

# Defending Your Data

Didier Guibal, EVP worldwide sales

TRITON™

Web security

Email security

Data security

Mobile security

# Defending Your Data - Agenda

websense

The State of Security

Advancing Data Theft Defenses

Capabilities & Results

# Evolution of the bad guys modus operandi

websense

STRUCTURED DATA

3742-4963-5398-4312

EASY TO PROTECT

UNSTRUCTURED DATA

Intellectual Property

Contracts Customer Mergers Acquisitions Data ideas knowledge processes

blueprints Financial designs Accounts Ideas

HARD TO PROTECT



**PLEASE STOP  
SPEAR PHISHING**



# 92%

of email spam  
contains a web link



## **Spear-Phishing**

The key to major data  
theft attacks last year



Defenses focused on high  
volume known attacks  
which are less effective



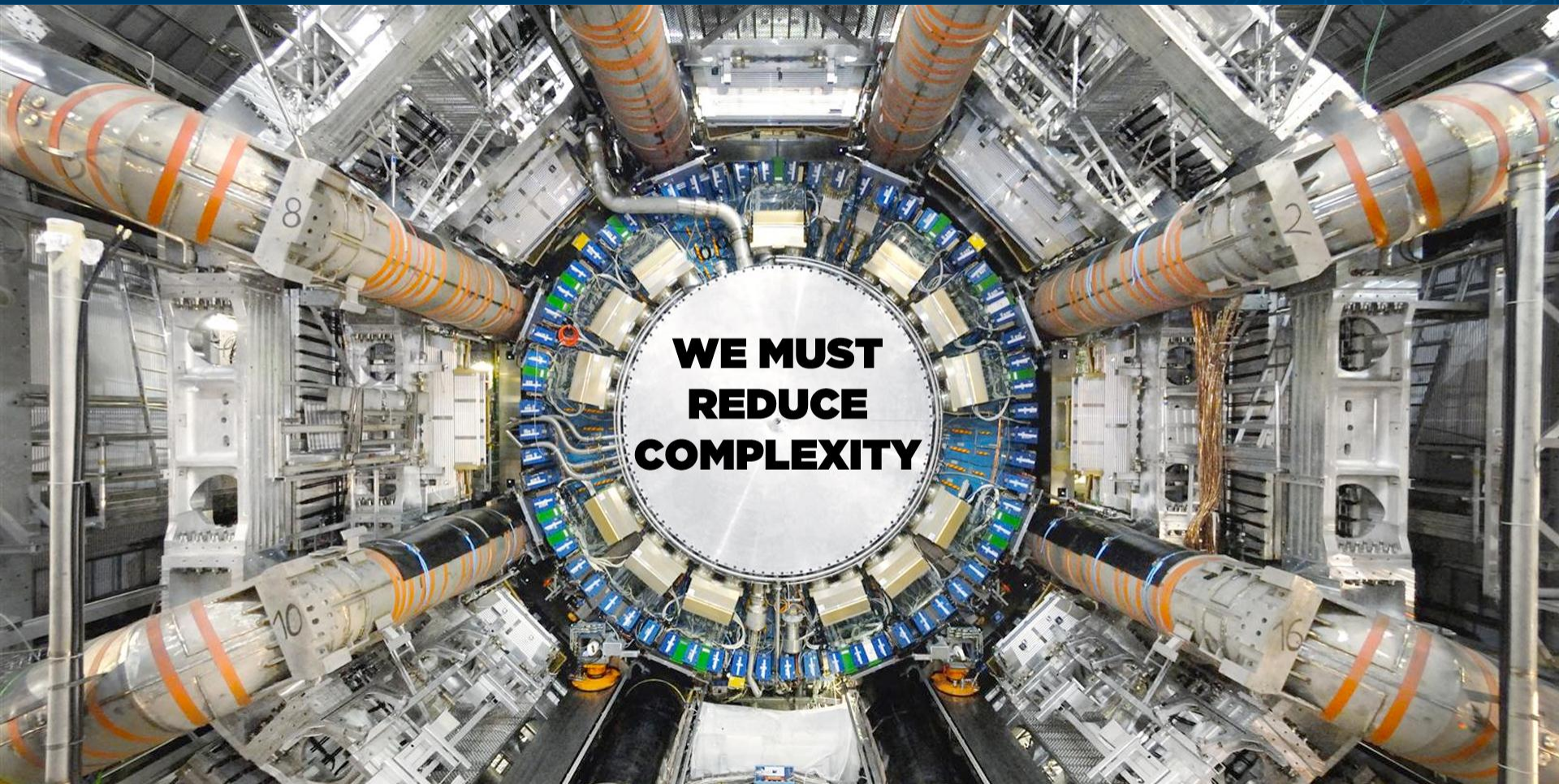


**HOW DO WE MEASURE  
SUCCESS?**

# **WE NEED EFFECTIVE SECURITY AWARENESS**







**WE MUST  
REDUCE  
COMPLEXITY**



# The Enemy is in your **Blind Spots**

- SSL
- Spear Phishing
- AD, SAM, Password extraction
- Custom Encryption
- Malware





