Intel® Cyber Security Briefing:
Trends, Solutions, and Opportunities

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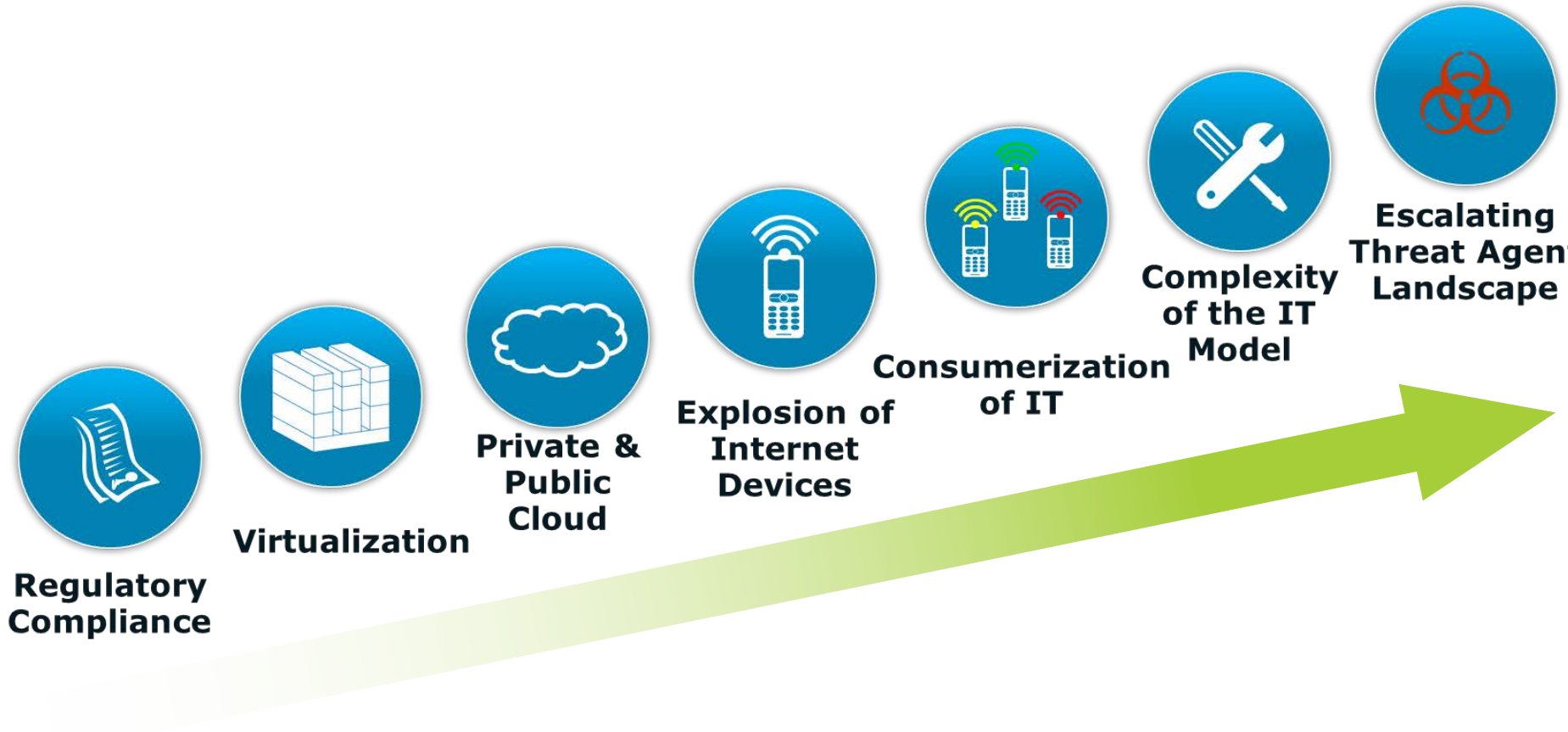
Agenda

- Trends and Landscape
- Challenges of Cyber Security
- Defense in Depth Strategy
- Layered Security Technology
- Innovations for Endpoint Protection
- Summary, Questions, Discussion

