

Enterprise Security Manage for Success

A Blueprint For Enterprise Security

– Madhavan Vasudevan, Sand Hill Group

The DaVinci Code –

The CISO's Quest for the Holy Grail

– John Borelli, KnowledgeConnect

Blueprint For Enterprise Security

- *Corporate and government networks are coming under increasing fire from cyberspace and these attacks have led to significant productivity losses.*
- *Several legislative issues from compulsory security standards to the enforcement of intellectual property rights are becoming prominent and merit closer attention from industry executives.*
- *Issues related to security, reliability, and complexity continue to plague the software industry.*

Software 2004, Sand Hill Group – McKinsey and Company Report

SOFTWARE
2004

Sand Hill
Group

Methodology

Practitioners

Sector	Companies	Executives
Healthcare	1	1
Online Marketplace	2	3
CPG Food and Beverage	3	3
Telecom	2	4
Insurance and Financial Services	5	5
Federal Agency	2	4
Technology, Security	4	4
System Integrator	1	1
Total	20	25

Job Title	Executives Interviewed
CTO/CIO	3
CISO/Cyber Security Chief	12
Director IS or Audit	9
Manager IS	1
Total	25

Average Revenue: \$20 billion

SOFTWARE
2004

Sand Hill
Group

Methodology

Product CSOs

Sector	Companies
Security	2
Software	4
Diversified Technology	1
Total	7

Job Title	Executives Interviewed
VP Product Management	1
Chief Security Officer	4
CTO	1
SVP Security	1
Total	7

Average Revenue: \$17 billion

Insight #1

Lack of Project Justification Models

Sand Hill has developed a Security Assurance Model for Project Justification



Critical Assets

Cost-Benefit Analysis

Insight #2

Lack of Security Metrics or Benchmarks

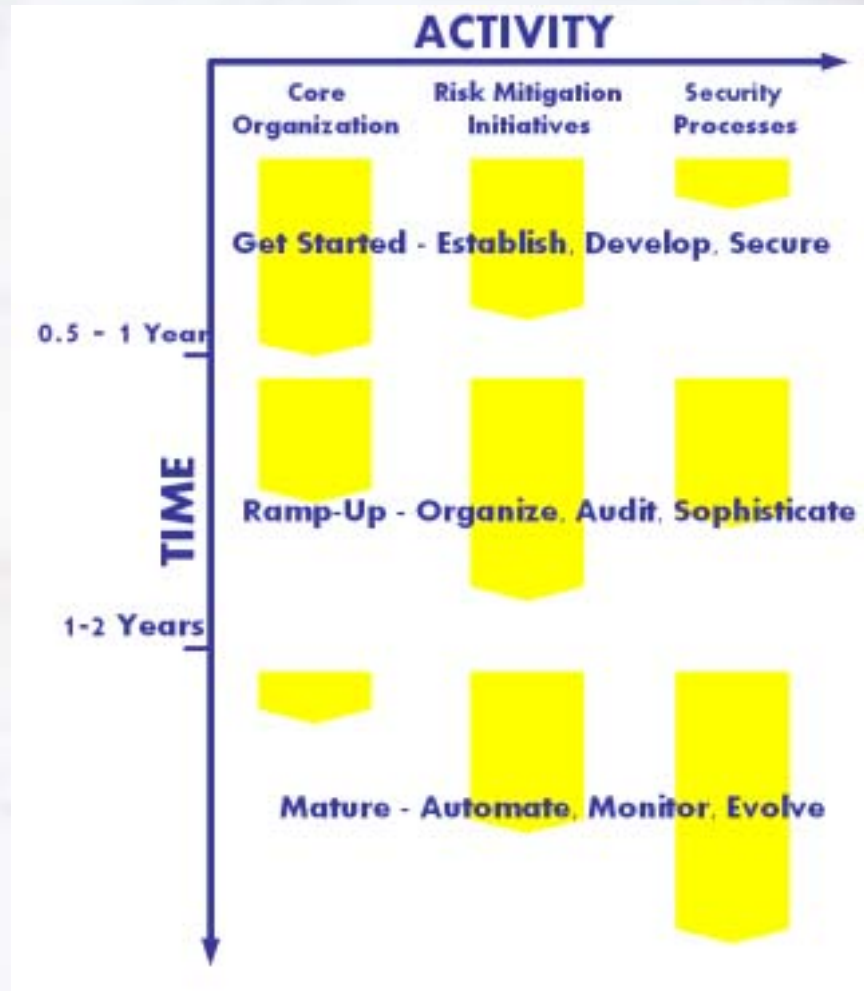
Sand Hill has developed a Security framework to measure Key Performance Indicators (KPIs) across different functional domains

