Stallioni Sügisseminar

Juha Poutanen,
Territory Manager
Websense

How to open Internet to your employees safely - managing risks of modern Internet

websense®
ESSENTIAL INFORMATION PROTECTION™

Yes!

web security | data security | email security

Topics for today

- Dynamic Internet – possibilities and threats
- Challenges in protecting your essential information
- How Websense adds value
- Summary

websense®
ESSENTIAL INFORMATION PROTECTION™

Today's market reality

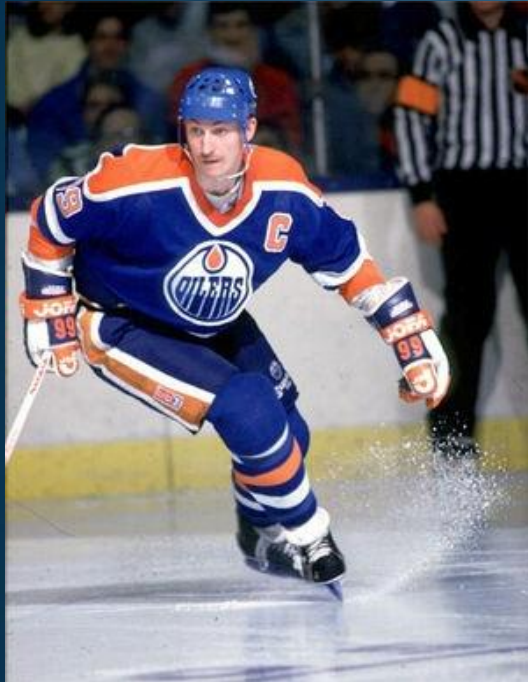**Jorma Ollila: Edessä on 2-3 vaikeaa vuotta**

Roni Rekomaa/Lehtikuva

Tough times give us a reason to pause, to think…

and to <u>change</u>

Now is the Opportunity to Retool

"Skate where the puck's going, not where it's been."
– Wayne Gretzky

In today's economic climate, this advice is more important than ever. To get there, however, requires us to rethink how we do business. We need to be more **effective**, more **efficient**, and more **secure**

Personal observations

- Investments are still done – price sensitiveness
- Web 2.0
- Consolidation; networks, application, vendors etc.
- Awakening, we have some sensitive information
- SaaS or MSP, but retaining control
- Cost savings
- Time out
- Gartner, market leadership
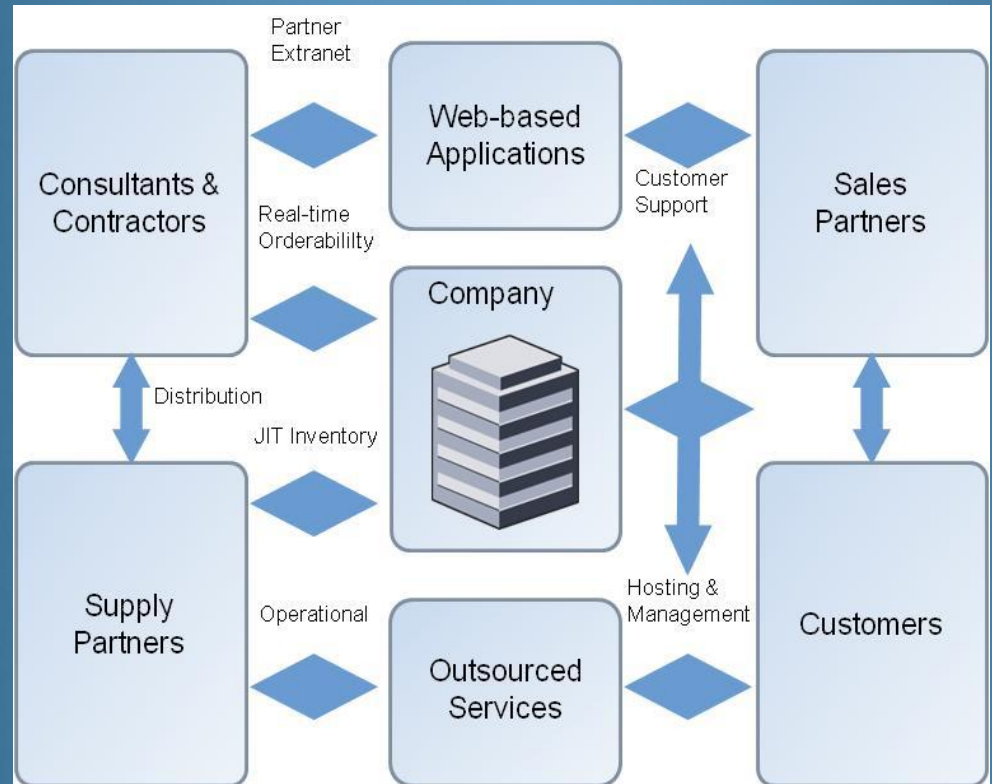- Who defines what is important; business or IT