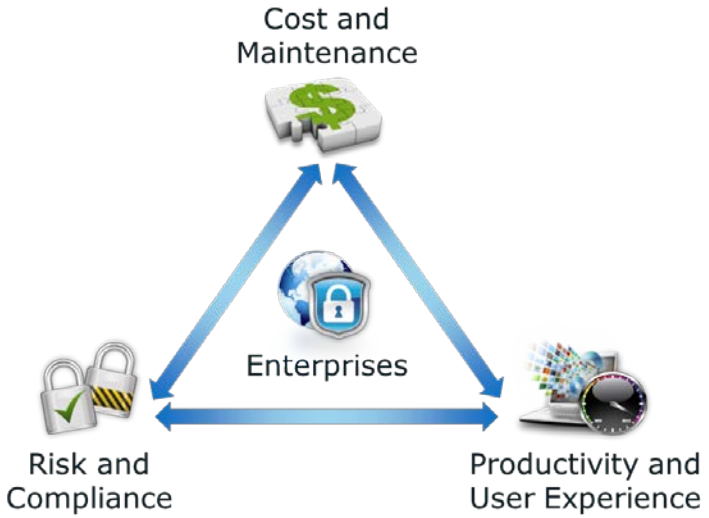
Industry Changes Drive Security



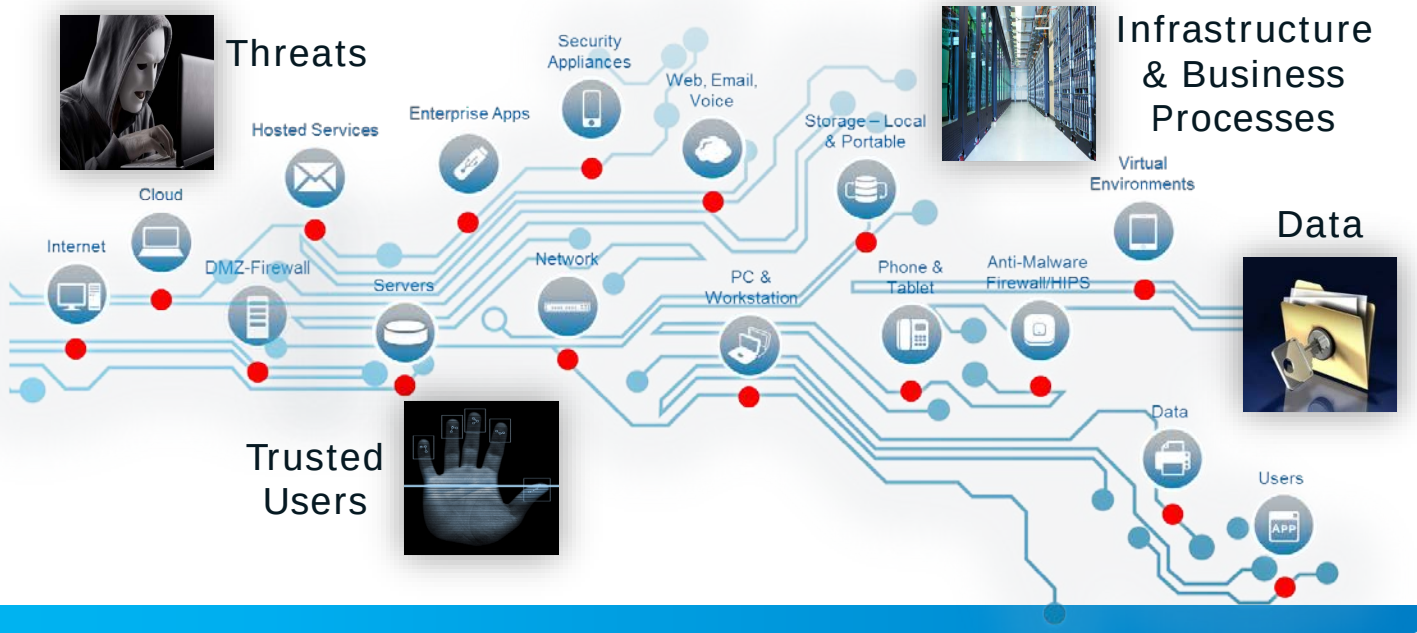
Challenges are increasing over time.
The risks-of-loss continues to rise as the cyber security industry grows in size, intensity, and complexity