Information Security Scorecard									
	Category								
Performance Dimension	P	V	RP	P	V	RP	P	V	RP
Functional Domain									
Policy									
Audit									
Incident Response									
User Awareness									



Insight #3

Organizations need a Security Roadmap



Why should you care...?

All Software vendors

- **Reduce TCO and support costs**
- **Security in the product life-cycle**
- **Customer demand for security**
- **Simplify configuration, consoles**
- **Offer managed services**

Why should you care...?

Security product vendors

- **Provide simplified management consoles**
- **Understand your buyer's mindset**
- **Know their business and technology risk-profile**
- **Position to mitigate business risk (\$\$\$)**
- **Help CISO sell to management**

Why should you care...?

Security product vendors

“Security is both a risk and an opportunity to be managed. Solving a security problem may be a \$1MM opportunity but eliminating a business risk could be a \$1BN opportunity.

– CISO Telecom and Consumer Electronics Company

“Don’t sell me more technology under a different name, first understand my business and risk profile and build me solutions instead. Get back to the basics - manage risk based on application to a particular industry.”

– CISO Food and Beverage Company

Enterprise Security

Manage for Success

- **A Blueprint For Enterprise Security**
– Madhavan Vasudevan, Sand Hill Group
- **The DaVinci Code –**
The CISO's Quest for the Holy Grail
– John Borelli, KnowledgeConnect

***The DaVinci Code
The CISO's Quest for the Holy Grail***

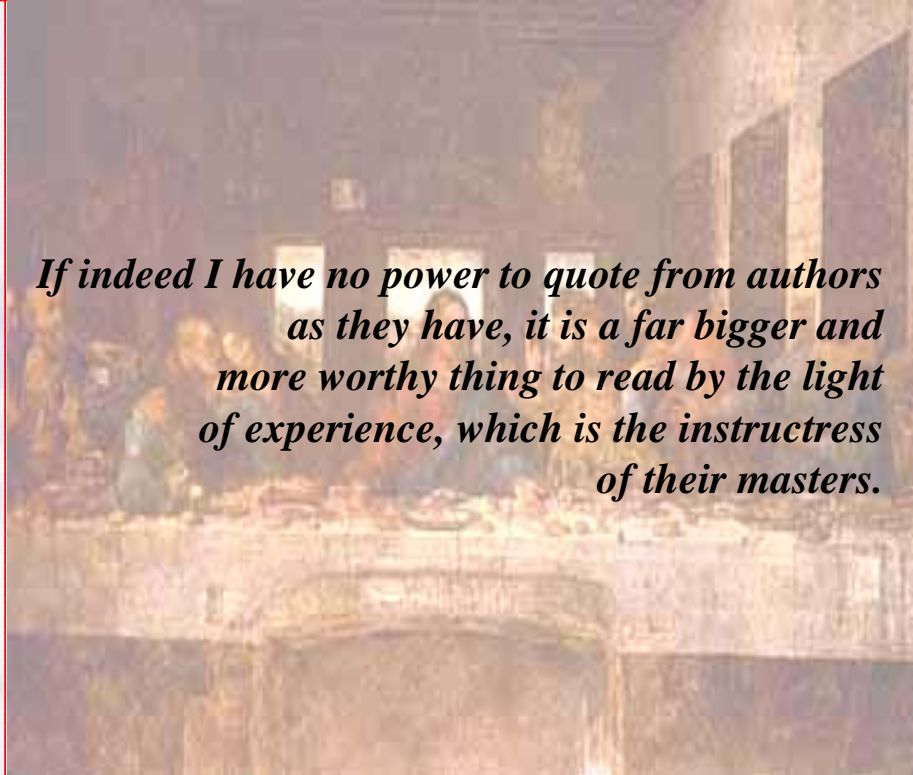
***Presented by
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**SOFTWARE
2004**