Business 2.0: Real-time Value Chain

- **The Web is *THE* Business Communication Platform**
  - Sales
  - Supply Chain
  - Support
  - Partnerships
  - Information Exchange

- **Example: Software as a Service… a Low-cost Delivery Model**
  - Infrastructure
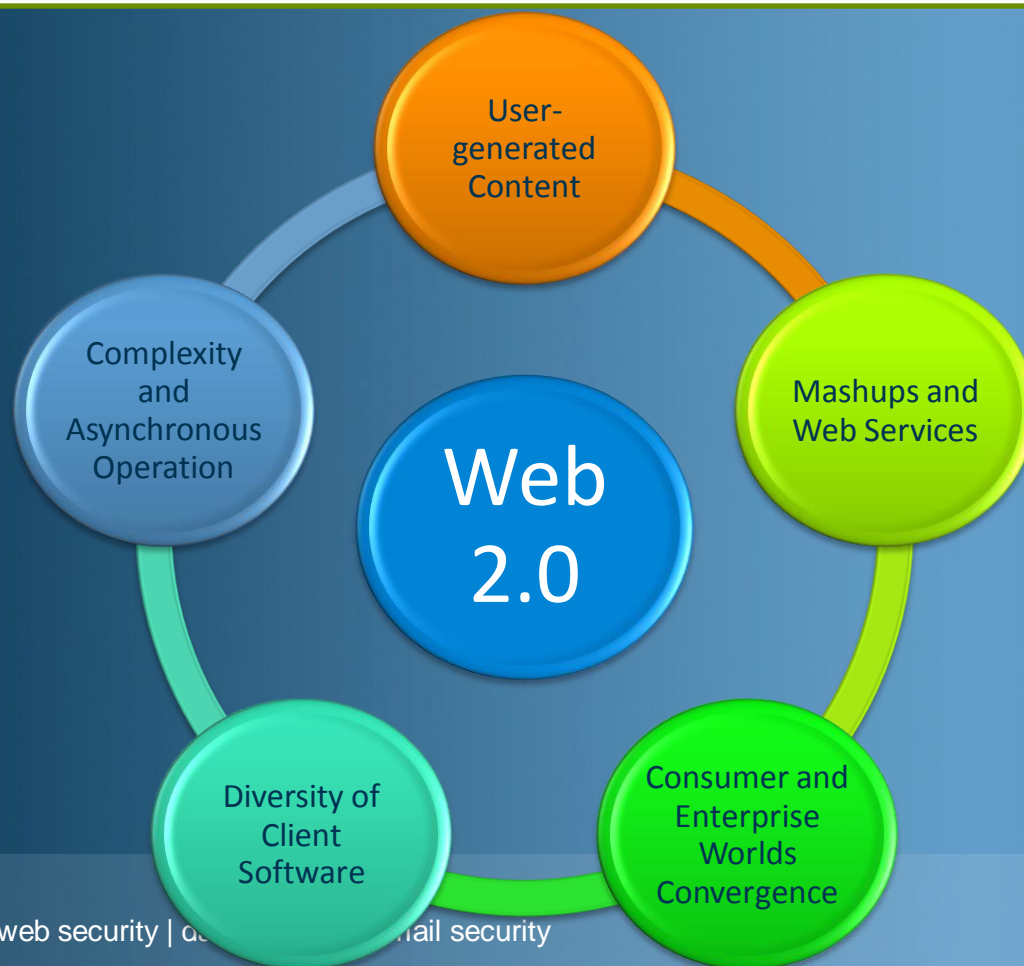 - Operations & Support
  - Time to Market

The New Web, "Web 2.0"

What do we mean "Web 2.0?"… Well, where better to find out than Wikipedia?

"The changing trends in the use of World Wide Web technology and web design that aim to enhance creativity, communications, secure information sharing, collaboration and functionality of the web"

User-generated Content

Mashups and Web Services

Consumer and Enterprise Worlds Convergence

Diversity of Client Software

Complexity and Asynchronous Operation

Web 2.0

Today's Webscape

70 percent of the top 100 Web sites have either hosted or been involved in malicious activity over the last six-month period.

THE DYNAMIC WEB
- Constantly changing content
- Millions of varied pages per site
- Legitimate sites compromised
- Legacy security systems obsolete
- **Requires real-time content analysis**

THE UNKNOWN WEB
- Junk, personal, scam, adult, etc.
- Million of new sites appear daily
- Reputation and URL databases can't keep up
- **Requires real-time categorization and real-time security scanning**

THE KNOWN WEB
- Current events, regional, genre sites
- Less user-generated content
- Reputation, URL databases fairly effective

Web Traffic

Top 100 sites

Next 1 million sites

Next 100 million sites

Today's Webscape

90 percent of the top 100 Web sites are classified as Social Networking or Search and more than 45% of these sites support user-generated content.

