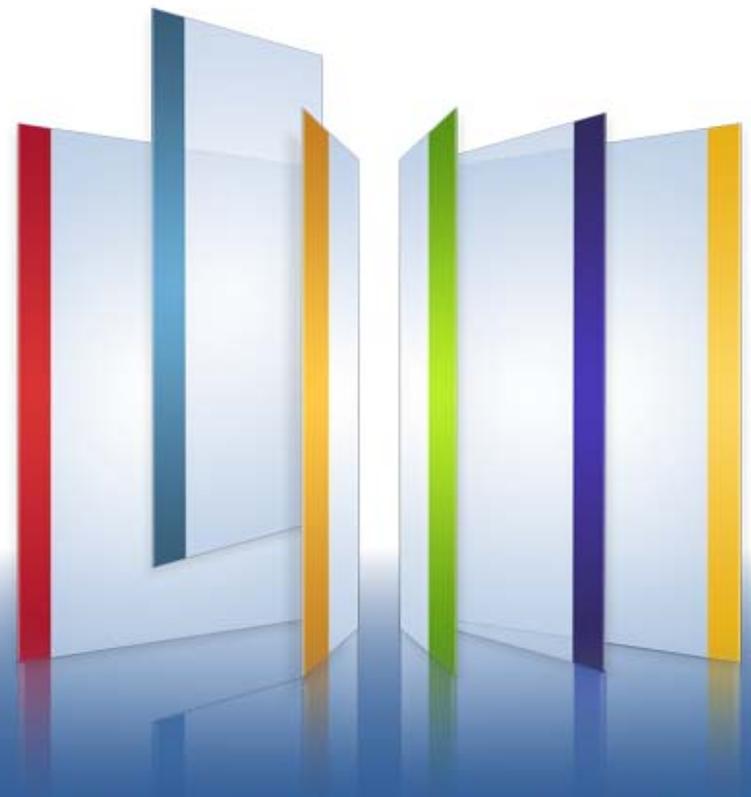




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# Introducing Check Point Application Control Software Blade