“Signature based tools (anti-virus, firewalls, and intrusion prevention) are **only effective against 30-50% of current security threats.** Moreover, customers expect the effectiveness of signature-based security to continue to decline rapidly.”

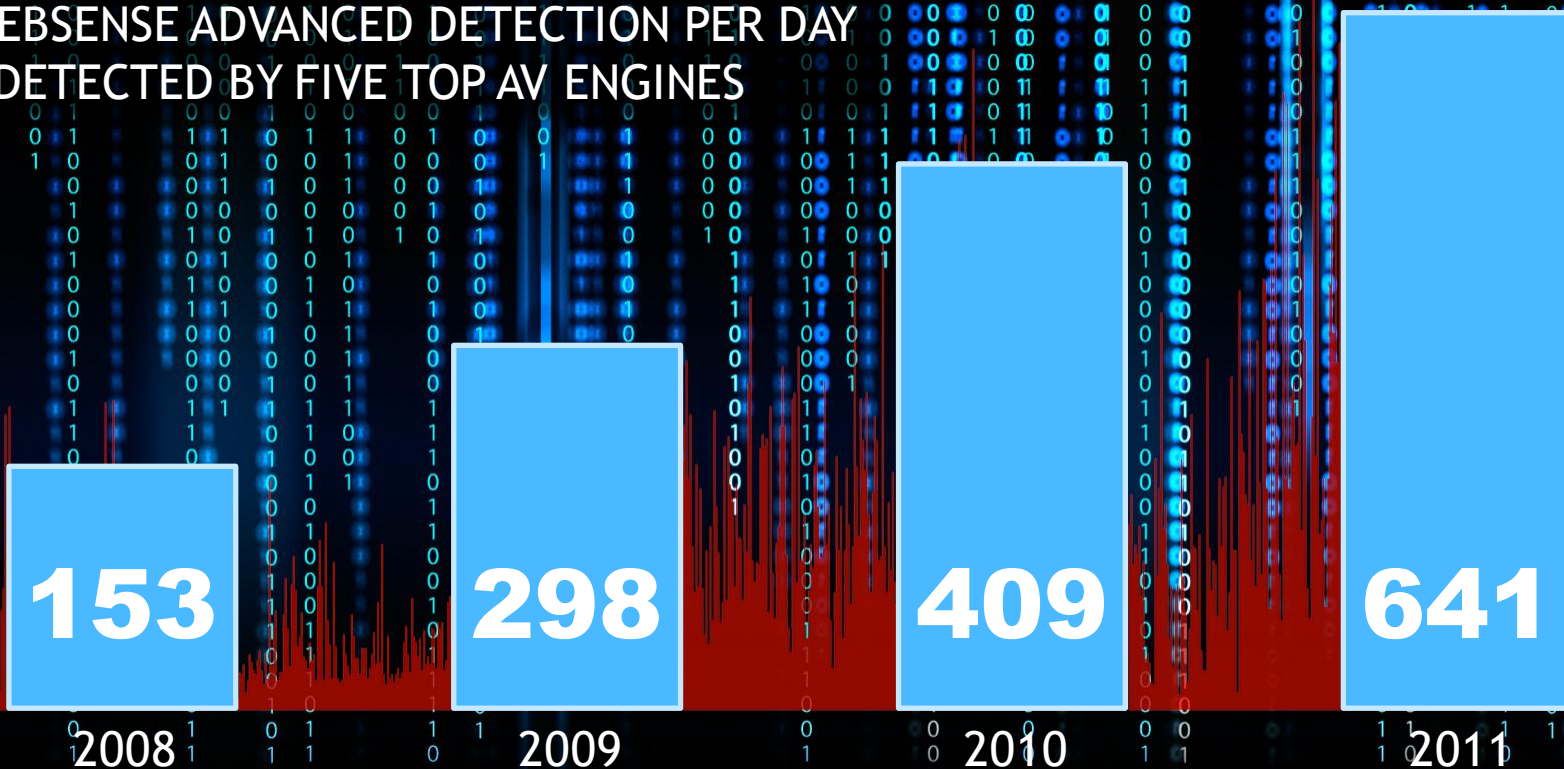
IDC Threat Intelligence Update, 14-Feb-2012