THE DYNAMIC WEB
- Constantly changing content
- Millions of varied pages per site
- Legitimate sites compromised
- Legacy security systems obsolete
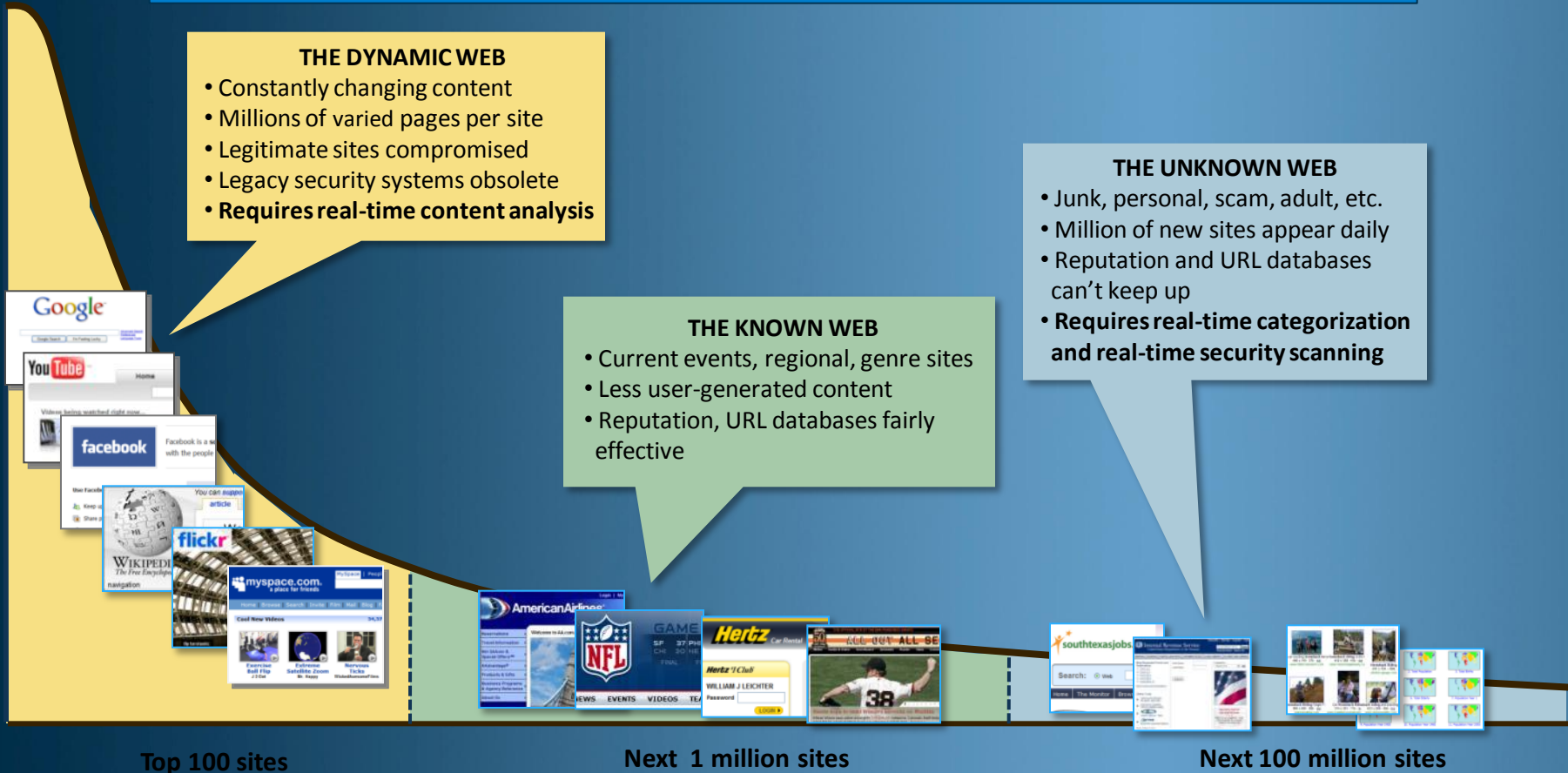- **Requires real-time content analysis**

THE UNKNOWN WEB
- Junk, personal, scam, adult, etc.
- Million of new sites appear daily
- Reputation and URL databases can't keep up
- **Requires real-time categorization and real-time security scanning**

THE KNOWN WEB
- Current events, regional, genre sites
- Less user-generated content
- Reputation, URL databases fairly effective

Web Traffic

Top 100 sites

Next 1 million sites

Next 100 million sites

Requires real-time inline analysis

Requires proactive mining, and reputation analysis

web security | data security | email security

How Web 2.0 Is Being Used By Hackers

- Koobface targeting Facebook and Twitter

- Malicious Facebook apps

- Scams on LinkedIn and Facebook

- Malicious URLS posted in YouTube comments

- BlogSpot continues to be haven for malware

State of Internet Security Highlights

Email and Web Threats have Converged

Blended threats continued to dominate the security landscape in **the first half of 2009**