Patrick Hanel  
Technical consultant

**Internet Applications**  
an integral part of  
today's business...

**IT staff lack  
strong visibility into  
this activity**



# The Problem with Internet Applications

## Malware Threats

### Zlob Malware Hijacks YouTube

Attackers are using a fake video link on YouTube

Oct 28, 2009 1:16 PM PDT

Bank Trojan botnet targets Facebook users

by Elinor Mills

June 24, 2009 4:59 PM PDT

VC's automated Twitter Feed spreads malware

by Elinor Mills

## Bandwidth Hogging

### YouTube and Facebook eating company bandwidth

Popular apps and bandwidth hogs, finds survey

by John E. Dunn | TechWorld

Published: 13:47 GMT, 30 November 09

## Productivity Loss

British departments had disciplined 100s of employees for using Facebook

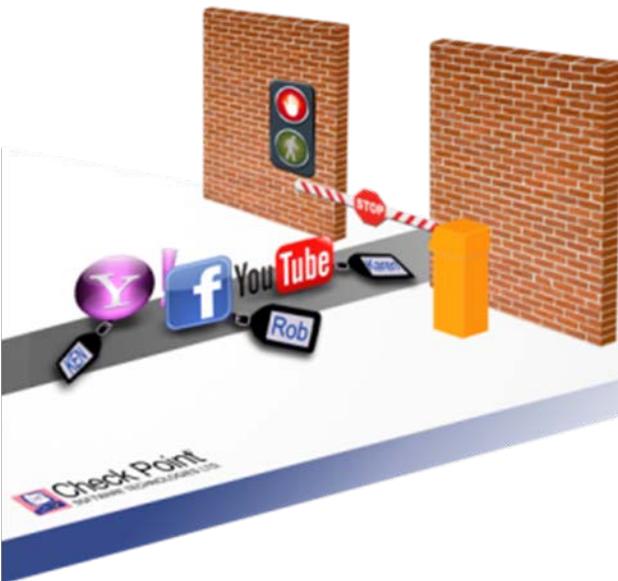
UK Freedom of Information Act

Corp. Employees Productivity is killed by 12.5% in surfing sites

ASSOCHAM survey 12/2009



## Check Point Application Control Software Blade



Detect and control application usage

AppWiki—Industry's largest library  
with over 50,000 applications

Educate users on corporate policies

*Available Q4 2010*

**Available on EVERY gateway**

# Introducing Check Point AppWiki



## Unparalleled Application Control

Risk	Application Name	Category	Risk
1 2 3 4 5 ALL	Current Filter(s): (none)		
4	ABF Photo Camera	Commercial Monitoring Software	4
2	AIM Mobile	Mobile Software	2
1	Acrobat.com	Business Applications	1
1	Active Web Reader	Content Management	1
1	Adobe Acrobat	Business Applications	1
1	Adobe Acrobat Connect Professional	Web Conferencing	1
1	Adobe Update	Business Applications	1
2	AjaxWindows	Web Desktop	2
2	Amigo	Facebook Alerts	2
1	Aria RSS News Reader	Content Management	1
6	Aurus	P2P File Sharing	6
4	BBC Player	IPTV	4
1	BOINC	Grid Computing	1
2	Bebo	Social Networking	2
5	BitComet	P2P File Sharing	5
4	BitTorrent	P2P File Sharing	4
2	Blip.tv	IPTV	2
1	Blog Link	LinkedIn Applications	1
1	Blogger	Content Management	1
1	Box.net Files	LinkedIn Applications	1
3	Boxee	IPTV	3

Over **4,500** applications

Over **50,000** social-network widgets

Grouped in over **150** categories

(including Web 2.0, IM, P2P, Voice & Video, File Share)

<http://appwiki.checkpoint.com>

## World's largest Application Classification Library



# Granular Application Categorization

## Application Type



- ▶ IM
- ▶ Web conferencing
- ▶ Gaming....

## Advanced Properties



- ▶ Share files
- ▶ High bandwidth
- ▶ Use stealth techniques...

## Security Risk



- ▶ Measures the potential risk

# User and Machine Awareness

Includes User  
Identification



## Corporate Active Directory

new OU		
Users		
	angel bocanegra2	User
	Angel Bocanegra3	User
	B Powell	User
	bob jones	User
	Brandon Lee	User
	Brian Miller	User



## Security Gateway



User- and group-aware

IT		
Lab		
Lab-OtherPlaces		
Room421-521		
Room421-523		
Room421-526		
FineArts		
Music		
	WKS-0069	Computer
	WKS-0070	Computer
	WKS-0071	Computer
	WKS-0072	Computer
	WKS-0073	Computer
	WKS-0074	Computer
	WKS-0075	Computer



Machine-aware

User identification with both agent-based and seamless, agentless **Active Directory** integration

# Application Detection and Usage Controls

## Application Detection and Usage Controls



Source	Destination	Action	
Any	Internet	Block	
Any	Internet	Social Networking	Inform (once a month)
Support	Any	Skype	Allow



Enable access for support team

**Identify, allow, block or limit usage of applications at user or group level**

# Reality of Standard Application Control

IT defines black & white policies

Policies don't match real usage

IT resorts to monitor only

Source	Destination	Application	Action
* Any	Internet	* Any	Allow
Support	Internet	Skype	Block

Skype blocked?

