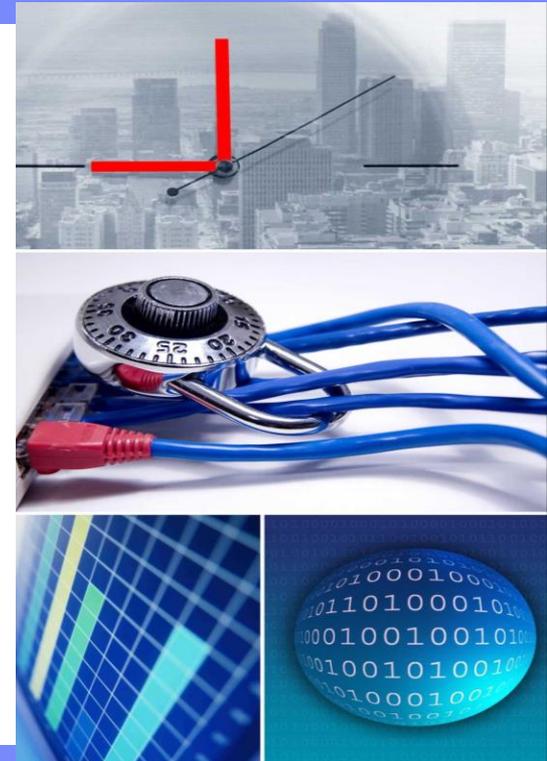




IBM Internet Security Systems

The Future of Security Innovation and Integration

Pete Privateer
Vice President of Sales



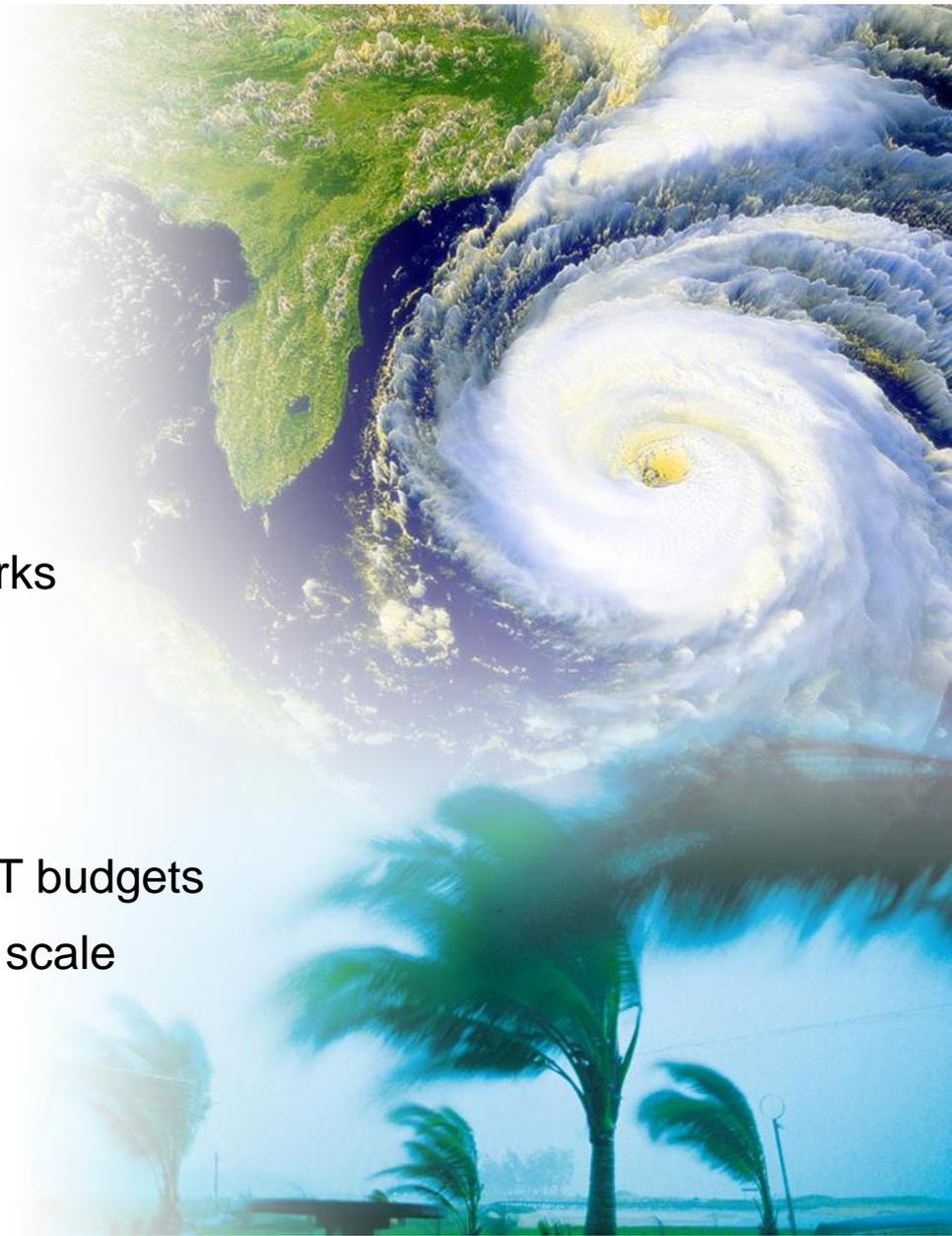
Agenda

- IBM Security Strategy and Vision - recap
 - Market Drivers
 - Strategic Focus

- For each IBM Internet Security Systems business line...
 - Overview of existing capability and strategic direction
 - Roadmaps to show that direction is real
 - “Value” drilldown - describing the business content of the major releases

The Security “Perfect” Storm

- The evolving threat
 - From notoriety to profit motive
- The productivity machine
 - Business enhancements = risk
- Accelerated growth of IP-aware networks
 - Accelerates IT risk
- Rapid growth in data
 - Data is the new currency
- Security costs growing 3x faster than IT budgets
 - Point product approaches no longer scale
- Compliance mandates
 - Driving costs and spending



Security Market Overview

Trends

- Data and information explosion - 6X growth in digital information between 2006 and 2010 (IDC)
- Threats from organized cartels of cyber-criminals
- Increasingly mobile workforce
- Large-scale, public examples of security breaches
- Application level and insider attacks are an ever-larger part of the security threat landscape
- Scarcity of security skills continues

Customer Pains

- Compliance mandates (regulatory, corporate policy)
 - Typical Investment Bank has 1000+ Compliance Requirements
- Complexity
 - Rapidly changing threat environment
 - Death by point products
- Confusion on approach
 - Where to start
 - Best practices
 - Vendor confusion

Customer Requirements

- *Secure* business Process and Application coupled with integrated *security* solutions
- Manage threat risk and streamline compliance - compliance monitoring and reporting
- Integrated suite of solutions addressing a hierarchy of requirements
- Simplicity, manageability, interoperability
- Delivery choices
 - Do it myself
 - Do it for me
 - Combination