SHARING WAYS TO EXCEL





*If indeed I have no power to quote from authors
as they have, it is a far bigger and
more worthy thing to read by the light
of experience, which is the instructress
of their masters.*

The Notebooks of Leonardo DaVinci
Proem

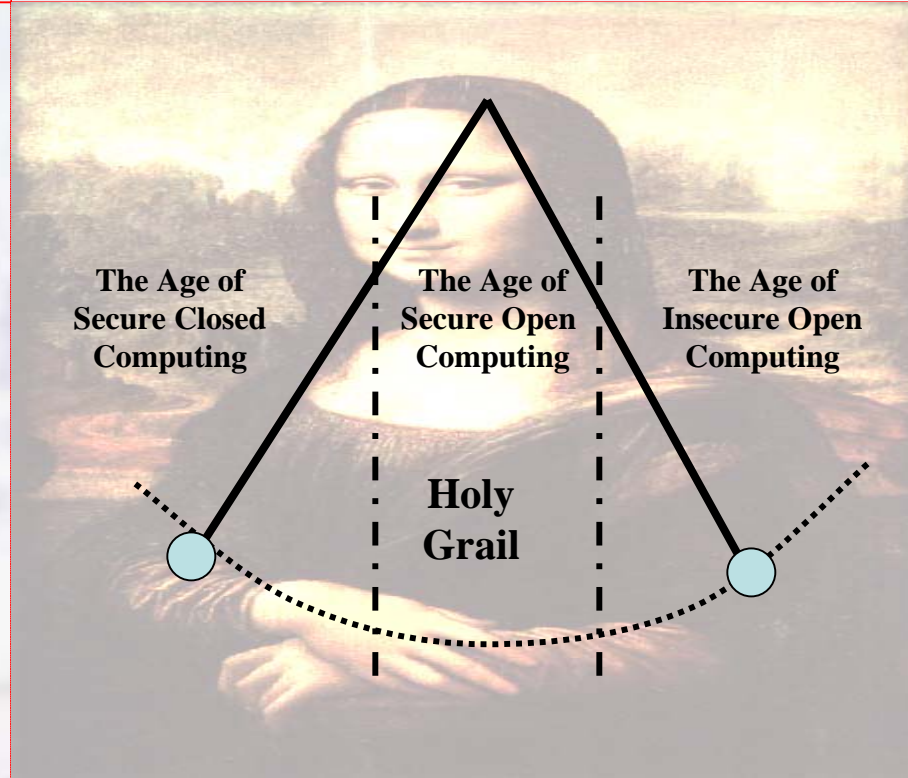
SOFTWARE
2004

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Anything which descends freely acquires fresh momentum at every stage of its movement.

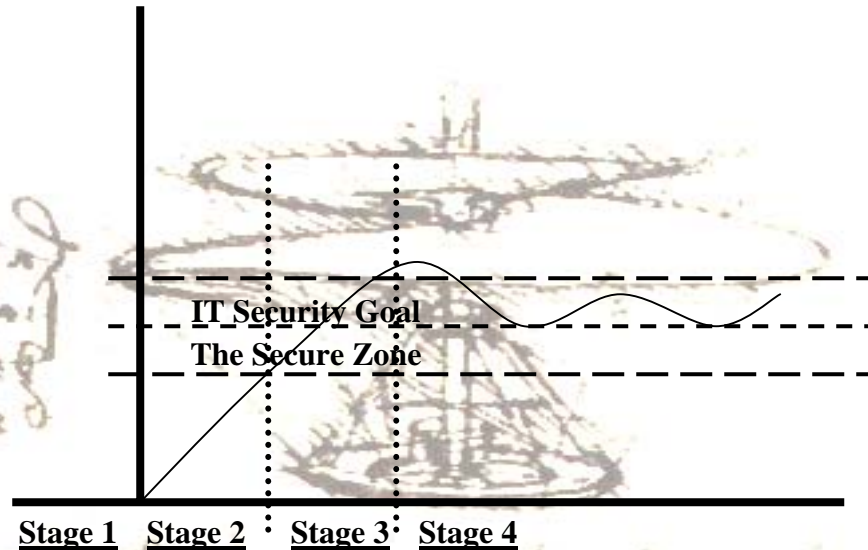
The Notebooks of Leonardo DaVinci
Movement and Weight



We have swung from the “Age of Secure Closed Computing” to the “Age of Insecure Open Computing”.