85.6 percent of all unwanted emails in circulation **contained links** to spam sites and/or malicious Web sites

Malicious Web sites identified by Websense Security Labs increased by
233 percent over the last 6 months
671 percent over the last year

77 percent of Web sites with malicious code are **compromised legitimate sites**

95 percent of the **of user-generated comments** to blogs, chat rooms, and message boards are spam or malicious

Addressing the Risks

• *Many security systems rely on looking backwards*

- Reputation systems know what used to be on a site – not what was just posted
- AV signatures are reactive – waiting until the damage is done
- Simplistic, non-granular policies can lead to over-blocking and frustration
  Examples :
  – Facebook = **BAD**, block all pages
  – Wikipedia = **GOOD**, allow unrestricted access

websense®
ESSENTIAL INFORMATION PROTECTION™

Web 1.0 Security won't work

Recent survey results show...

80% of IT managers say they are **confident** in their Web security, YET...

68% **do not** have real-time analysis of Web content

53% **cannot** stop spyware from sending information to bots
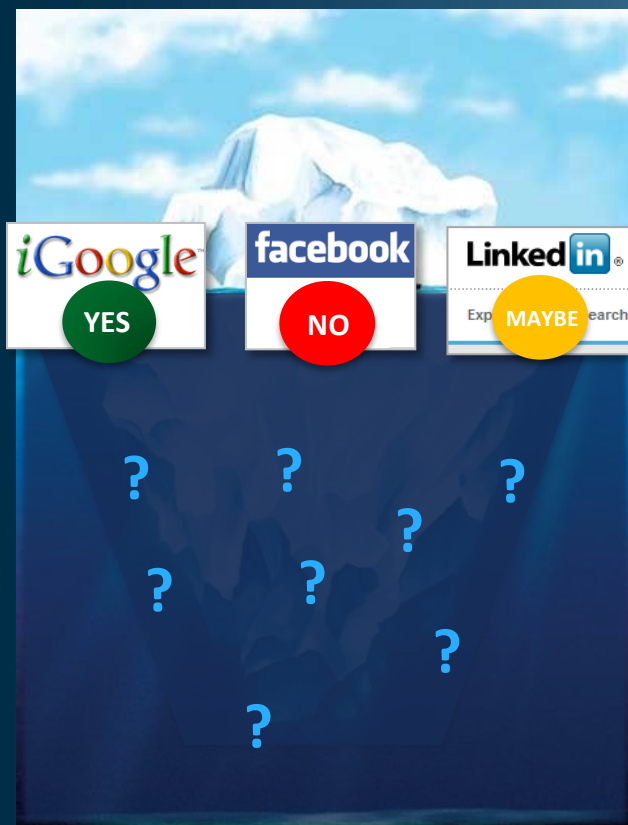
52% **cannot** detect embedded malicious code on trusted Web sites

45% **do not** have data loss prevention technology

Source: 2009 Web2.0@Work™ survey by Websense®

websense®
ESSENTIAL INFORMATION PROTECTION™

How Competitors Deal with Web 2.0

- Backwards-looking technology

- Decisions on entire sites based on past reputation – not content

WEBSITES IN THIS MIRROR ARE MORE DANGEROUS THAN THEY APPEAR

- Web 2.0 sites content are considered all "good" or all "bad"
  - Facebook = **BAD**, block all pages
  - Wikipedia = **GOOD**, allow unrestricted access

- Simplistic, non-granular policies can lead to over-blocking and frustration

How Websense Deals with Web 2.0
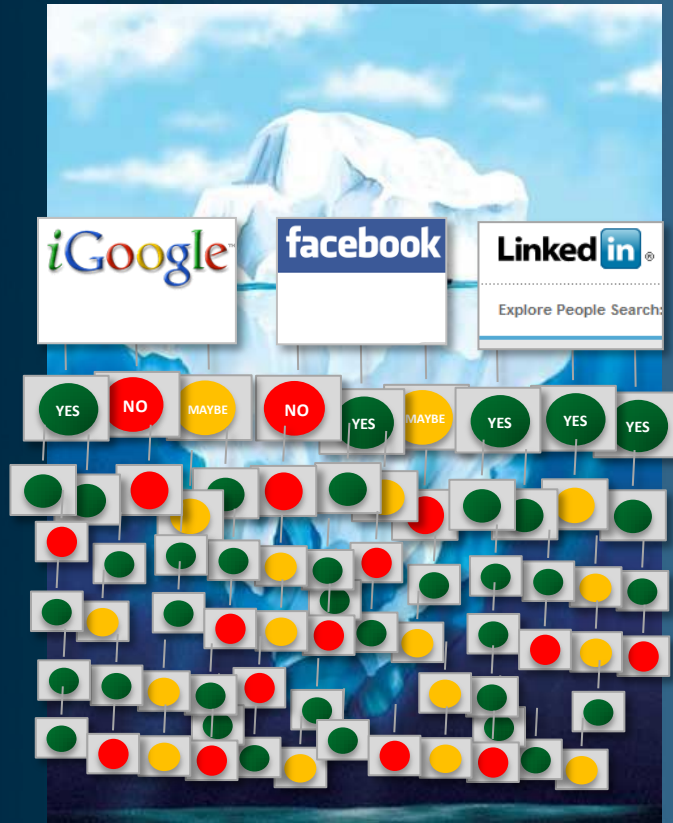
- Inline, real-time classification of all content, at any level within a site.
- Comprehensive Web 2.0 malware protection
  - Dynamic threats, malicious scripts, infected Web objects, browser-based applications
- Granular policy controls based on actual content – not past reputation
- Enables organizations to allow access to large Web 2.0 sites without allow unwanted content or malware