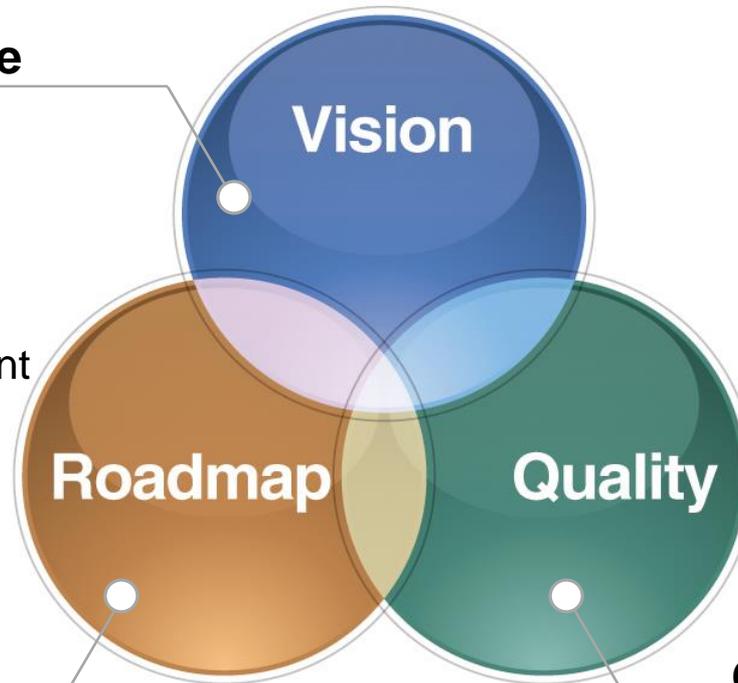
Competitive Landscape

- Convergence on the market:
 - Security infrastructure players remain, like Symantec, CheckPoint and others
 - Information centric entrants like EMC with RSA
 - Process and Application entrants like Oracle and SAP
 - Network entrants like Cisco, Juniper and telco's
 - Declining players like SUN, BMC and CA
- Product providers beginning to focus on services
 - Symantec, EMC, Telcos
- 100's of venture capital backed players add niche competitors to sales cycles

ISS Strategy – Foundational Components

Security Renaissance

- Alternative Approaches to address evolving business needs
- Consolidation to move from threat management to business value



Portfolio Plan

- Continued Innovation leadership
- Cross- Brand and solution integration
- Protecting Data as the foundation of compliancy

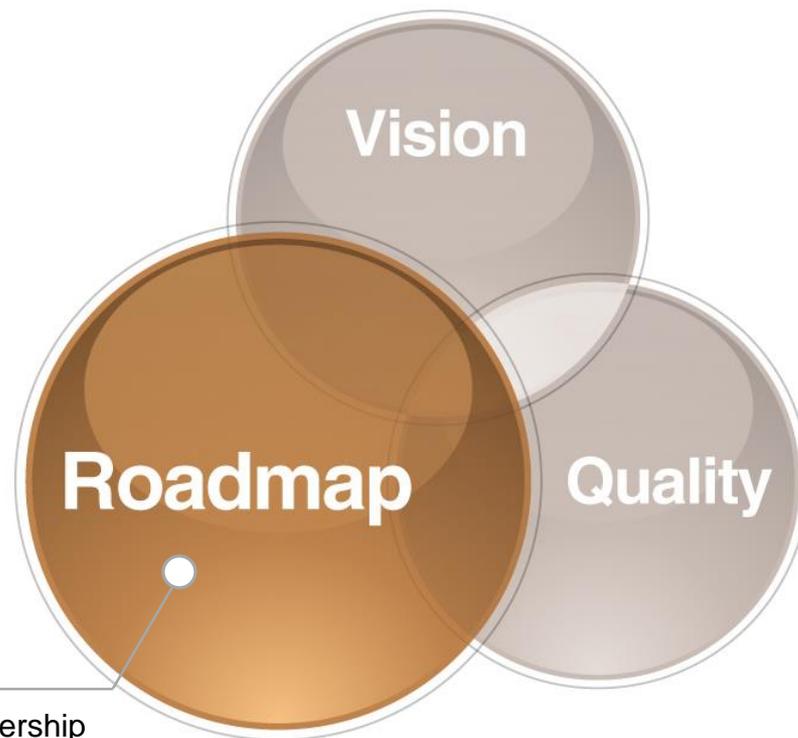


Quality

- Underpins Everything
- Foundation for scalability and reliability
- Quality in products, delivery, experience, scope

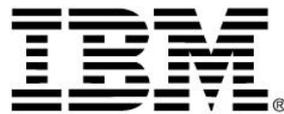


Focus on Vision and Strategy



Portfolio Plan

- Continued Innovation leadership
- Cross- Brand and solution integration
- Protecting Data as the foundation of compliancy



Roadmap Focus Areas

- ***SIMPLIFY***
Security Operations and Expand Capabilities
- ***PROTECT*** Data
- ***ENHANCE*** Compliance Readiness
- ***EXTEND*** Security as a Service
- ***ACCELERATE*** IBM Portfolio Integration



The IBM ISS portfolio and integrated services platform provides a natural launching point for expanding security capabilities along the strategic themes and focus areas

Portfolio Segments

IBM Proventia® Network Enterprise Scanner

IBM Proventia® Network Intrusion Prevention System G and IBM Proventia® Network Anomaly Detection (ADS)

IBM Proventia® Network Web and Mail Filter

IBM Proventia® Network Multi-Function Security (MFS)

IBM Proventia® Server Intrusion Prevention System (IPS)

IBM Proventia® Desktop Endpoint Security

IBM SiteProtector™ system

IBM Managed Protection and Professional Services

IBM ISS Strategic Themes and Focus Areas

Portfolio Segments	Simplify Operations and Expand Capabilities
IBM Proventia® Network Enterprise Scanner	+ Network strength today + application + database
IBM Proventia® Network Intrusion Prevention System G and IBM Proventia® Network Anomaly Detection (ADS)	10G Interface 15 Gbps speed
IBM Proventia® Network Web and Mail Filter	Anti-spam
IBM Proventia® Network Multi-Function Security (MFS)	All in one (AV, IPS AS)
IBM Proventia® Server Intrusion Prevention System (IPS)	Heterogeneous coverage 64 bit OS,Vista
IBM Proventia® Desktop Endpoint Security	...Desktop management Integration w/ Server
IBM SiteProtector™ system	Common reporting and monitoring
IBM Managed Protection and Professional Services	Client portal

IBM ISS Strategic Themes and Focus Areas

Portfolio Segments	Simplify Operations and Expand Capabilities	Protect Data
IBM Proventia® Network Enterprise Scanner	+ Network strength today + application + database	Full coverage + application + database
IBM Proventia® Network Intrusion Prevention System G and IBM Proventia® Network Anomaly Detection (ADS)	10G Interface 15 Gbps speed	PII proof of concept -signature based
IBM Proventia® Network Web and Mail Filter	Anti-spam	Content filtering Image analytics
IBM Proventia® Network Multi-Function Security (MFS)	All in one (AV, IPS AS)	PCI ROBO
IBM Proventia® Server Intrusion Prevention System (IPS)	Heterogeneous coverage 64 bit OS,Vista	Privileged Users
IBM Proventia® Desktop Endpoint Security	...Desktop management Integration w/ Server	Whole disk encryption Instant messaging, removable media,email
IBM SiteProtector™ system	Common reporting and monitoring	Data event management, policy
IBM Managed Protection and Professional Services	Client portal	Network, server, and endpoint