Scope

Businesses must find a balance through tradeoffs:



Security aspects are intertwined:



Defense in Depth

Process to drive cost efficiency and security effectiveness

Prediction

Predict the most likely attacks, targets, and methods

Prevention

Prevents or deters attacks so no loss is experienced

Detection

Identify attacks not prevented to allow for rapid and thorough response

Response

Rapidly address incidents to minimize losses and return to a normal state

Defense in Depth Cyber Security Strategy

Prediction: Proactive measures to identify attackers, their objectives and methods prior to materialization of viable attacks. Enables and maximizes Prevention activities.

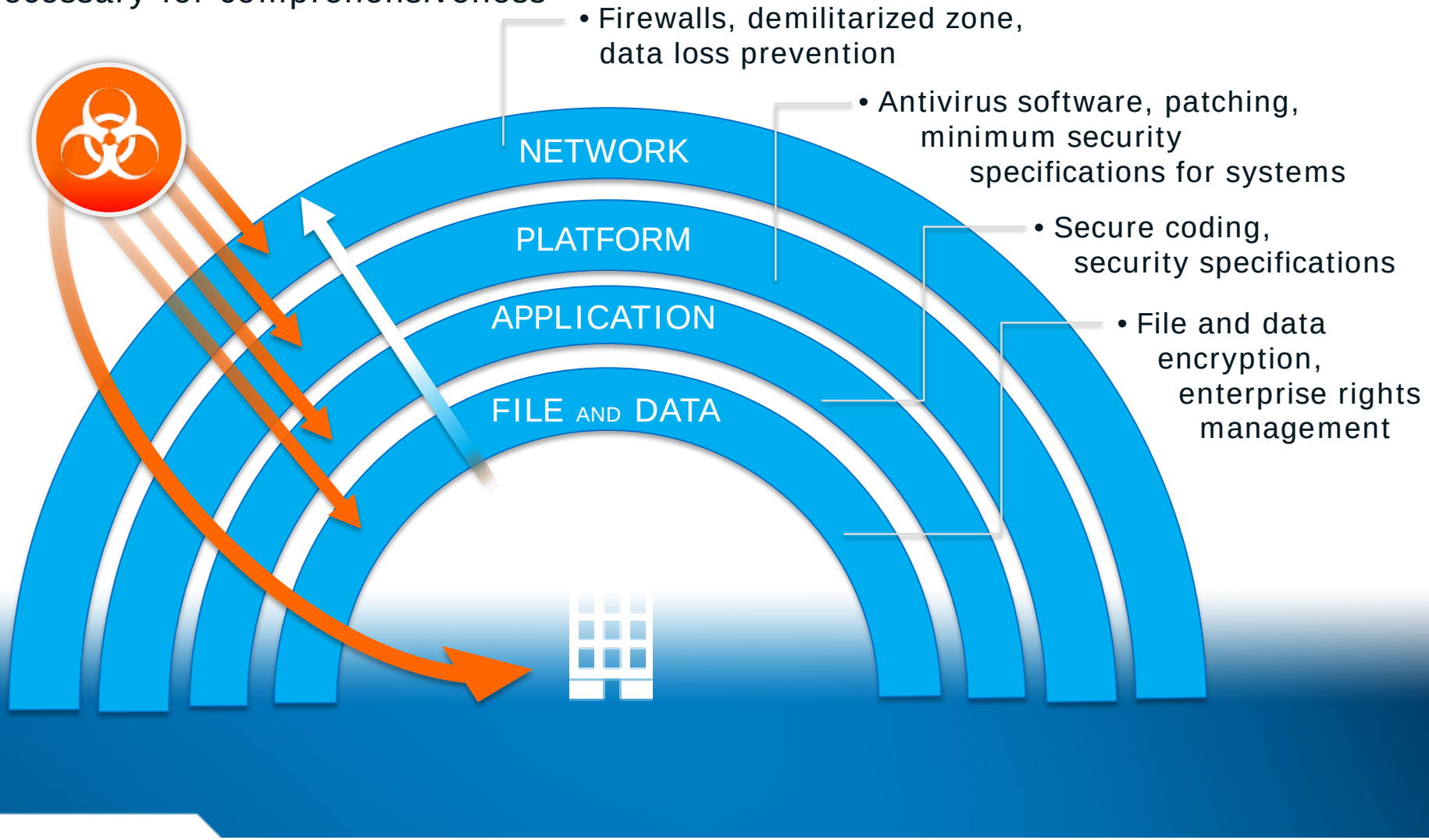
Prevention: Securing the computing environment with current tools, patches, updates, and best-known methods in a timely manner. Educating and reinforcing good user behaviors. Undermines most attacks.