Accurate Classification of Web 2.0 Content

Websense Site Lookup Tool

Look up Site Category » **Result »** Suggest New Category » Confirm

Category Results: Help

www.facebook.com/inbox/?compose

Category	Database	Version
General Email	Websense Enterprise	93386
General Email	Websense Web Filter	3390

[Done] [Suggest New Category]

Competitors Fail To Address Web 2.0

Blue✪Coat

Web Page Review Process

The page you want reviewed is www.facebook.com/inbox/?compose (check another site)
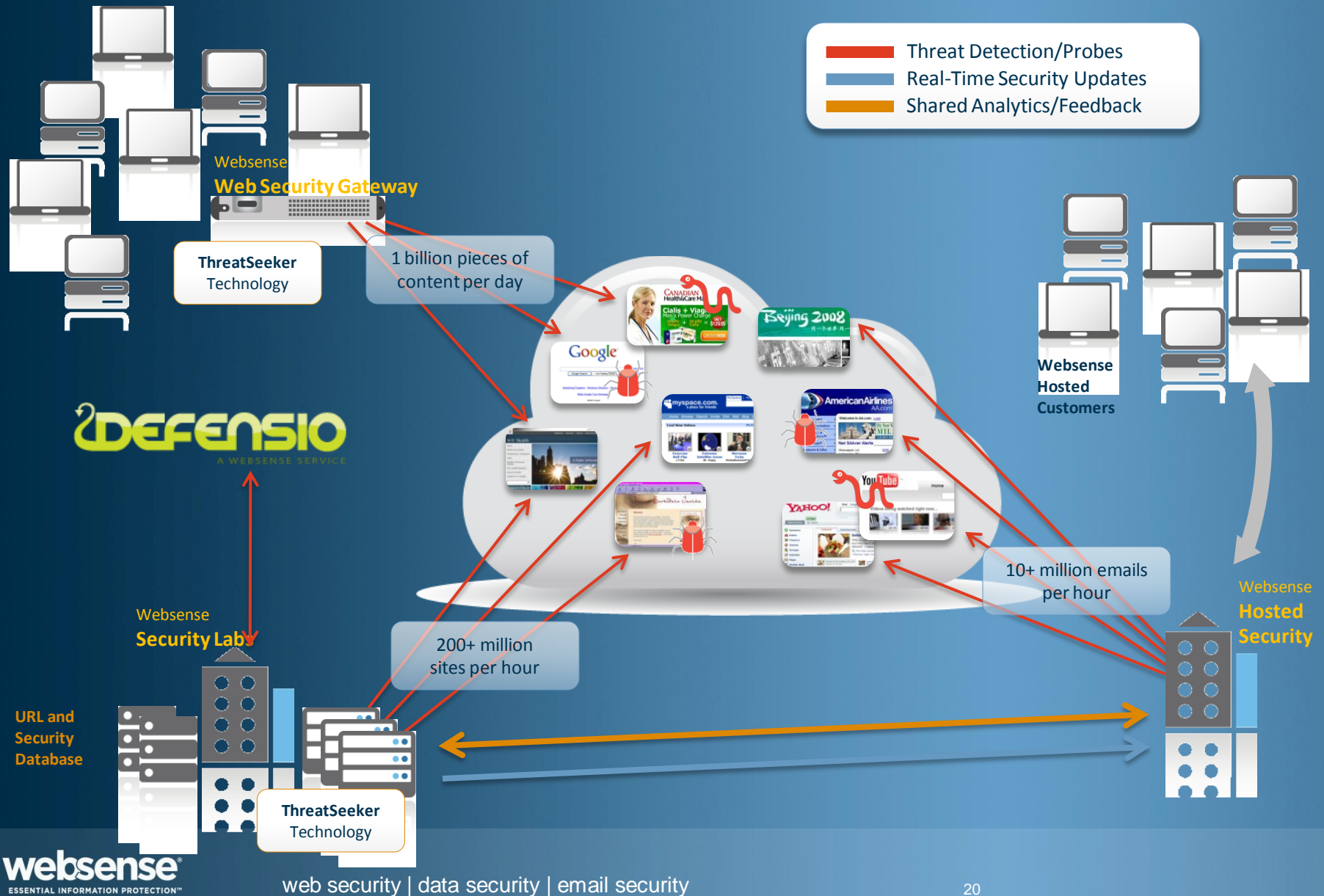This page is currently categorized as Social Networking

⚠ This Web page has already been submitted many times and has been verified as rated correctly, thus it cannot be submitted via this page.