IBM ISS Strategic Themes and Focus Areas

Portfolio Segments	Simplify Operations and Expand Capabilities	Protect Data	Enhance Compliance Readiness
IBM Proventia® Network Enterprise Scanner	Network strength + application + database	Full coverage + application + database	PCI Audit Control
IBM Proventia® Network Intrusion Prevention System G and IBM Proventia® Network Anomaly Detection (ADS)	10G Interface 15 Gbps speed	PII proof of concept -signature based	Audit control Reporting.
IBM Proventia® Network Web and Mail Filter	Anti-spam	Content filtering Image analytics	Audit control Reporting
IBM Proventia® Network Multi-Function Security (MFS)	All in one (AV, IPS AS)	PCI ROBO	Audit Control Reporting
IBM Proventia® Server Intrusion Prevention System (IPS)	Heterogeneous coverage 64 bit OS,Vista	Privileged Users	PCI Audit Control Reporting
IBM Proventia® Desktop Endpoint Security	...Desktop management Integration w/ Server	Whole disk encryption Instant messaging, removable media,email	Audit control Reporting
IBM SiteProtector™ system	Common reporting and monitoring	Data event management, policy	Audit control Reporting
IBM Managed Protection and Professional Services	Client portal	Network, server, and endpoint	Reporting Assessments

IBM ISS Strategic Themes and Focus Areas

Portfolio Segments	Simplify Operations and Expand Capabilities	Protect Data	Enhance Compliance Readiness	Extend Security as a Service
IBM Proventia® Network Enterprise Scanner	Network strength + application + database	Full coverage + application + database	PCI Audit Control	PCI (VMS 2.0) Professional Managed
IBM Proventia® Network Intrusion Prevention System G and IBM Proventia® Network Anomaly Detection (ADS)	10G Interface 15 Gbps speed	PII proof of concept -signature based	Audit control Reporting.	Professional Managed
IBM Proventia® Network Web and Mail Filter	Anti-spam	Content filtering Image analytics	Audit control Reporting	Professional
IBM Proventia® Network Multi-Function Security (MFS)	All in one (AV, IPS AS)	PCI ROBO	Audit Control Reporting	Professional Managed
IBM Proventia® Server Intrusion Prevention System (IPS)	Heterogeneous coverage 64 bit OS,Vista	Privileged Users	PCI Audit Control Reporting	Professional Managed
IBM Proventia® Desktop Endpoint Security	...Desktop management Integration w/ Server	Whole disk encryption Instant messaging, removable media,email	Audit control Reporting	Professional Managed
IBM SiteProtector™ system	Common reporting and monitoring	Data event management, policy	Audit control Reporting	Managed
IBM Managed Protection and Professional Services	Client portal	Network, server, and endpoint	Reporting Assessments	Managed Professional

IBM ISS Strategic Themes and Focus Areas

Portfolio Segments	Simplify Operations and Expand Capabilities	Protect Data	Enhance Compliance Readiness	Extend Security as a Service	IBM Portfolio Integration
IBM Proventia® Network Enterprise Scanner	Network strength + application + database	Full coverage + application + database	PCI Audit Control	PCI (VMS 2.0) Professional Managed	Watchfire Tivoli(TCIM)
IBM Proventia® Network Intrusion Prevention System G and IBM Proventia® Network Anomaly Detection (ADS)	10G Interface 15 Gbps speed	PII proof of concept -signature based	Audit control Reporting.	Professional Managed	Bladecenter
IBM Proventia® Network Web and Mail Filter	Anti-spam	Content filtering Image analytics	Audit control Reporting	Professional	Information management Lotus email
IBM Proventia® Network Multi-Function Security (MFS)	All in one (AV, IPS AS)	PCI ROBO	Audit Control Reporting	Professional Managed	Blue Business Platform ,mid- market
IBM Proventia® Server Intrusion Prevention System (IPS)	Heterogeneous coverage 64 bit OS,Vista	Privileged Users	PCI Audit Control Reporting	Professional Managed	IBM Servers Blue Business Platform
IBM Proventia® Desktop Endpoint Security	...Desktop management Integration w/ Server	Whole disk encryption Instant messaging, removable media,email	Audit control Reporting	Professional Managed	Management
IBM SiteProtector™ system	Common reporting and monitoring, policy	Data event management, policy	Audit control Reporting	Managed	Tivoli consoles (TCIM, TSOM)
IBM Managed Protection and Professional Services	Client Portal, policy	Network, server, and endpoint	Reporting Assessments	VSOC	DVS ,email services

The ISS roadmaps drive towards the unification of system security and data security, with full coverage spanning the network, server, and endpoint strategic control points **ahead of the threat**

- Network Protection
- Multifunction Security
- Vulnerability Management
- Endpoint and Server Protection
- Data and Content Protection

.... enabled and enhanced
by Enterprise Services



“Comprehensive system security and data security delivered and managed through world class services”

