



# Cybersecurity

Managing the Risk

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# Large Scale Technology Trends

## Transforming access to people and information

### Mobile



By **2016**, smartphones and tablets will put power in the pockets of **a billion** global consumers

The world's **mobile worker** population will reach

**1.3 billion** over **37%** of the total workforce by **2015**



### Social



Millennials will make up **75%** of the **American workforce** by 2025

**65%** of companies are deploying at least one **social software tool**.



### Cloud



Over **80%** of **new apps** were distributed or deployed on clouds in **2012**.

**70%** of organizations are either using or investigating **cloud computing solutions**



### Big Data


Digital content grew to **2.7ZB** in 2012, up 48% from 2011, rocketing toward **8ZB** by 2015.



**80%** growth of unstructured data is predicted over the **next five years**.



## HEADLINES ▶



How hackers allegedly stole “unlimited” amounts of cash from banks in just a few hours

□ Ars Technica [2013]

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Malware burrows deep into computer BIOS to escape AV


The Register [September 2011]

Researchers have discovered one of the first pieces ever used in the wild that modifies the software on the motherboard of infected computers to ensure the infection can't be easily eradicated...

Forget carjacking, soon it will be carhacking

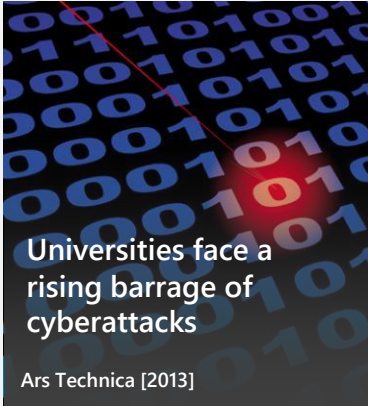
The Sydney Morning Herald [2013]

Rising cyber security risks to drivers as their cars become increasingly powered by and connected to computers have prompted the US auto-safety regulator to start a new office focusing on the threat...



Cyberspace changes the fog of war

Politics.co.uk [2013]



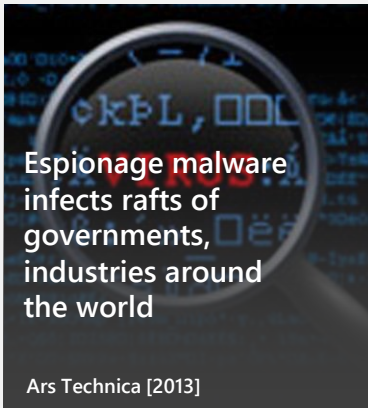
Universities face a rising barrage of cyberattacks

Ars Technica [2013]



Cyberattacks on the rise against US corporations

New York Times [2013]



Espionage malware infects rafts of governments, industries around the world

Ars Technica [2013]

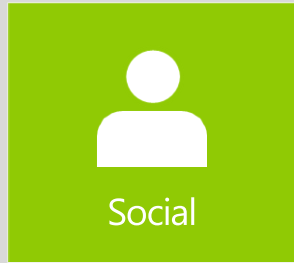
# Strongly Designed Technology

Can help business innovation and cyber security requirements

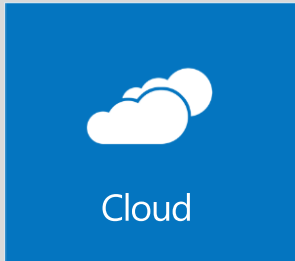
## Business Innovation



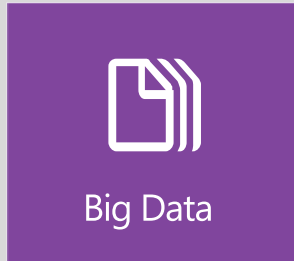
Mobile



Social



Cloud



Big Data

## Cyber Security Requirements



Identity Management



Configuration Management



Threat Management



Strong Response

# Bridging Innovation and Security



**Big Data**

Intelligence and analysis for threat mitigation



**Cloud**

Flexible and dynamic access to public, private, and hybrid cloud services



**Social**

Changing how people connect, communicate, and collaborate



**Mobile**

The proliferation of personal and company devices

**Policies &  
Procedures**

# Data classification is core to security



## **Growing data sources**

- Data classification and metadata
- Archival, retention, and disposal
- Policies and tools