■ Blue Coat WebFilter is limited
 – Static URL list does not cover Web 2.0 Web sites, particularly password protected content

websense®
ESSENTIAL INFORMATION PROTECTION™

web security | data security | email security

Websense ThreatSeeker™ Network

Threat Detection/Probes
Real-Time Security Updates
Shared Analytics/Feedback

Websense
Web Security Gateway

ThreatSeeker Technology

1 billion pieces of content per day

DEFENSIO
A WEBSENSE SERVICE

Websense Hosted Customers

10+ million emails per hour

Websense
Hosted Security

Websense
Security Labs

200+ million sites per hour

URL and Security Database

ThreatSeeker Technology

websense
ESSENTIAL INFORMATION PROTECTION™
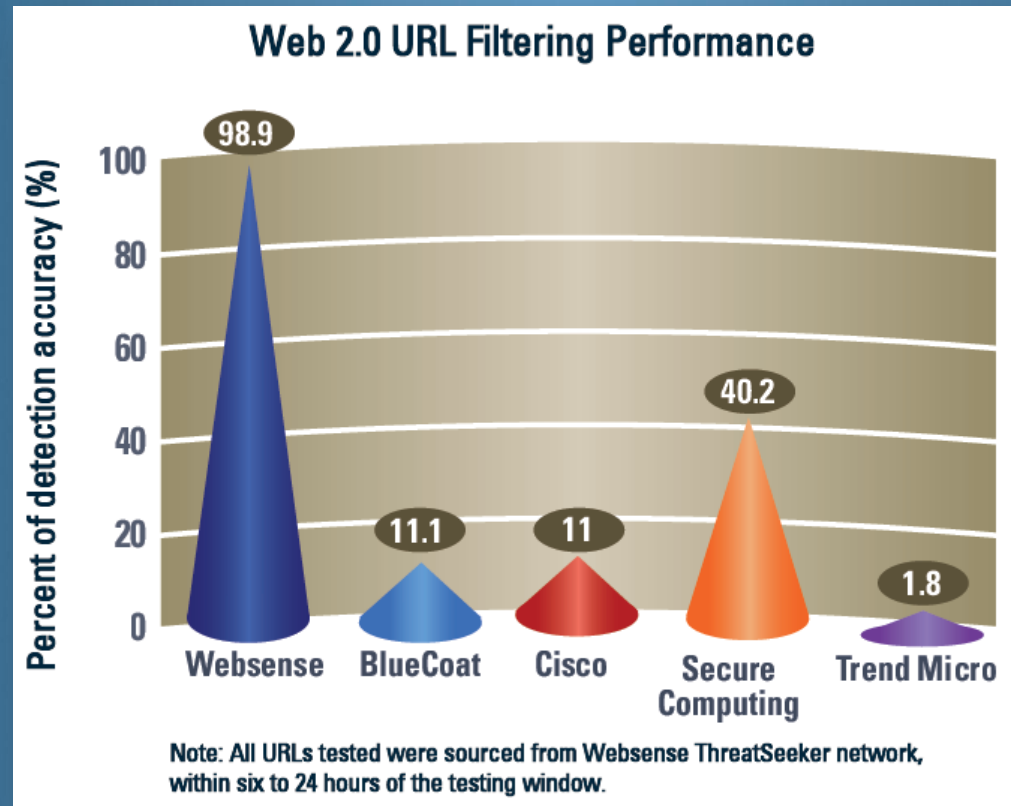
Web 2.0 Effectiveness #1

Revolutionary performance

- Websense clear leader in controlling Web 2.0 content and threats

- Websense has unique visibility into social networking and blogging communities

- Most competitors use only legacy security techniques that cannot address Web 2.0

Web 2.0 URL Filtering Performance

Percent of detection accuracy (%)

	Websense	BlueCoat	Cisco	Secure Computing	Trend Micro
Value	98.9	11.1	11	40.2	1.8

Note: All URLs tested were sourced from Websense ThreatSeeker network, within six to 24 hours of the testing window.