The Value of “Preemptive” Innovation

Traditional Signature-based Security

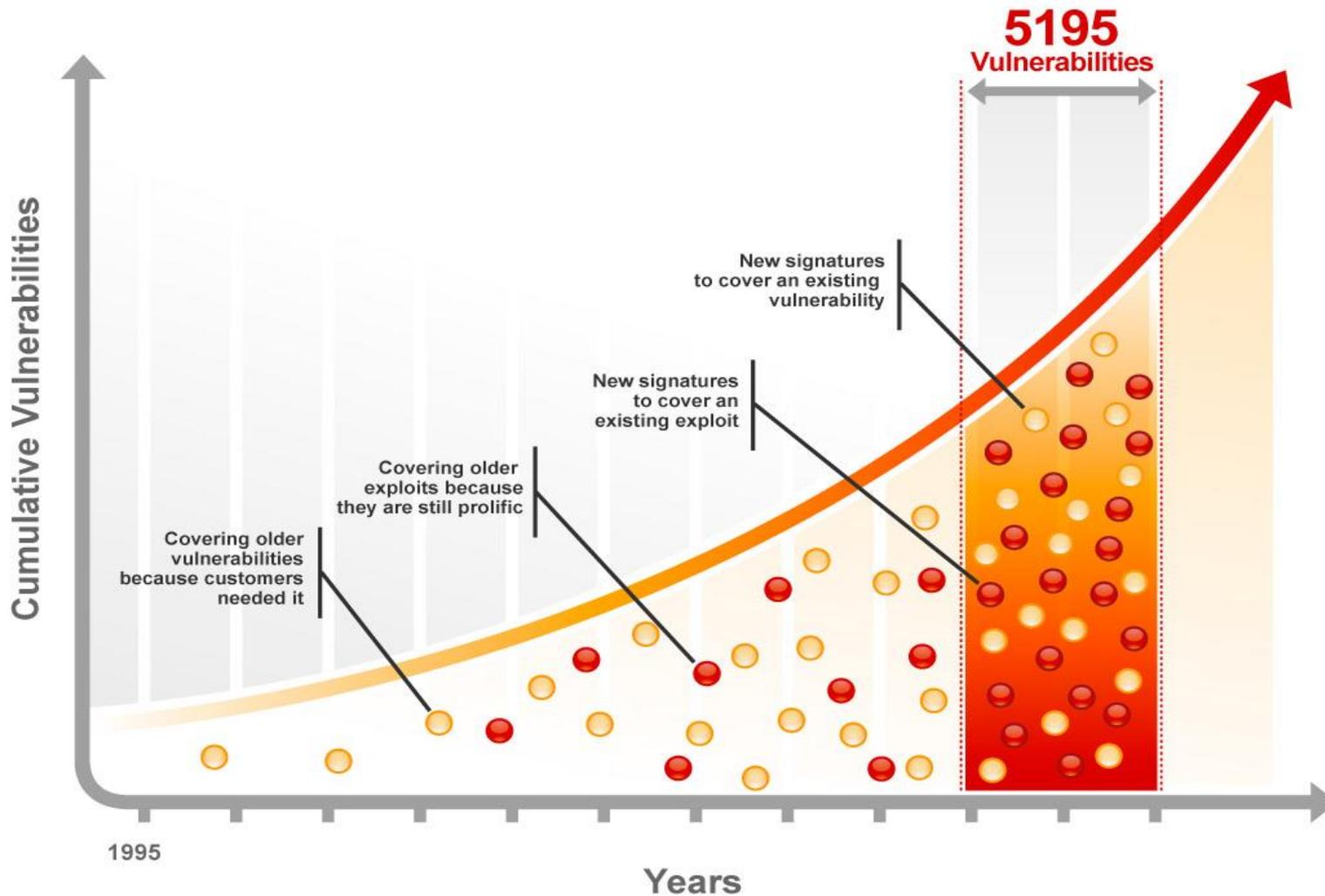
- Can only *react* to attacks
- Incurs cost of attack before applying protection
- Causes patching to occur on an “emergency basis”

vs.

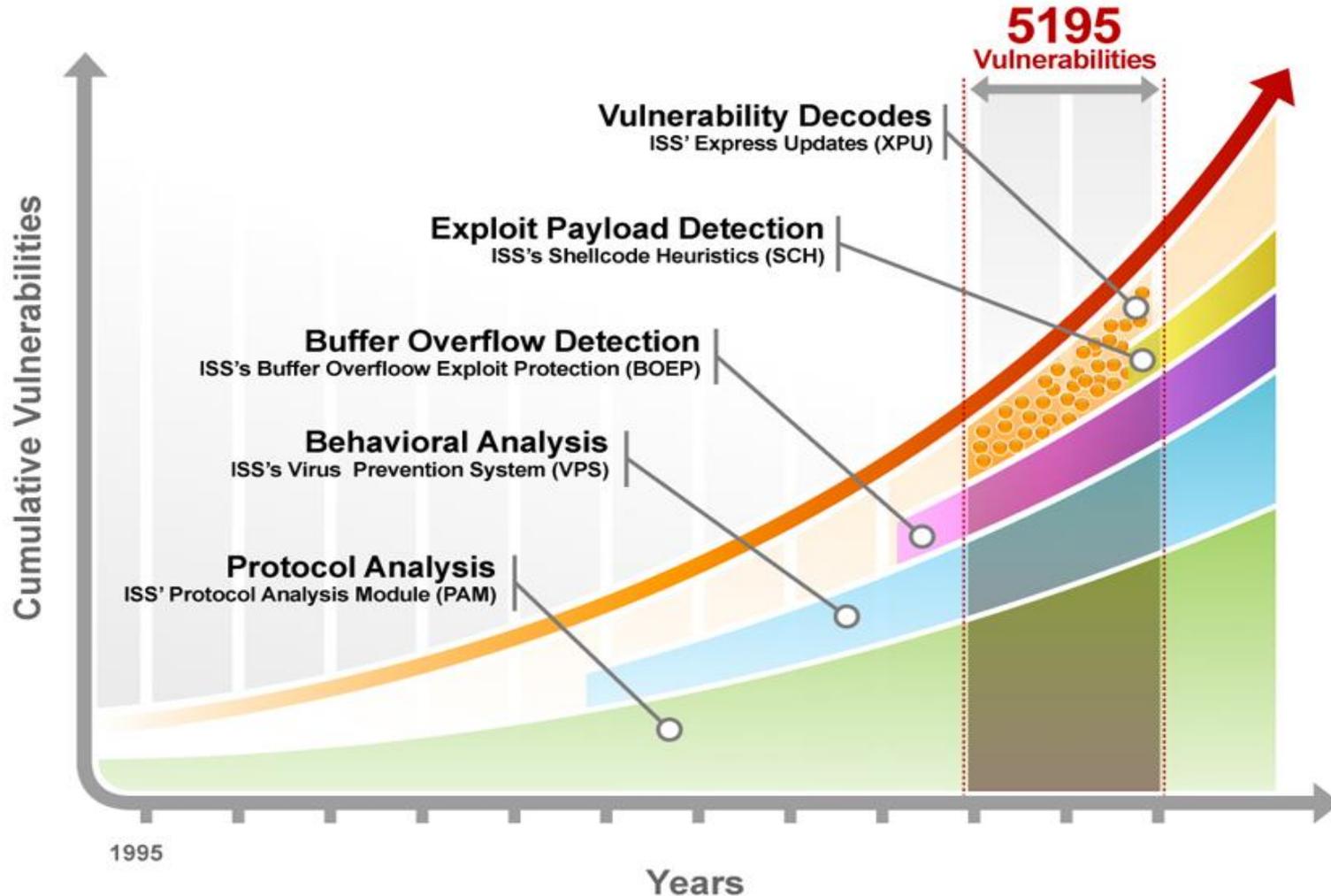
IBM Internet Security Systems

- Provides preemptive technologies
- Blocks attacks *before* impact
- Reduces cost of operations
- Enables patching on a maintenance schedule