## **Managing at the individual level**

- Employees, partners, and customers
- Permeate access policies across the org

## **Various access points**

- Secure access to data on personal or company devices
- Manage access points



Mobile

Enable Employees to  
Use the Devices They  
Choose Securely



# Support Mobile Workforce with Increased Management & Control

**Malware, intrusion, & threat prevention**

**Data protection**

**Device management**

**Policy-based controls**

"Through the intuitive nature and enhanced security of Windows 8 and, our providers can gain ready access to the patient's full medical information securely, regardless of the point of care."

**Johnathan Samples, Executive Vice President  
Greenway Medical**



 Windows Phone

Surface™

 Windows

 Windows Server

 Microsoft System Center



Social

Connect People &  
Accelerate Secure  
Collaboration



# Secure and Productive with Familiar, Connected Experiences

**Compliance & policies**

**Information protection**

**Access controls**

“With Office 365, we can take advantage of the extensive experience Microsoft has with its own products to help us help maintain our environment and keep us current.”

**Michael Busch, Director of Technology**  
Patagonia



Lync



Yammer

Office 365

Windows

Windows Server

Cloud

Extend Your Business  
to the Cloud While  
Safeguarding Data



# Create a Modern Infrastructure

**Identity management**

**Dynamic access control**

**Audit & certification**

"We had to be sure Azure would meet our stringent security requirements, and Microsoft worked to provide the necessary assurances of their cloud-based services."

**Richard Wallace, Technology Director,  
G4S**



 Office 365

 Microsoft Dynamics CRM Online

 Windows Azure

 Windows Intune

Big Data

Leverage Big Data to  
Improve Security



# Continually Evolve Your Security Strategy

**Intelligence & analysis**

**Insight on emerging threats**

**Improved responses**

“The more quality information you get to act on intelligently, the more efficient you are and the fewer mistakes you make.”

**Richard Daddario,**  
**Deputy Commissioner for Counterterrorism,**  
**New York City Police Department**





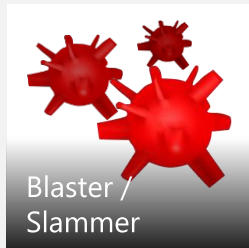
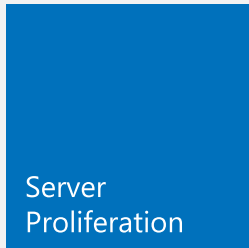
A man with dark hair and glasses, wearing a light blue and white striped button-down shirt, is sitting in a dark office chair. He is leaning forward with his arms resting on the desk. A dark blue jacket is draped over the back of the chair. The background is a blurred office environment with desks, papers, and windows. On the right side of the image, there is a solid blue rectangular box containing white text.

Protecting your  
technology investment

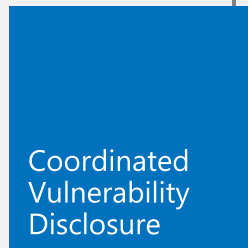
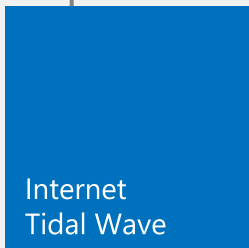