Watch demo on YouTube

**No real control!**

# Check Point UserCheck Technology

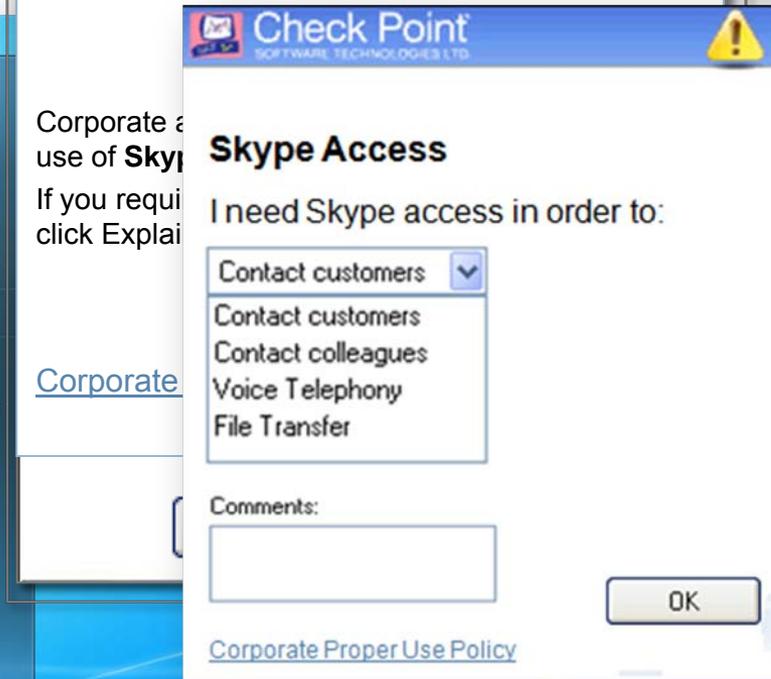
Ask



Understand usage needs, while enforcing policy



Application	Action
Skype	Ask



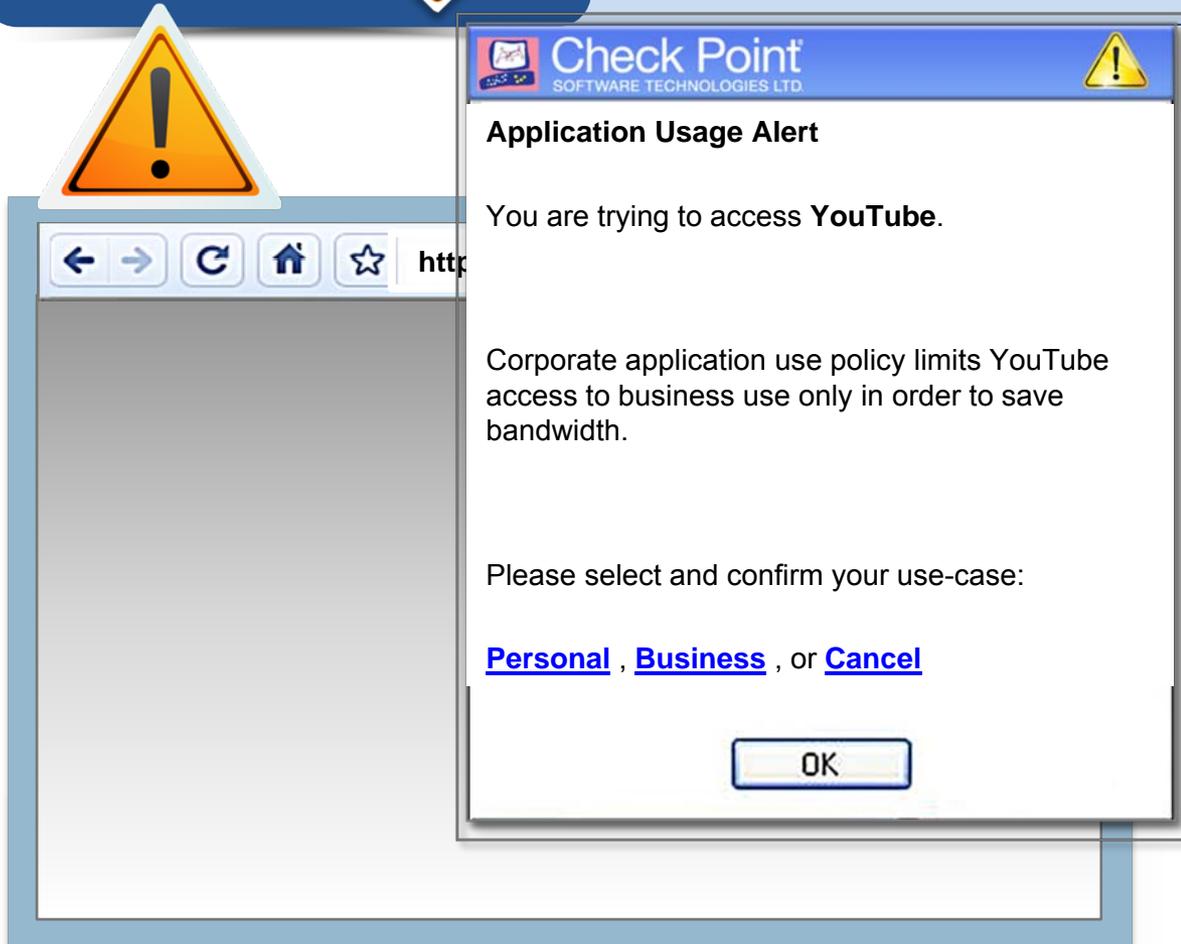
Makes application control more practical