**When two circles touch the same square at four points,
one is double the other.**

The Notebooks of Leonardo DaVinci
Mathematics



***The Four stages of IT Security –
Breach, Establishment, Refinement & Out of Control***

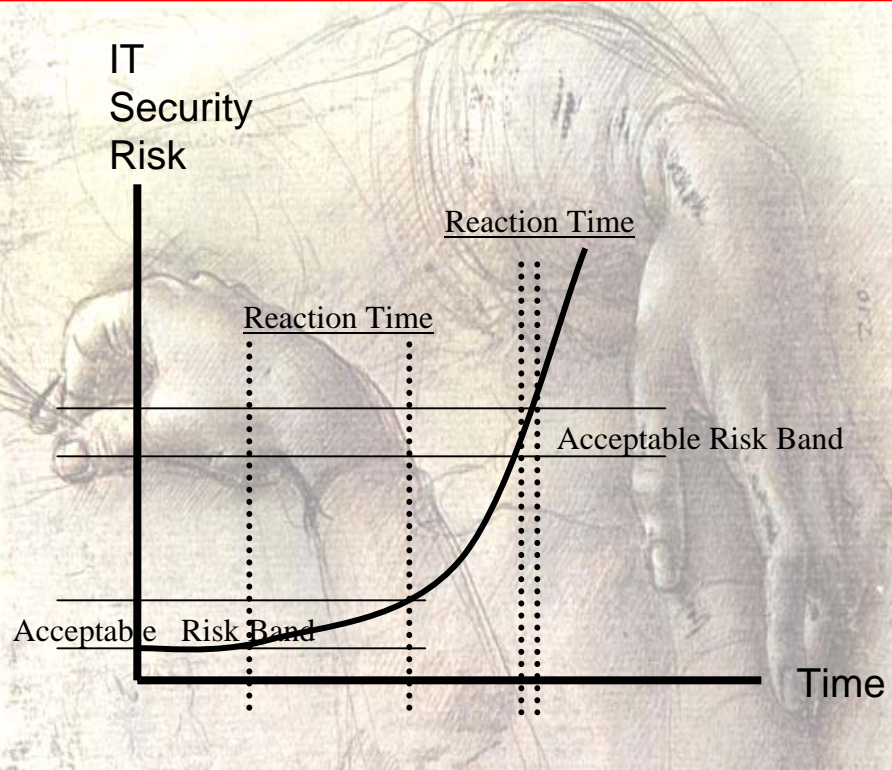
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I maintain that a thing which is confined by a boundary is more difficult than one which is free.

