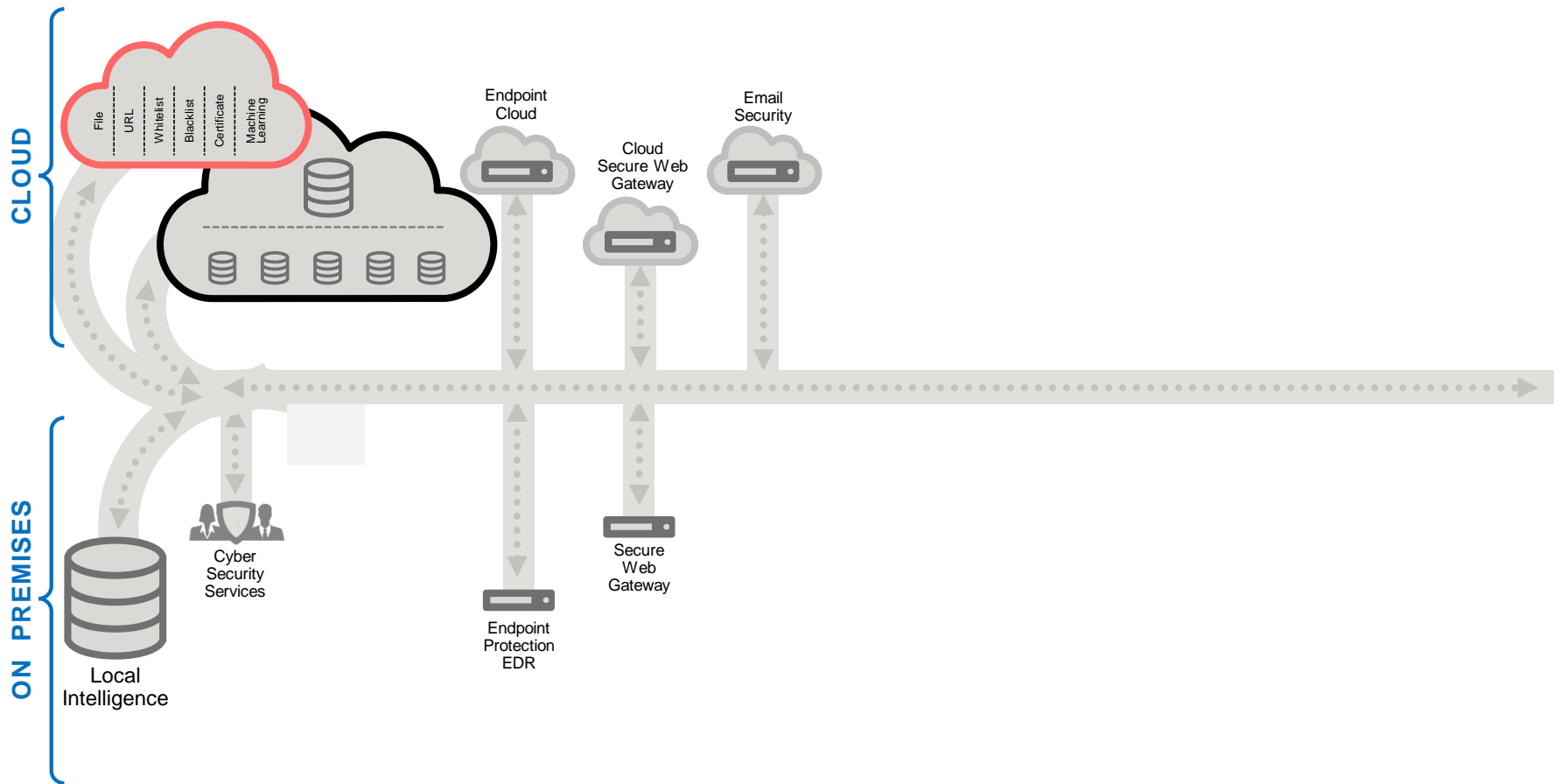
Ease of Use

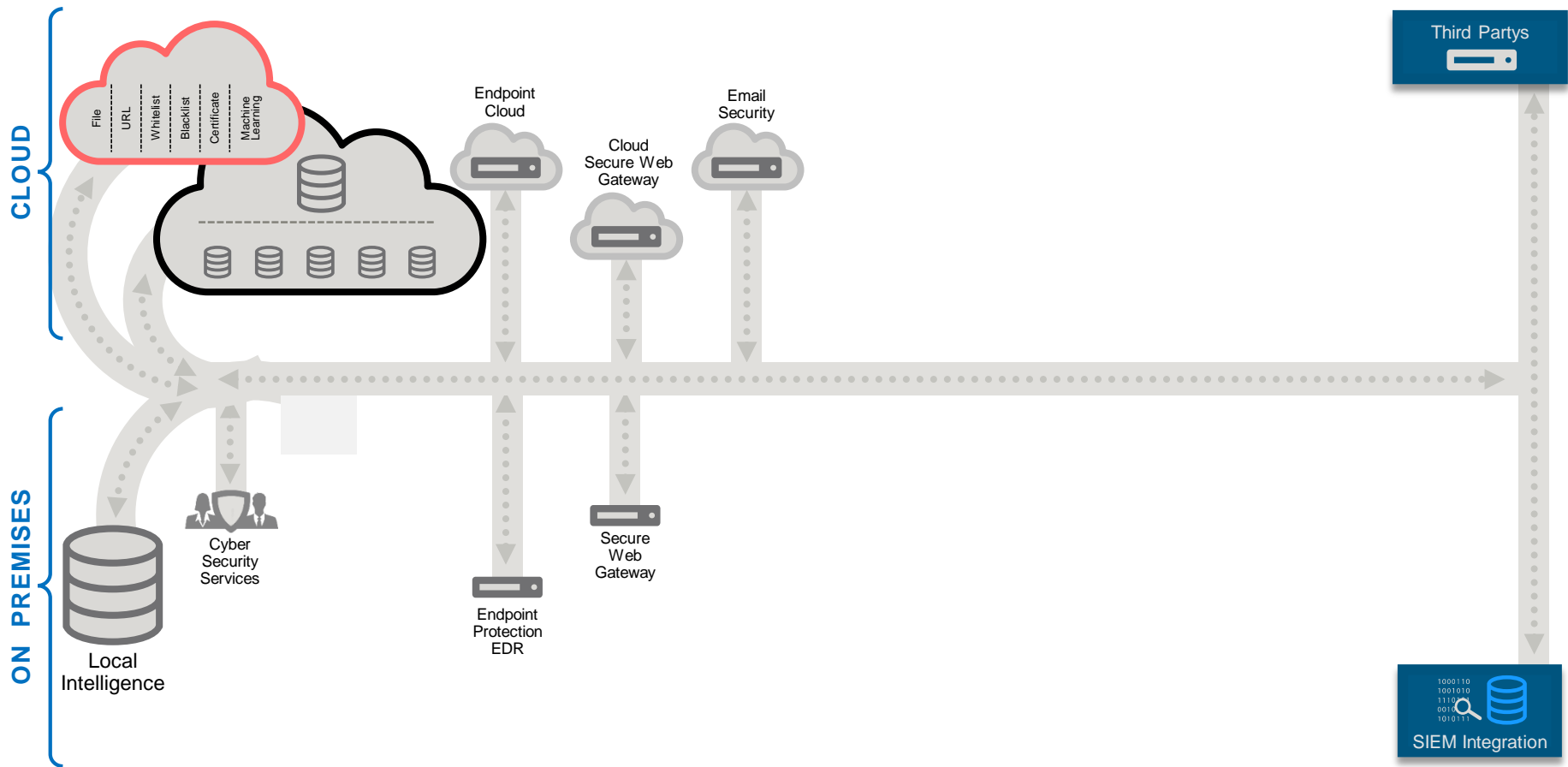
...manage my complex hybrid world from single control point...