Asks users to explain reasons for application usage

Ask



Understand usage needs, while enforcing policy



Makes application control more practical

Asks users to confirm application usage in real-time

Inform



Inform and educate, while allowing application usage



Alerts users in  
real-time

Educates users on risk  
and usage policies

Limit



Use to preserve resources (bandwidth) or control acceptable use



Source	Destination	Application	Action
		Facebook Games	Limit (12:30-14:00, 19:30-8:30)
		Wimeo YouTube Picasa	Limit (1 Mbps)



**Application Usage Alert**

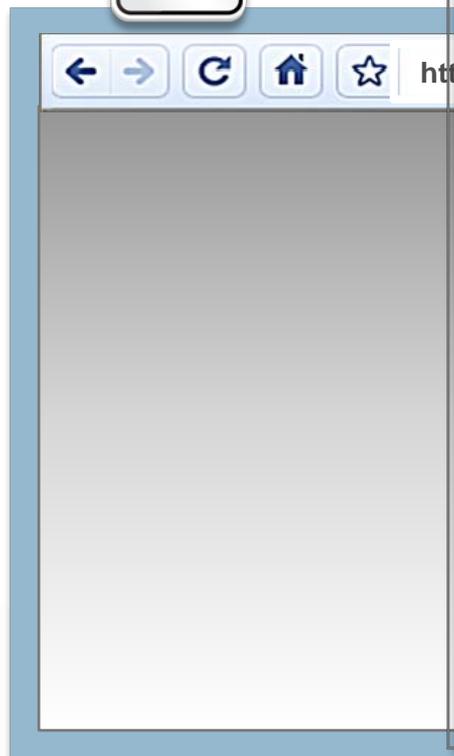
You are trying to access **Facebook Games**.

Corporate application use policy allows access to non-business related activities such as **Facebook Games** only during these times:

12:30-14:00  
19:30-8:30

[Corporate Proper Use Policy](#)

OK



Navigation buttons: back, forward, refresh, home, star. Partial URL: http

## Involve end-users using multiple policy actions

**Accept /  
Drop**



Traditional security policies are suitable for clear-cut cases

**Inform**



Allow but inform the user about the risks

**Ask**



Learn usage patterns to create better policies

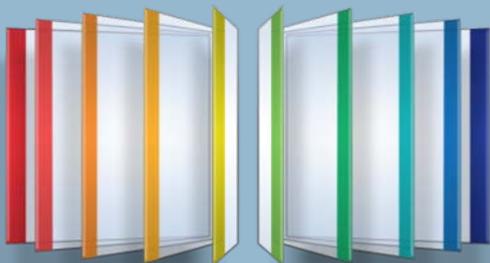
**Limit**



Use to preserve resources (bandwidth) or control acceptable use

# Fully Integrated Into Software Blade Architecture

Integrated in Software Blade Architecture



Available on All Security Gateways



Centralized Management



## New Software Blade



# Easy Deployment

Available on All  
Security Gateways



Network Security Management

- Firewall
- IPSec VPN
  - Policy Server
- SSL VPN
- IPS
- Application Control
- URL Filtering
- Anti-Virus & Anti-Malware
- Anti-Spam & Email Security
- Data Loss Prevention
- Monitoring