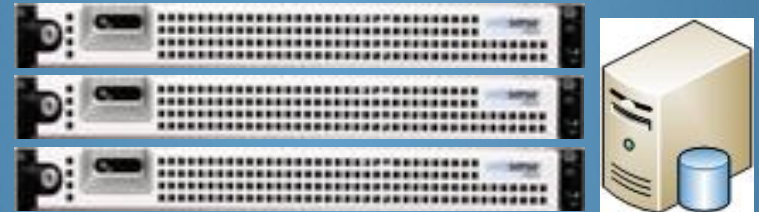# Consolidation - Deployment Comparison (10000 Users)

BlueCoat

- 2 x Proxy SG 8100-30
- 4 x Proxy AV 810B
- 1 x Director
- 2 x BCAAA Agent
- 1 x Blue Coat Enterprise Reporter ($$)

Websense V10000

- 3 x V10000
- 1 x Manager / Reporting
  - 9 RU Rack Space Saved

Case Study - Email Security Project

In 2008, Websense migrated from
on-premise email security to cloud-based

....

The result was a 55% cost savings!

	Brightmail	Websense
Subscription License – 3 Year (list)	$41,800	$36,960
Subscription Licenses – 3 Year (discounted)	$24,000	$25,025
Servers 2 x $5,000	$10,000	-
Power – 600W @ .26Whr	$4,100	-
Bandwidth	$1,800	-
Labor (install/training/monitoring)	$44,000	$12,400
Total	**$83,900**	**$37,425**

Websense Data Security Suite

Best DLP solution available
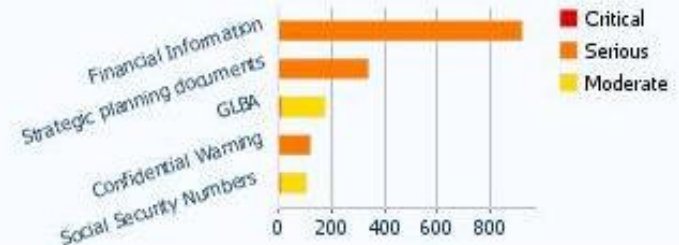

web security | data security | email security
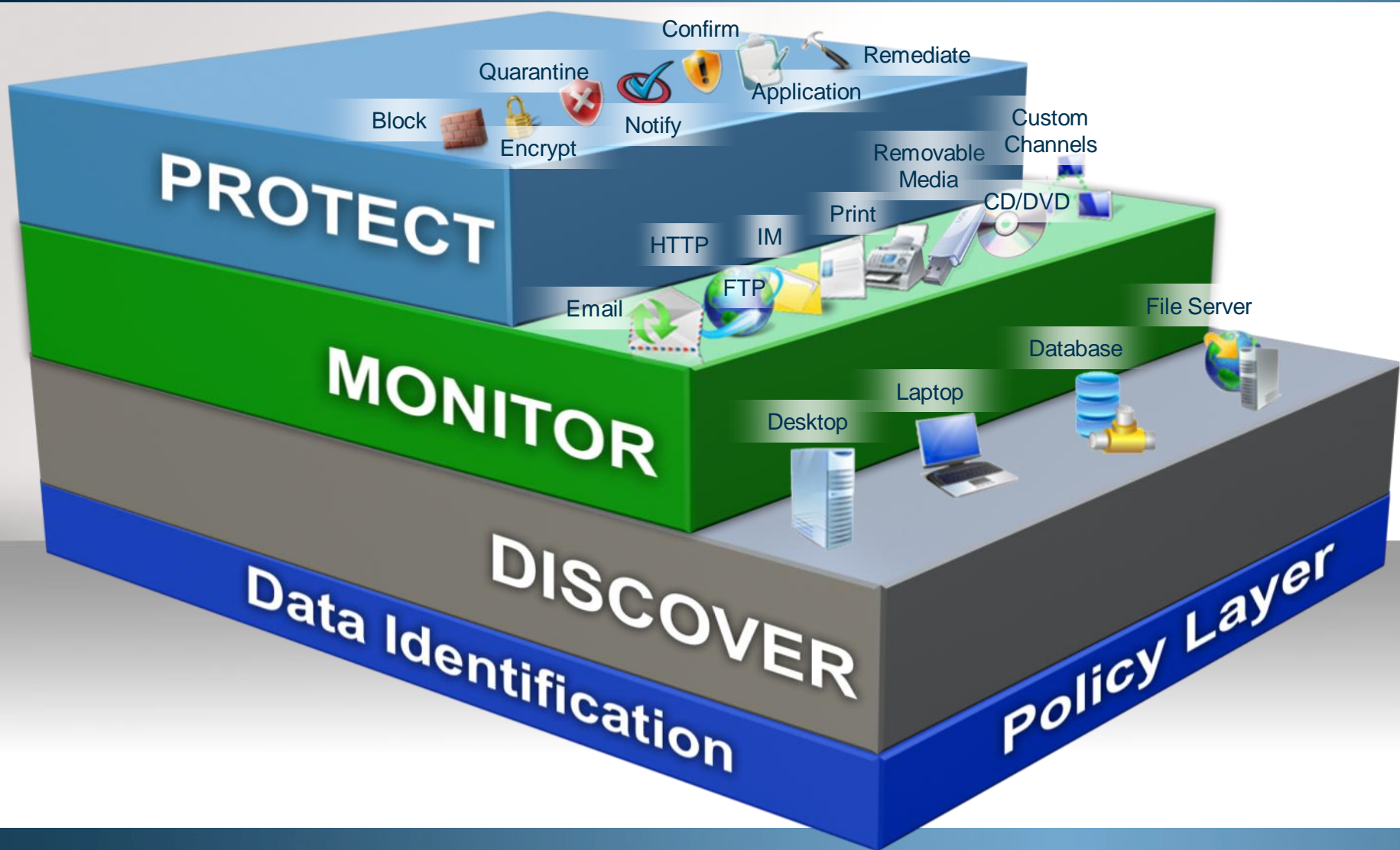
Recent DLP Project – Network Monitoring