Detection: Monitoring of key areas and activities for attacks which evade prevention. Identifies issues, breaches, and attacks. Supports rapid interdiction by Response capabilities

Response: Efficient management of efforts to contain, repair, and recover as needed to return the environment to normal operations. Reduces losses by rapidly addressing issues and feeds intelligence into Prediction and Prevention areas

Layered Defense

Necessary for comprehensiveness



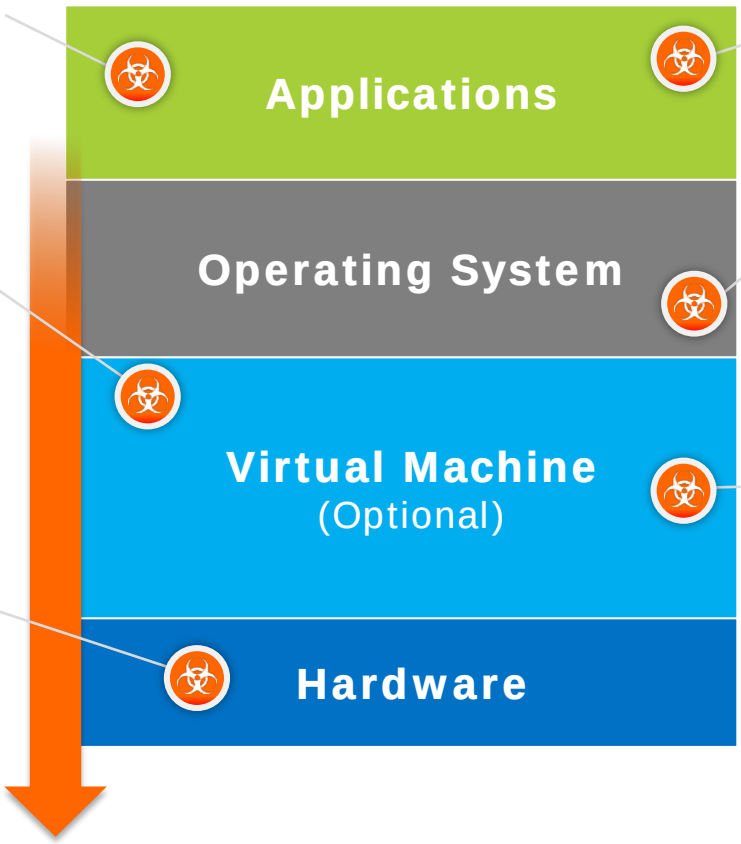
Innovation on the End-Point

Attacks are Moving Down the Stack:

Attacks disable security products, steal and control applications

Compromise virtual machine

Attacks against hardware and firmware affect the root-of-trust



Traditional attacks:
Focused primarily on the application layer

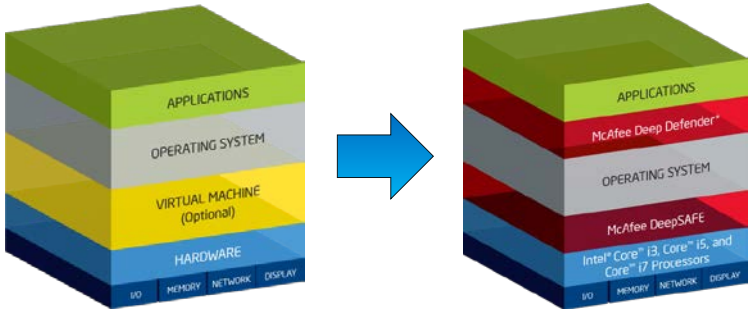
OS infected:
Threats are hidden from security products