The Notebooks of Leonardo DaVinci
Precepts of the Painter



***The time to react to an IT Security “breach” is shrinking
..... exponentially***

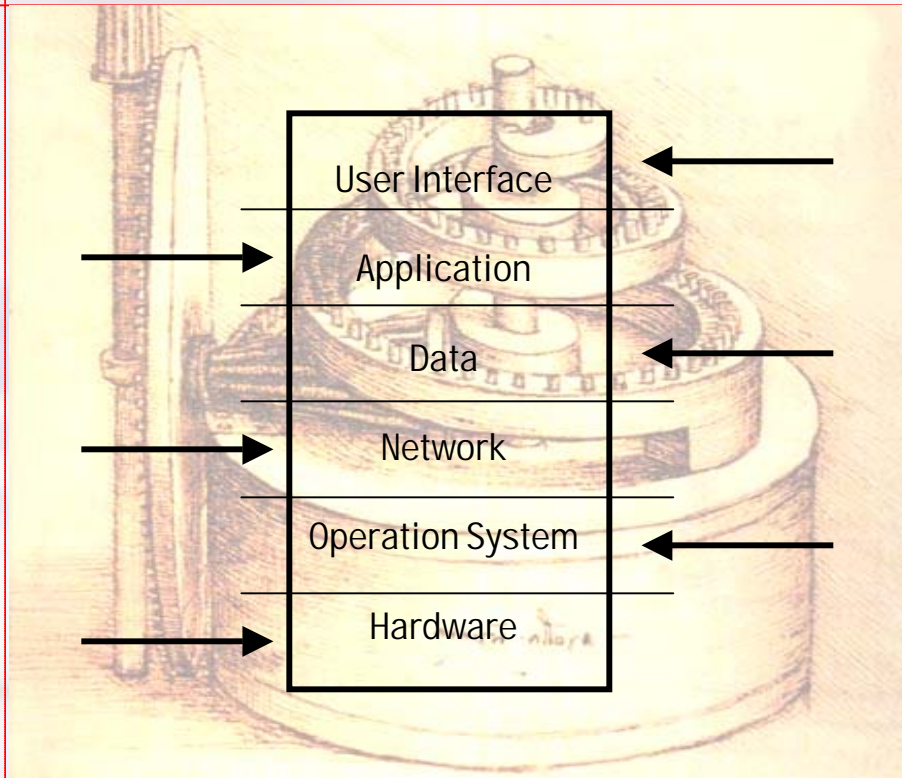
SOFTWARE
2004

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An arch is nothing other than a strength caused by two weaknesses..

The Notebooks of Leonardo DaVinci
Architecture



IT Security must protect all Six layers of the IT Infrastructure.

***The air moves like a river and carries the clouds with it:
just as running water carries all things that float upon it.***

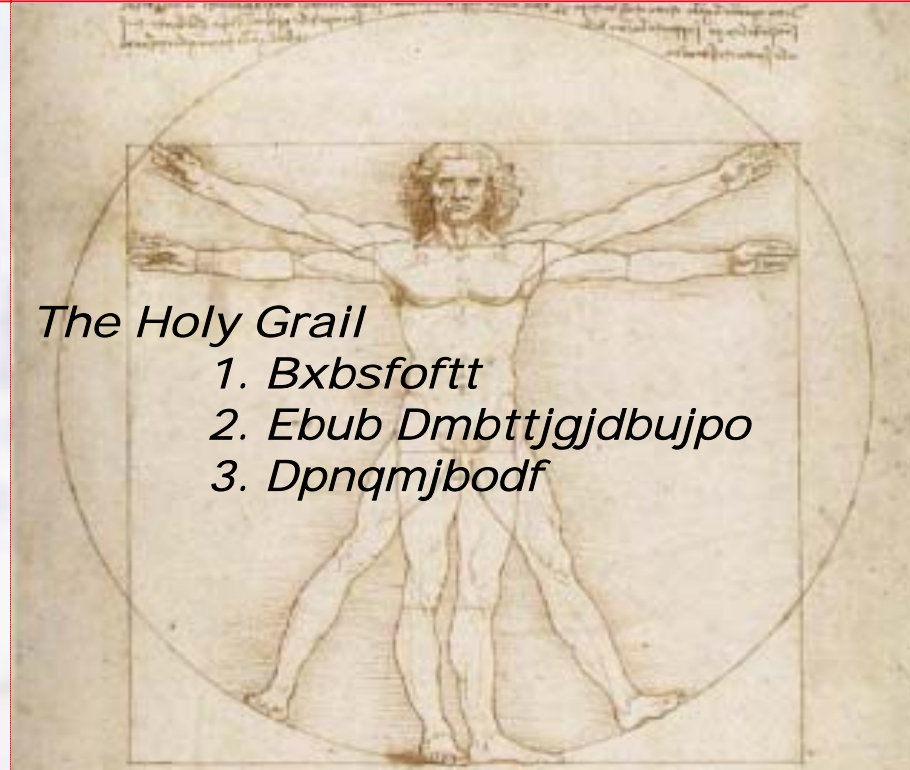
The Notebooks of Leonardo DaVinci
Atmosphere

The Technology-Focused IT Security Model	The Data Classification-Focused IT Security Model
Technology Focus	Data Classification Focus
Centralized Model Business Technology	De-Centralized Model Business Technology
Restrictive Policy	Permissive Policy
Defined Perimeter	No Perimeter

***Two Solutions for Secure Open Systems Computing -
Technology-Focused versus Data Classification-Focused***

Would that it might please our Creator that I were able to reveal the nature of man and his customs even as I describe his figure.

The Notebooks of Leonardo DaVinci
Anatomy



The Holy Grail

- 1. Bxbsfoftt*
- 2. Ebug Dmbttjgjdubujpo*
- 3. Dpnqmbodf*

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