- Uncovered 9764 policy violations in 5 weeks
- Most common violations were via email
  - Customer, Partner, personal, financial, strategic information
  - Result of broken business processes
- Second most common violations were over the Web
  - Data sent out via personal Webmail
- Third most common violation is FTP
  - FTPs to partners or from BU to BU
- Many personal Web transactions
  - Personal purchases etc…

Show All	
Policy Category	Total
Financial Information	2569
Strategic planning documents	1914
GLBA	1524
Confidential Warning	943
Social Security Numbers	911
Credit Cards	653
PCI	653
Malicious Concealment	464
Mergers and acquisitions	354
Network Security Information	167
Source Code	156
Confidential	90
S.O.X.	16
W-2 Forms	3

» Top Policy Categories per Incident

- Critical
- Serious
- Moderate

Financial Information
Strategic planning documents
GLBA
Confidential Warning
Social Security Numbers

0 200 400 600 800

Websense - Essential Information Protection

Global Technical Support
- Standard Support
- Premium Support
- Mission Critical Support

Data Security

WEBSENSE
Data Security Suite

Discover

Endpoint

Monitor   Protect

= Hosted
= On-Premise
= Client

Integrated Policy Controls

Shared Content Gateway

Shared Content Awareness

Yes!

WEBSENSE
Essential Information Protection

Web Security

WEBSENSE
Web Security Gateway*

WEBSENSE
Web Security Suite

WEBSENSE
Express

WEBSENSE
Remote Filtering

WEBSENSE
Hosted Web Security

WEBSENSE
Enterprise

Messaging Security

WEBSENSE
Email Security

Antispam   Antivirus

Content Filter   Encryption

WEBSENSE
Hosted Email Security

Integrated Threat Detection

Unified Hosted Services

Challenge of Protecting Essential Information

Who	What	Where	How	Action
Human Resources	Source Code	Benefits Provider	File Transfer	Audit
Customer Service	Business Plans	Personal Web Storage	Web	Block
Marketing	Patient Information	Business Partner	Instant Messaging	Notify
Finance	M&A Plans	Blog	Peer-to-Peer	Remove
Accounting	Employee Salary	Customer	Email	Encrypt
Sales	Financial Statements	Spyware Site	Print	Quarantine
Legal	Customer Records	Removable Media	File Access	Confirm
Technical Support	Technical Documentation	Competitor	Print Screen	
Engineering	Competitive Information	Analyst	Copy/Paste	

Technology Directions 2009-2010

So what does this mean for you and your business?

Websense Can…

Protect your employees from threats on the Web and email

Safeguard your organizations productivity and legal liability, in a dynamic, Web 2.0 world

Prevent data loss, over your critical business channels

Enable your business to securely take advantage of new markets and technologies, like Web 2.0

Deliver an integrated, information protection management solution

Lower your security and operations costs, through flexible, hybrid deployments

Next steps and resources etc...

- **See a product demo: www.websense.com/wsgdemo**

- **Ask your Partner Account Manager about our latest promotional offers[*]**

[*] Terms & conditions apply, offers expire 31st December 2009

websense®
ESSENTIAL INFORMATION PROTECTION™

Thank You!

About Websense

- **Leading Provider of Web, Email and Data Security (DLP) Solutions**

- **Annual Revenue: $310M (20% year over year growth)**

- **Employees: 1,303**

- **More than 50,000 customers worldwide**

- **42 million subscription seats**

- **5,000 value-add resellers, worldwide**

- **Award-winning partner program**

- **Global development with 5 sites**

- **Global security research with more than 80 dedicated content researchers**

- **Global support and services**

"Today's enterprises require a more holistic and integrated approach for Internet security—a Web security ecosystem—to combat emerging threats from the Internet… Websense is the worldwide leading vendor in the Web Security market."

-Brian Burke, Program Director Security Products, IDC