New stealth attacks:
Embed themselves below the OS and Virtual Machine, so they can evade current solutions

Innovation

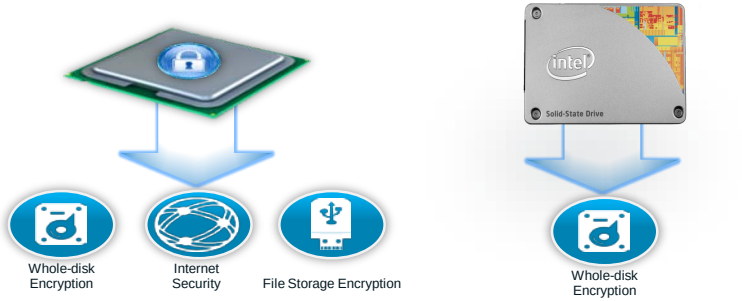
Security below the OS

- Sensors under the OS to detect stealth malware
- Passes data to Anti-Malware software to block, and remove



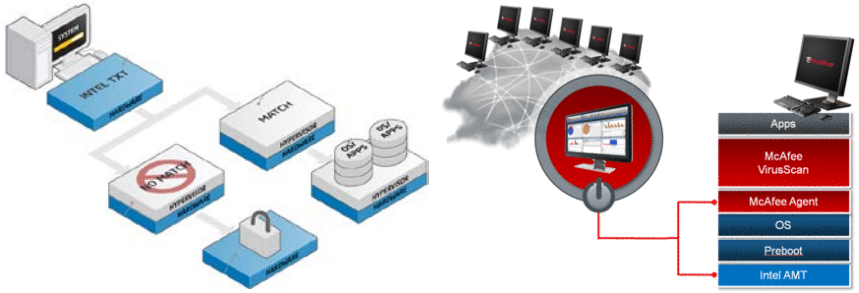
Faster Encryption

- Hardware acceleration of encryption algorithms (up to 4x faster) improves user experience and productivity, while protecting data



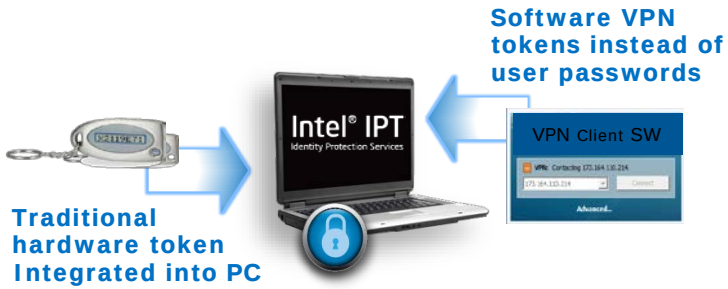
Strengthening Data-Center Security and Control

- Attestation of VM and cloud security
- Out-of-Band security monitoring, management, and recovery



Hardware Enhanced Authentication

- Eliminating the need for separate hardware tokens
- Faster software VPN login, for improved user experience and productivity

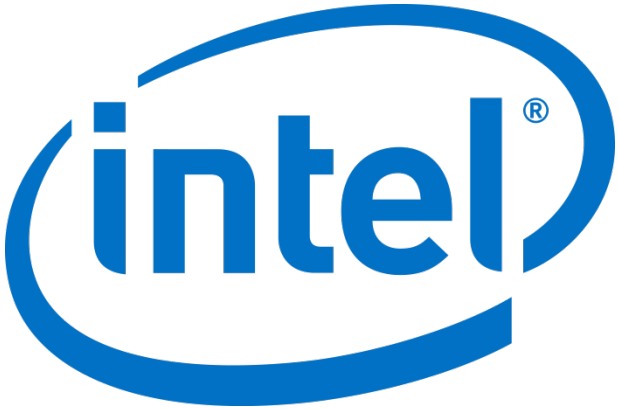


Summary

- ✓ A well thought out cyber strategy is necessary to secure assets, operations, reputation, and competiveness
- ✓ Strive for achieving and maintaining the optimal balance of security for your organization
- ✓ Executive commitment and support is a prerequisite to success

Two types of victims exist: those with something of value and those who are easy targets.

Therefore: *Don't be an easy target, and protect your valuables*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