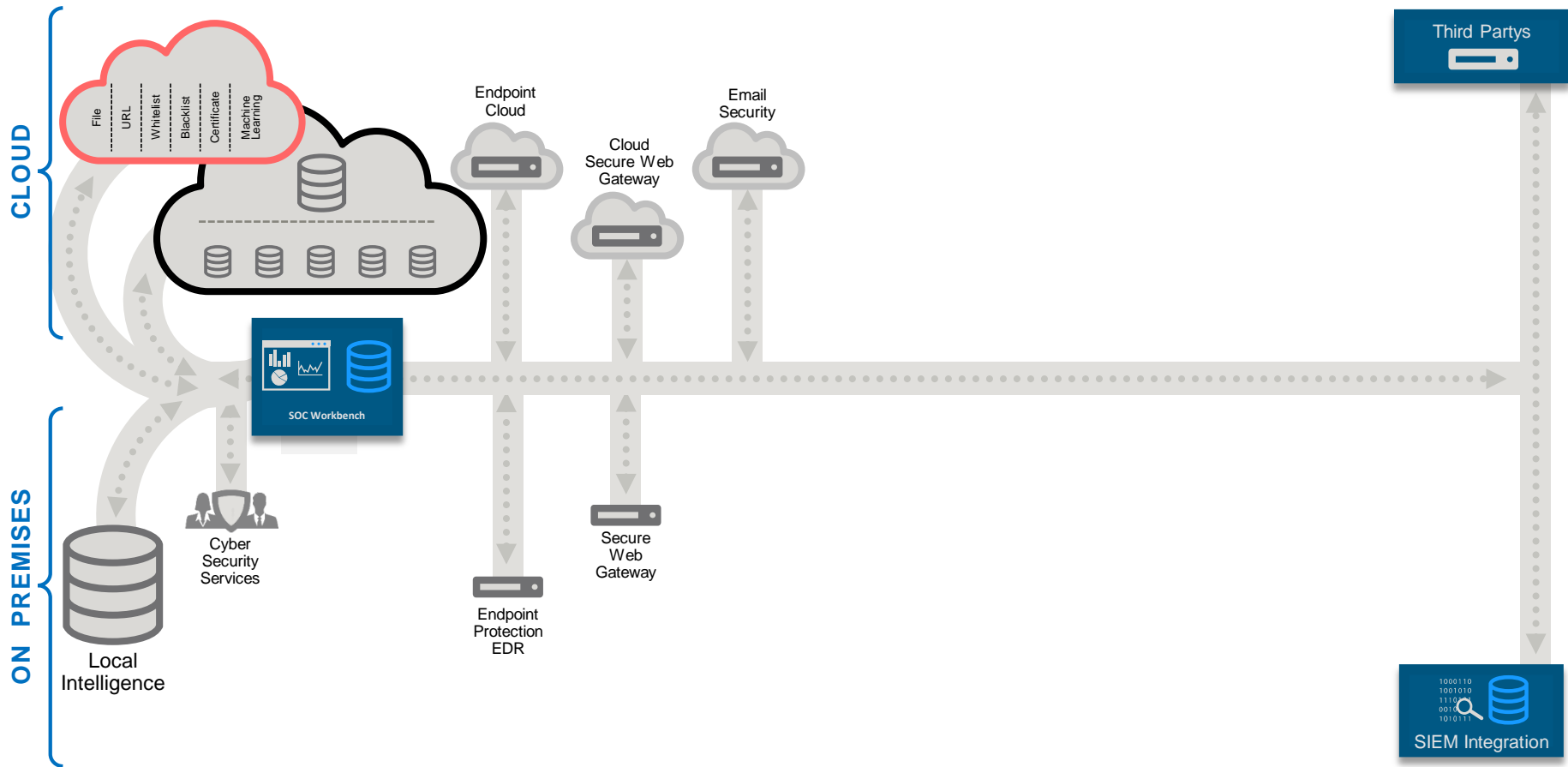


Building An Integrated Cyber Defence Platform
For The Cloud Generation

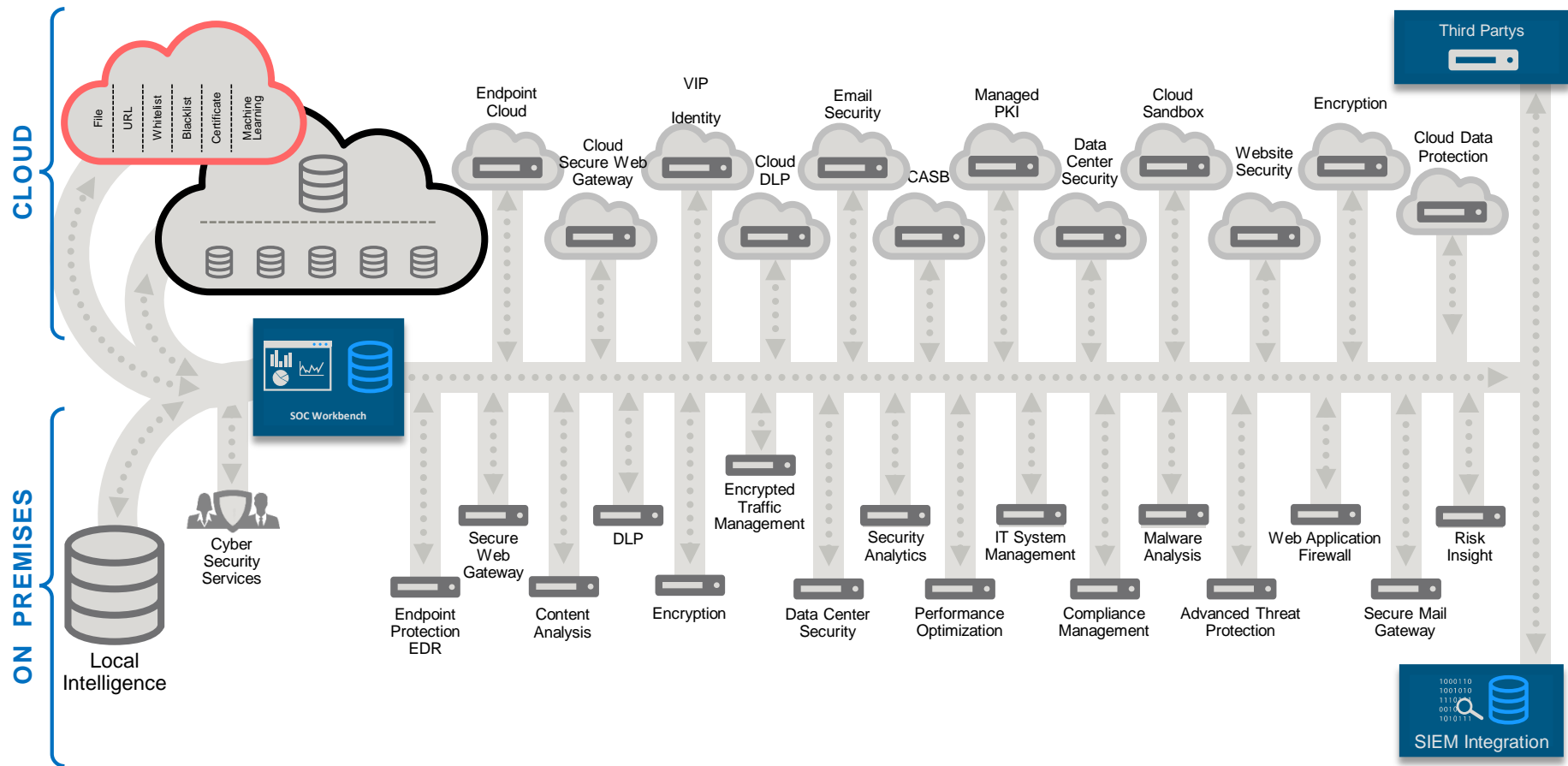








Integrated Cyber Defence Platform



Innovation for the Cloud Generation:

Protecting Against Advanced Threats – Global Intelligence Network

Discovered
430 million
new unique pieces
of malware last year

1B
malicious emails
stopped last year

100M
social engineering
scams blocked
last year

12,000+
Cloud
applications
discovered and
protected

182M
web attacks
blocked last year

Cloud Global Intelligence Sourced From:



1 Billion
previously unseen
web requests
scanned daily



2 Billion
emails scanned per
day

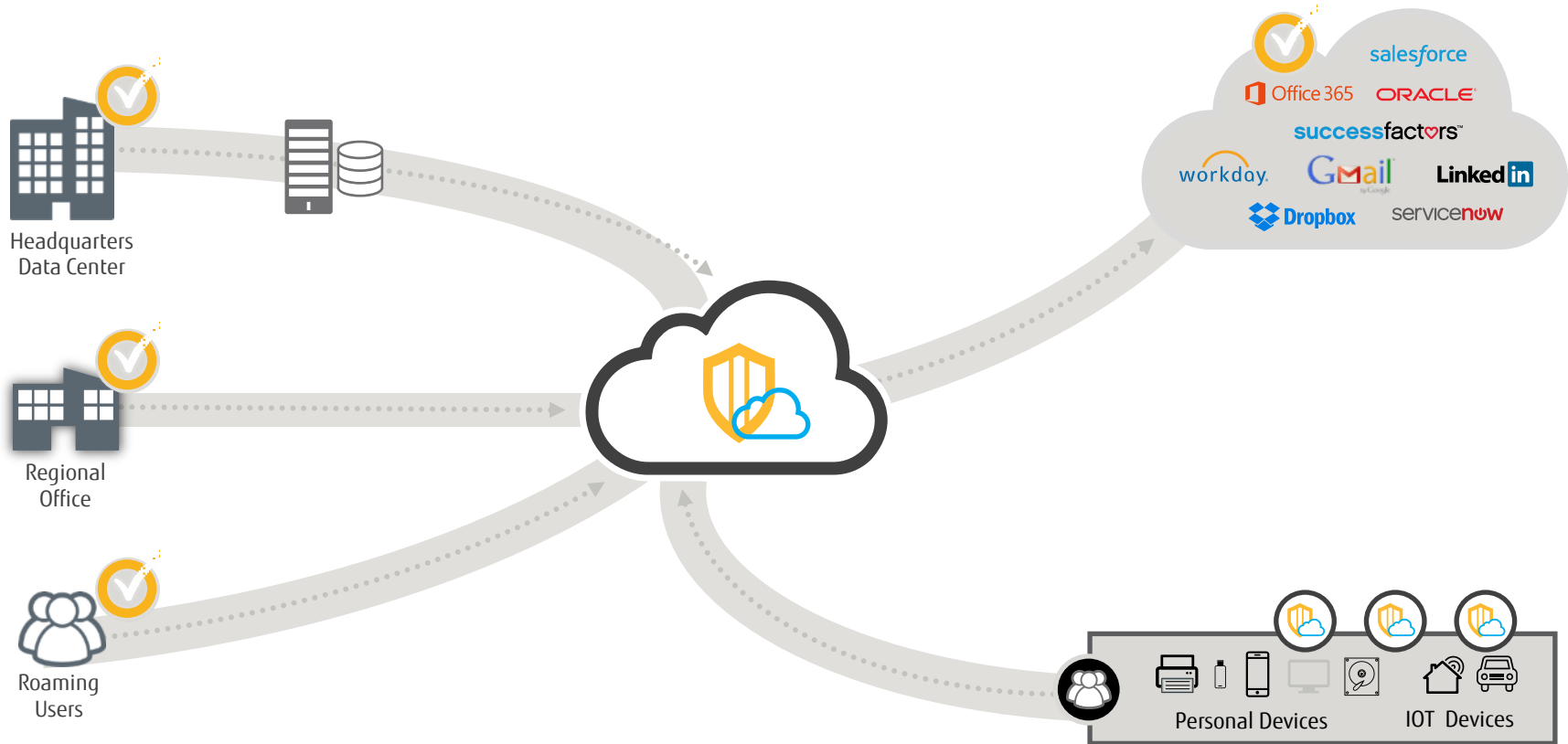


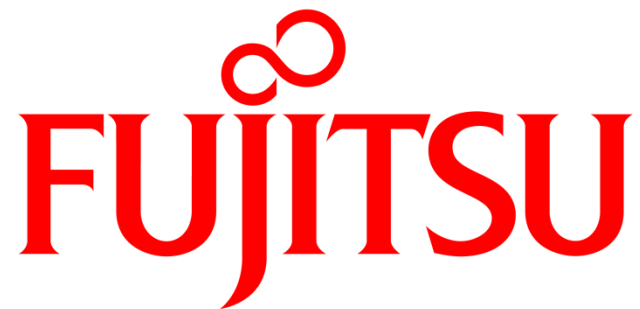
175M
Consumer and
Enterprise endpoints
protected



9 global threat
response centers
with
3000 Researchers
and Engineers

Ensuring Safe Cloud Usage





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