# Microsoft Experience and Credentials

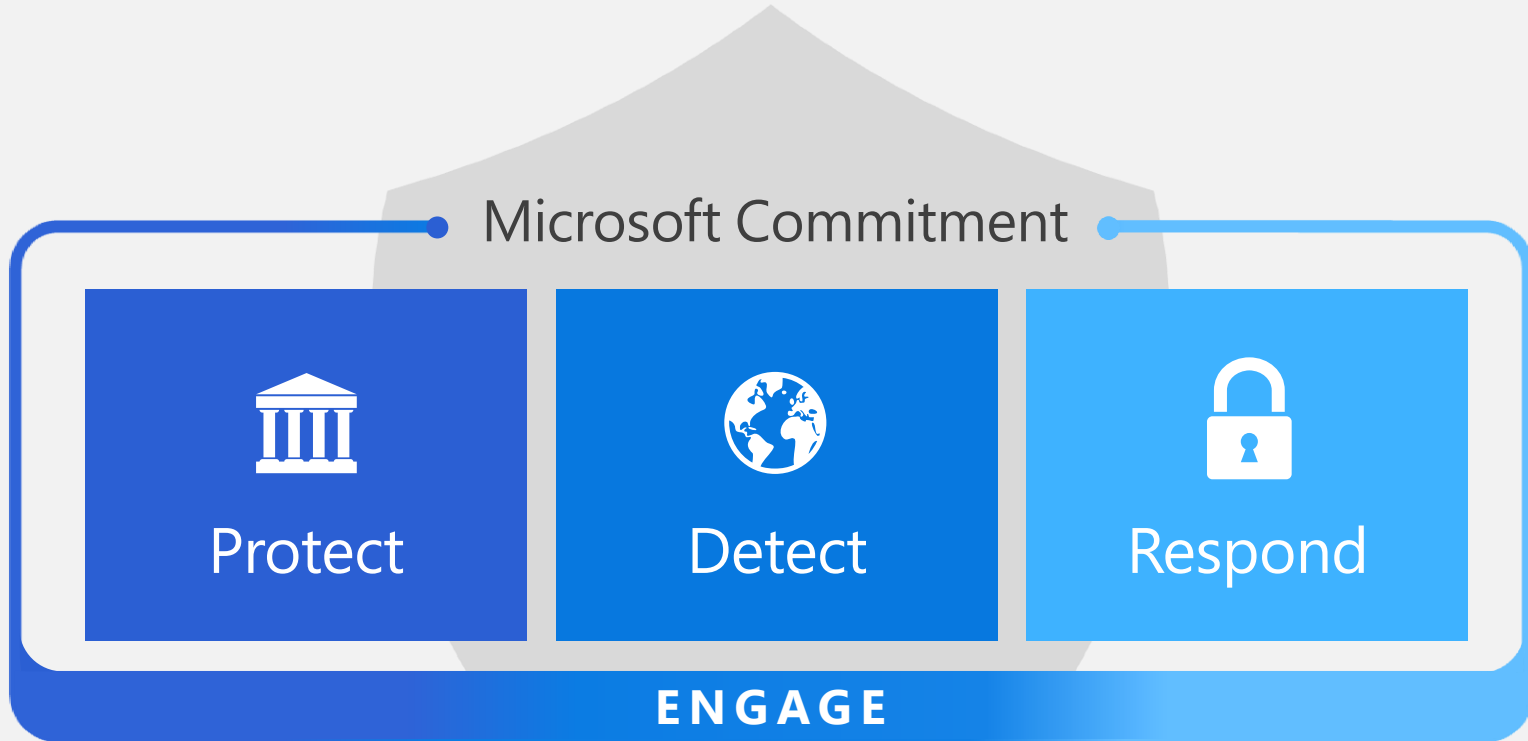
Two decades of perspective and progress



1990 1994 1998 2002 2003 2004 2006 2008 2009 2010 2012



We Invest to Deliver Safer Computing Experiences  
for improved business outcomes and economic growth



# Working to Make the Ecosystem Secure

How we help to make computing safer for all



Massive global  
telemetry



Secure  
development  
practices



Industry  
leadership

# How to Get Started

Talk to a Microsoft Security Partner

Empower your organization with a security foundation.

Run the latest versions of all software and stay updated

Maintain a more resilient infrastructure.

Run an up-to-date antivirus product from a reputable provider

Help to protect your organization from malicious software



# Microsoft