Advanced Networking

- QoS
- Dynamic Routing ⓘ
- ConnectControl ⓘ

Acceleration & Clustering

- SecureXL ⓘ

More

- FireWall-1 GX
- UserAuthority Server
- UserAuthority WebAccess

**Application Control**

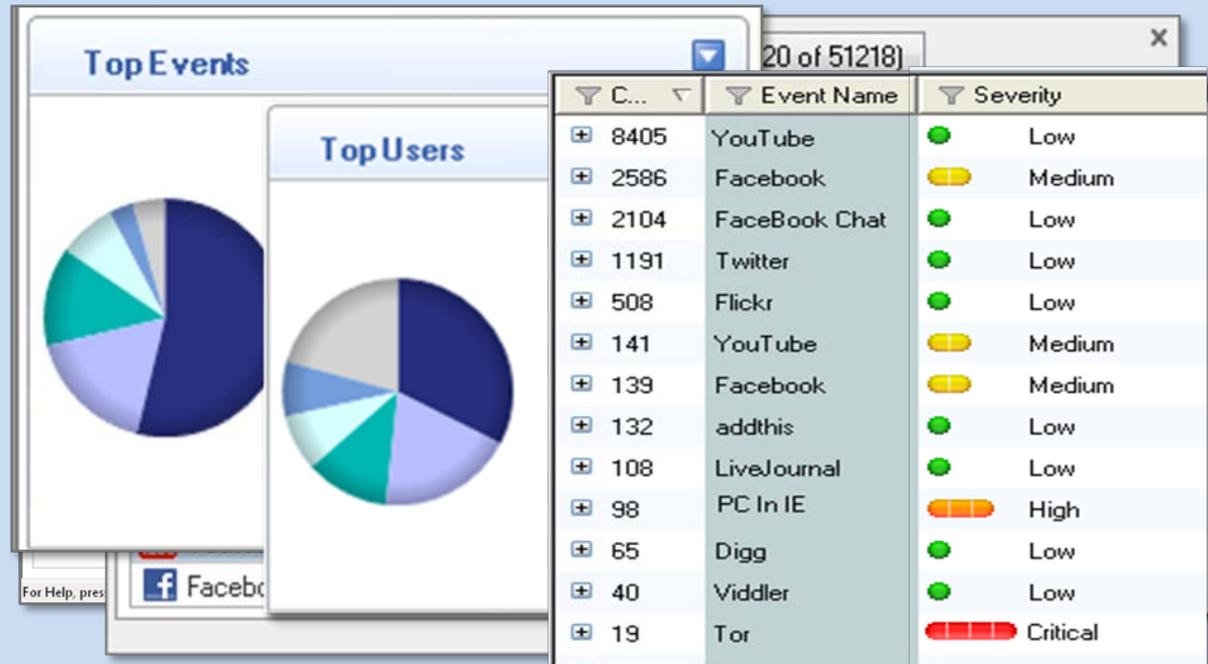
Identify and control usage of thousands of applications based on user and machine identity.

[More Info](#)



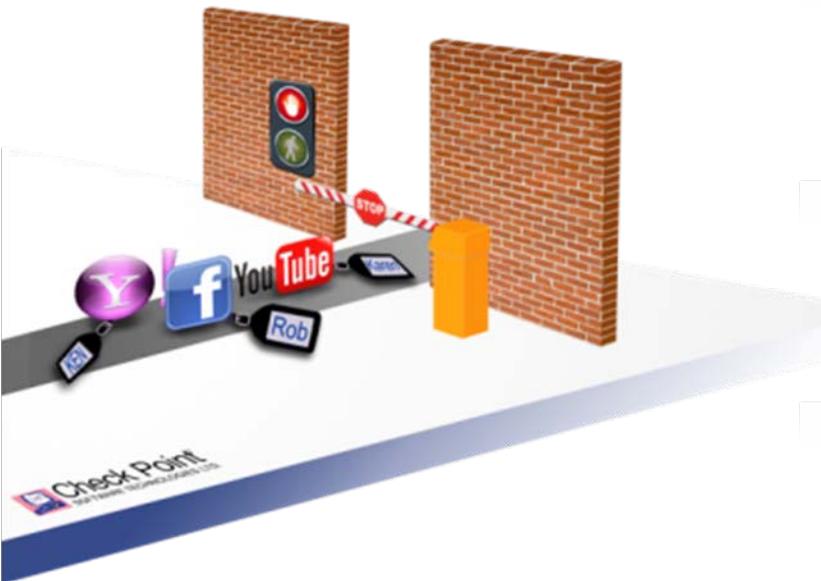
**One-click activation** on any Check Point security gateway

## Centralized Management



Manage application policies, users and events  
**from a single console**

## Check Point Application Control Software Blade



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# Thank You!