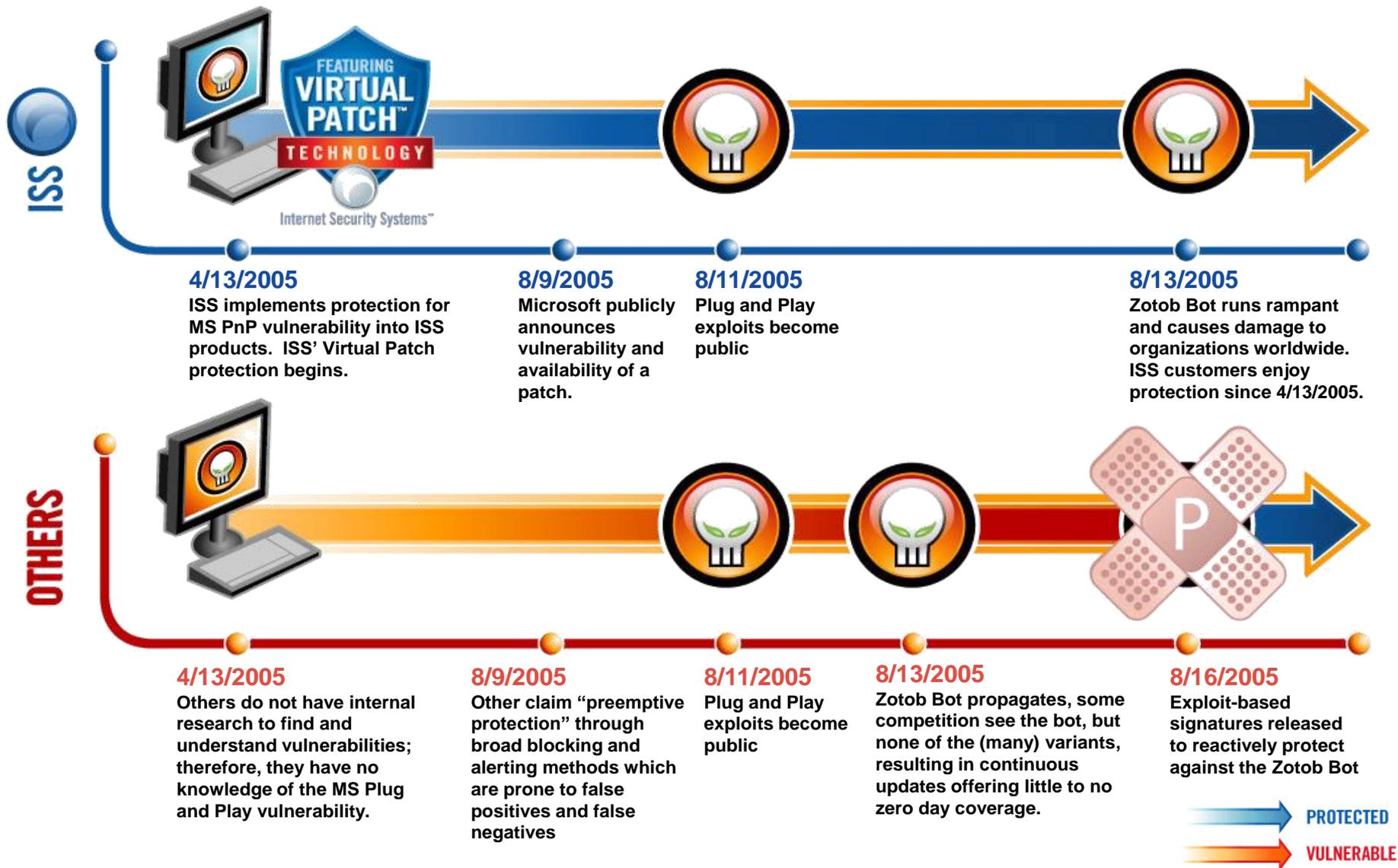
Traditional Signature-Based Protection



ISS Vulnerability Focused Protection

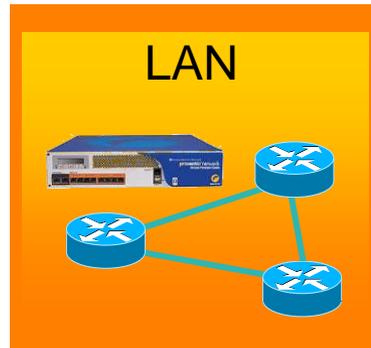
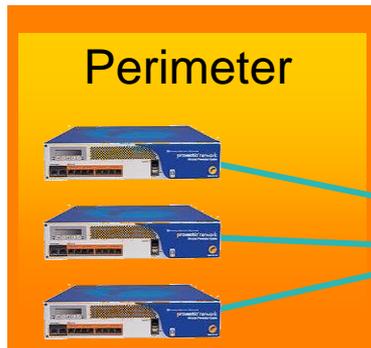


MS Plug and Play / - Zotob Timeline



End-To-End Security Products and Services

Carrier Cloud Enterprise



Solutions & Technologies

MSS “Clean Pipes” Enablement

- Intrusion Prevention, Firewall, Content/Data /Mail/Web Security

NGN Protection

- IPS & ADS protection for VoIP, IMS...

Protection against viruses/worms/bots/spam/phishing/DDoS + other emerging threats

Dedicated & Multifunction Appliances for Perimeter

- Intrusion Prevention, Firewall, Content/Data /Mail/Web Security

Dedicated Appliances for Local Area Network

- Intrusion Prevention, Behavioral analysis (ADS), Vulnerability Management

Host Security SW for Servers & PC's

- FW, Intrusion Prevention, Content / Appl'n protection, Multiple Operating systems,

Network Business Line

.... providing world class network protection

- **Client Value**
 - Pre-emptive network security protecting client assets, applications and data
- **Current Product line**
 - Proventia G
 - IDS/IPS protecting from SMB to Large Enterprise to Carrier class networks
 - ADS
 - Network behavioral analysis to protect against data leakage and the insider threat
- **Integration with IBM products & services**
 - Integrated with ISS suite of products, services and solutions
 - SiteProtector management console, Managed Security Services, Tivoli Security Operations Manager (TSOM)
 - In-process integration – IPS and ADS on BladeCenter
- **Solutions / Strategy**
 - Data Leakage Protection – ADS to stop the insider threat, IPS with content enforcement to stop malicious and accidental compromise
 - Compliance and Reporting – advanced reporting and business intelligence tools
 - Carrier and Telco services – products and services geared to enable in the cloud protection



Endpoint and Server Protection Business Line

... Endpoint is the new perimeter

■ Client Value

- Ahead of the threat protection for Endpoints and Servers, protecting against attacks that can lead to data theft and lost system usage

■ Current Product line

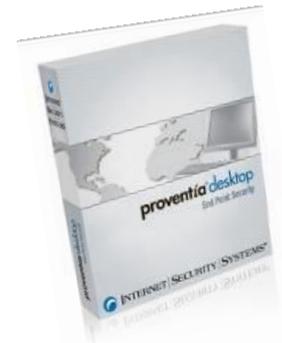
- **Proventia Server / Sensor (Windows, Linux, HP-UX, AIX, Solaris)**
 - Broad platform coverage to protect servers from malicious attacks
 - Compliance and intrusion prevention
- **Proventia Desktop**
 - Multi-layered threat and data protection
 - Behavioral threat protection, antivirus, antispyware, intrusion prevention

■ Integration with IBM products & services

- Server for AIX and System P
- Server for Windows and System X
- Blue Business Platform
- Proventia Desktop-Lenovo: Secure Security PC initiative
- TPM with Proventia Desktop and Server
- TAM and Server

■ Solutions / Strategy

- Proventia Desktop: Deliver market leading system and data protection via an extensible framework to meet the needs of customers today and tomorrow
- Proventia Server/Sensor: Deliver comprehensive system protection and market leading compliance. Deliver comprehensive virtualized server protection



Multifunction Security Business Line

.... managing your network needs for remote office branch office

■ Client Value

- All-in-one security appliance ensures maximum network uptime and workforce productivity by blocking viruses, worms, hackers, spam and unwanted Web content.
- Proventia MFS stands as a key enforcement point for enterprises and small businesses alike to ensure compliance and protection with a consistently managed and comprehensive security policy, even for small, remote offices.

■ Current Product line

- **Proventia MX** – Three core UTM models with scalable enterprise management features targeted at enterprises with distributed operations such as remote office/branch office.
 - **MX1004, MX3006, MX5010**



■ Integration with IBM Products & services

- Proventia MFS can be managed locally, through SiteProtector
- Direct integration with other Network Management systems, including Tivoli Security Operations Manager (TSOM).

■ Compliance

- Helps satisfy 10 of the 12 PCI requirements, especially for remote offices and retail stores
- Helps meet protection and access control requirements of regulations like HIPAA and SOX

■ Solutions/Strategy

- Complete the product line: appliances to support from 25 to 3,000 user
- Enhance firewall to meet competitive pressures in the area of Enterprise firewall features
- Extend easy client connectivity offering with SSL VPN and enter adjacent VPN market at the low end
- Leadership role in UTM market by extending security modules so that they will be feature competitive with stand-alone security products in Antispam and URL filtering, allowing sales to sell into adjacent security markets
- Support layered security approach by enforcing usage of Proventia Desktop
- Blue Business Platform for small and medium business

Vulnerability Management Business Line

.... managing your network vulnerability needs

■ Client Value

- Ensure the availability of IT services, while protecting corporate data by identifying where risk exists, prioritizing and assigning protection activities, and reporting on results.

■ Current Product line

- **Internet Scanner (IS)** – Software-based network vulnerability assessment product servicing the Audit and Vulnerability Management markets
- **Enterprise Scanner (ES)** – Appliance-based network vulnerability assessment product servicing the Vulnerability Management Markets
 - **ES 750** (Sept 07)
 - **ES 1500** (3Q06)



■ Integration with IBM products & services

- Interface to Site Protector which in turn interfaces to Tivoli Security Operations Manager (TSOM)

■ Strategy / Solutions

- Competitive enhancements to ES
 - Added functionality
 - PCI certification (security checks and reports)
- Expansion of assessment capabilities to include application and database vulnerability scanners
- Integration of network, application and database scans to facilitate Overall Risk Management

Data Security and Content Business Line

... enabling collaboration while mitigating risk

■ Client Value

- Safeguarding data across the enterprise, facilitating content awareness, enabling Security & Privacy compliance, monitoring data flows, optimizing control, leveraging industry expertise & best practices to ensure access while preventing data loss

■ Current Product & Services Line

- Proventia Network Mail
 - MS3004 Appliance (launched August 2006)
 - MS1002-VM Virtual Appliance (launched August 2007)
- Proventia Mail Filter software (July 2004)
 - Formerly Cobion OrangeBox Mail software (March 2003)
- Proventia Web Filter software (July 2004)
 - Formerly Cobion OrangeBox Web software (2002)
- OEM Business – 30 Active Email and Web content security partners
 - Includes 5 of the 20 vendors on 2007 Gartner Secure Web Gateway MQ including market leader
 - Mail Security and UTM vendors also represented in OEM relationships



■ Integration with other IBM products & services

■ Solutions/ Strategy

- Hardware Line Expansion for Mail Security Appliance line – 2008
- Secure Browsing – securing transactions regardless of system state
- Content Protection Appliance – 2008 (HTTP, HTTPS, FTP, IM, P2P content gateway inspection)
- Content Scanning Services and Risk Assessments
- Brand / Logo Identification Service
- DLP (Data Loss Prevention Services) including granular controls based on content & context and integration with other components of Enterprise Content Protection such as desktop agents and gateway filters for holistic protection

Enterprise Services Business Line

...solving business problems through flexible service delivery

Client Value

- Comprehensive, adaptable services designed to reduce operational overhead, demonstrate compliance, improve security posture, and guarantee protection at the network, server, and desktop level.

Current Offerings

- **Managed Protection Services (MPS)** – Guaranteed protection offerings based on industry leading IBM ISS technology at the Network, Server, and Desktop.
- **Managed Security Services (MSS)** – From fully managed to fully monitored, support for best of breed Firewall, VPS, IPS, AV, AS, from leading vendors – ISS, Cisco, Checkpoint, Juniper, 3Com, McAfee, Fortinet, Sourcefire, etc.
- **Security Enablement Services** – Turn-key solutions delivering on-demand protection when you need it without the need for additional hardware or software deployment. Includes SELM, VMS, and XFTAS.
- **Professional Security Services (PSS)** – In depth Professional Services designed to provide regulatory certification, security assessment / implementation, and full scale penetration testing.
- **Education and Training Services** – Comprehensive instructor led training and e-learning offerings designed around IBM ISS technology and security best practices.
- **Emergency Response Services** – 24x7 emergency response capabilities for forensic analysis and investigation, evidence preservation, and expert witnessing.
- **Proventia Management SiteProtector** – Provides the industry's most comprehensive centralized security management tool, designed to simplify management functions while expanding visibility into critical security issues.

Strategy

- Service Provider offering portfolio expansion.
- On-Demand services launch – after hours monitoring for the Security Event and Log Management offering.
- Security Event and Log Management enhancements for extended regulatory compliance capabilities.
- Improved Vulnerability Management service with support for Ent. Scanner, PCI compliance, and enhanced usability.
- Data protection services – **Data Loss Prevention**, database monitoring, encryption, etc.
- Enhanced SiteProtector release to include world class business intelligence capabilities.
- Introduction of new e-learning capabilities delivering IBM ISS education in an always-on, online classroom.



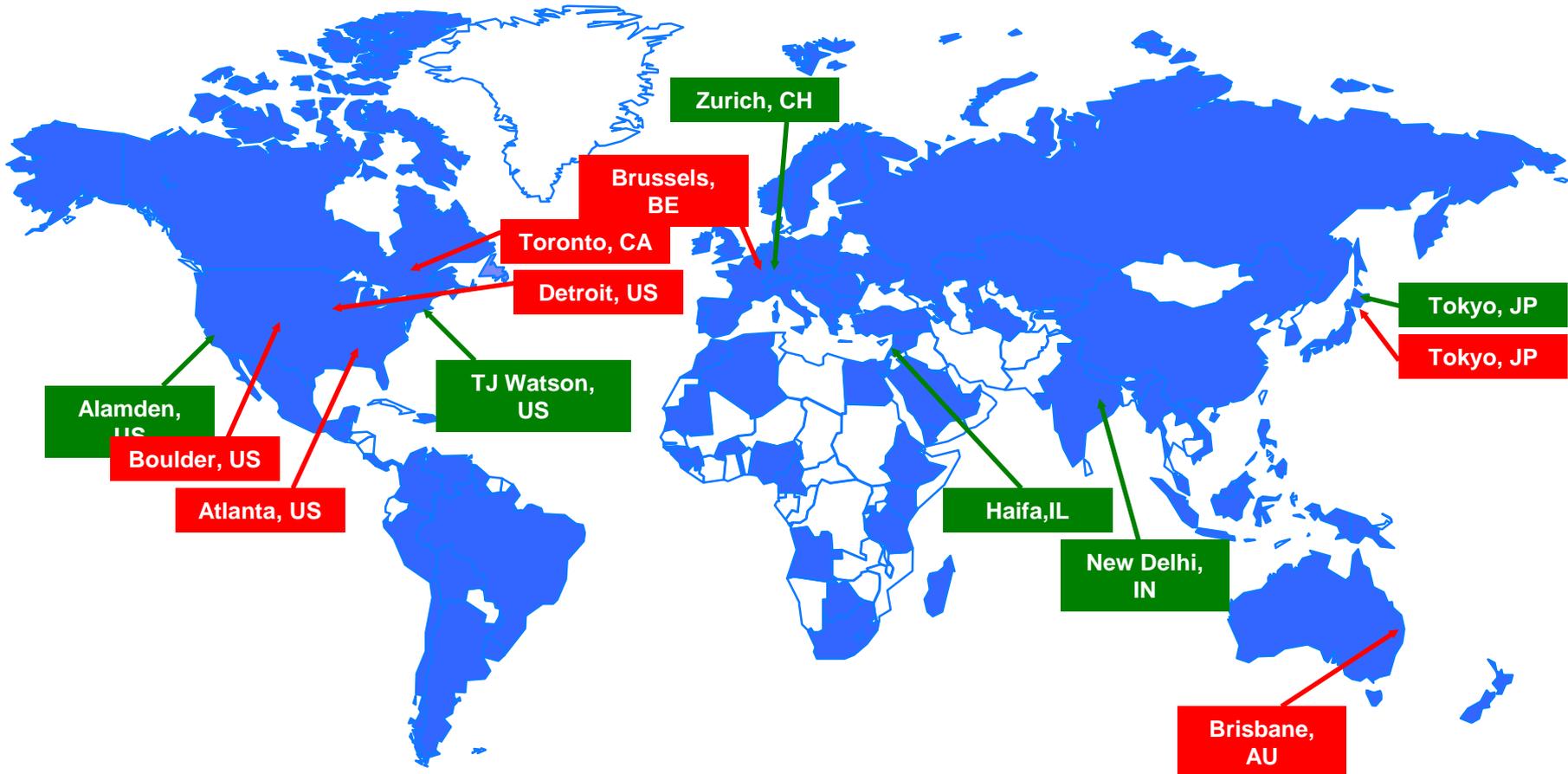
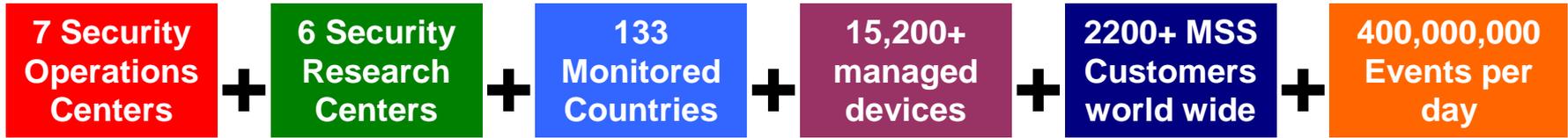
The Next Generation in Security Management Services



Multiple Platforms & Products

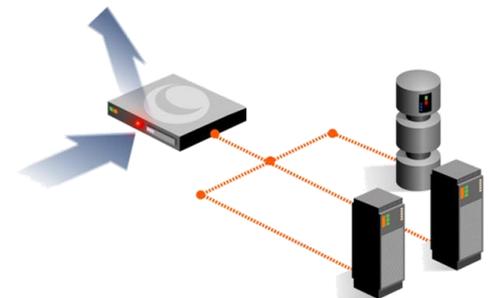
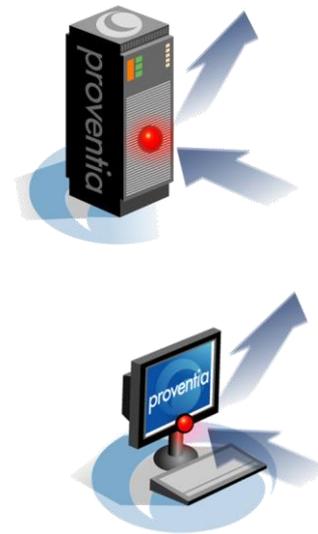


What set's IBM ISS Managed Services Apart?



Managed Services: *Managed Protection Services (MPS)*

- ***Guaranteed Protection***
- Based on IBM ISS Security Technologies
 - Proventia G (IDPS)
 - Proventia M (UTM)
 - Proventia Server
 - Proventia Desktop
- Best-in-Class Service Level Agreements
 - Performance based SLAs
- Multiple Service Level Options
 - Standard, Select, Premium
 - Choose services per device for custom solutions
- Industry Leading Customer Portal
- Embedded X-Force Intelligence

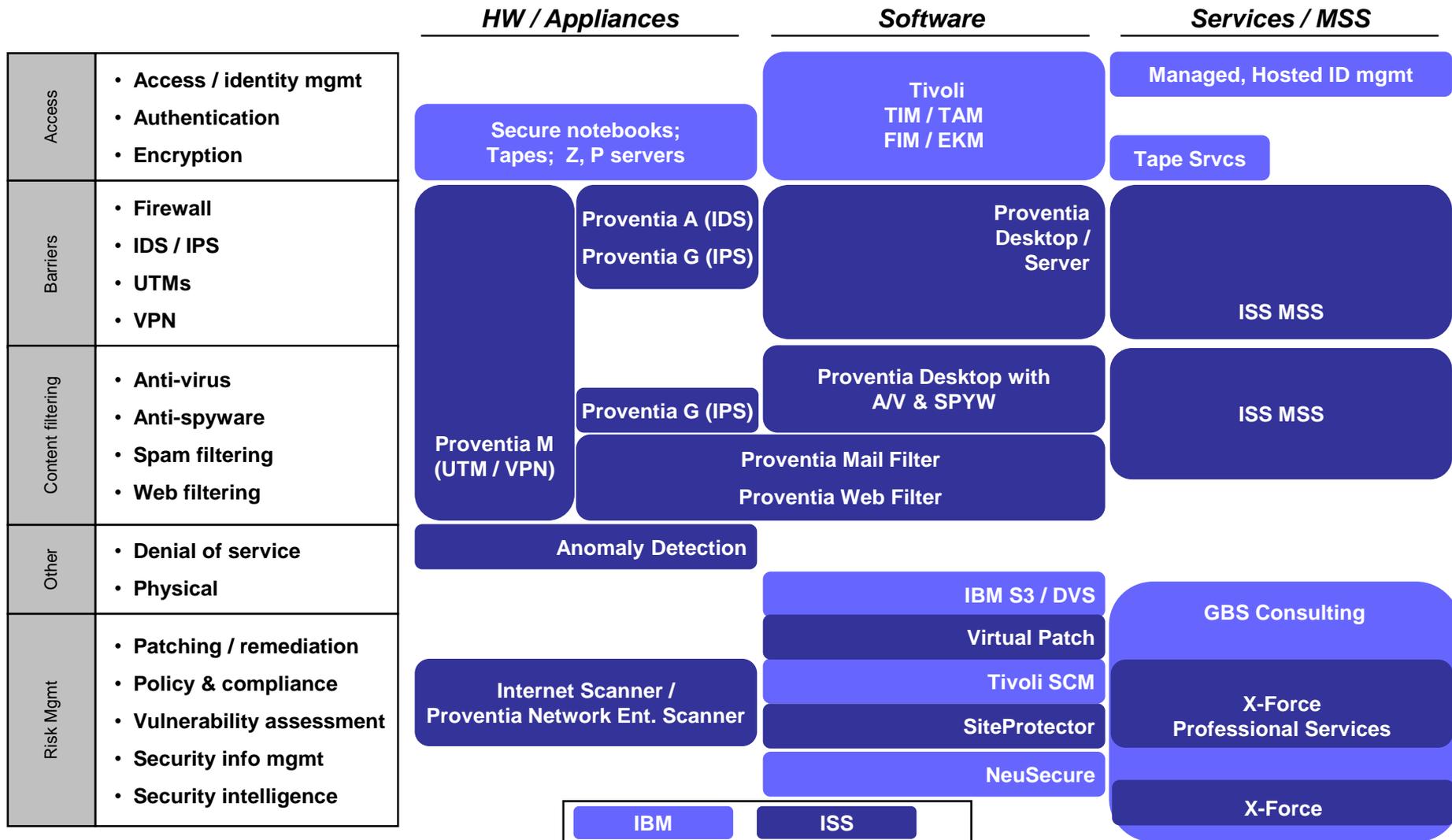


Roadmap Focus Areas

- ***SIMPLIFY***
Security Operations and Expand Capabilities
- ***PROTECT*** Data
- ***ENHANCE*** Compliance Readiness
- ***EXTEND*** Security as a Service
- ***ACCELERATE*** IBM Portfolio Integration

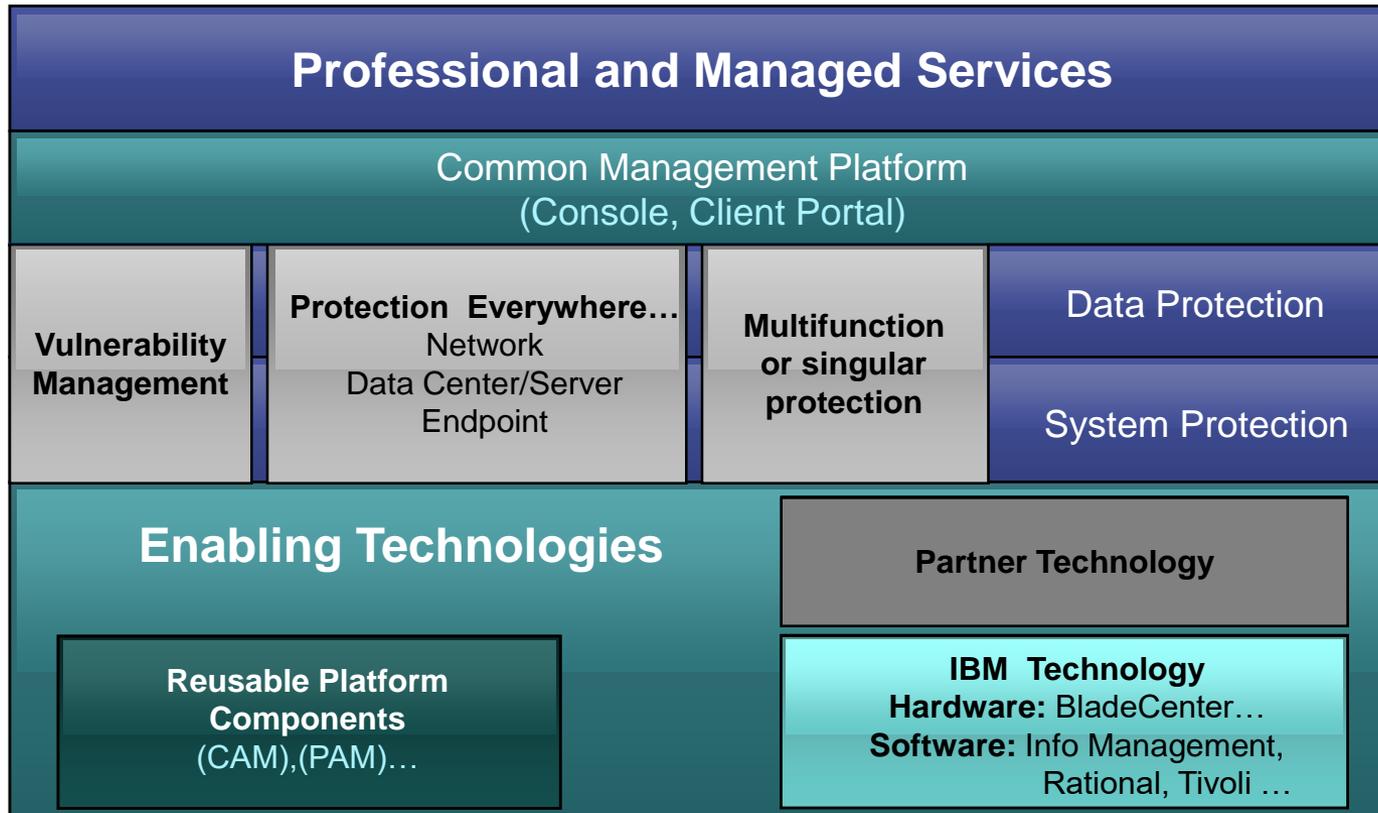


IBM'S SECURITY PORTFOLIO



Delivering comprehensive and integrated security coverage

Starting with services(assessments) and extending into operations via an automated platform for ongoing monitoring & management to provide practical risk management



Security Experts.....

...delivering business value...

...powered by technology assets

The combined value of ISS and IBM

IBM Internet Security Systems enables clients to think through top security issues and operationalize those strategies in a practical, scalable and cost-effective way through comprehensive security solutions and services

- ✓ **Breadth and depth** – ISS' integrated and replicable security solutions ... combined with IBM's security hardware, software and services ... provides clients with the most comprehensive security portfolio in the industry
- ✓ **Innovation** – ISS' X-Force team and engineers linked with Software Group and IBM's research capabilities to provide expertise and value to our clients
- ✓ **Growth potential** – IBM's worldwide coverage and resources fully leverage ISS' expert sales force, automated platform and security operations centers
- ✓ **Time to value** – IBM Internet Security Systems is moving rapidly to meet growing demand for world class security products and managed security services

IBM Makes a Difference...

Only IBM has the breadth and depth of products, services, technology, personnel and partners to deliver end-to-end security

Manage business risks

Improve the consistent enforcement of corporate security policies and regulatory compliance with fewer resources.

Block security threats

Anticipate vulnerabilities and risk.
Reduce exposure to external and internal threats.

Drive value

Reduce the costs of operating a secure, resilient business and improve information that helps prioritize future security investments.

Thank You

Questions?