# The decline of AV effectiveness

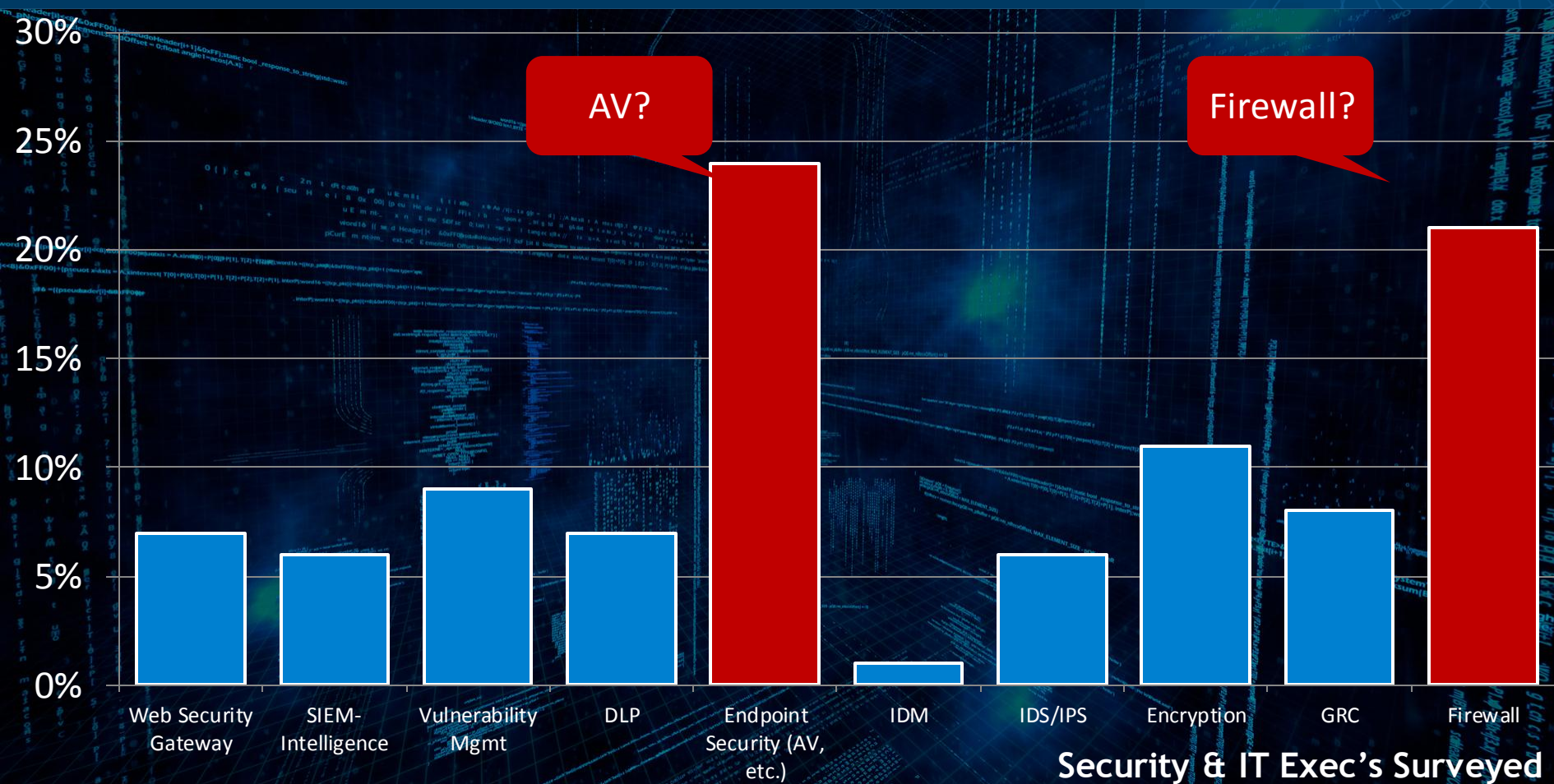
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NUMBER OF MALWARE THREATS DETECTED  
BY WEBSense ADVANCED DETECTION PER DAY  
NOT DETECTED BY FIVE TOP AV ENGINES



# What is your best security solution?

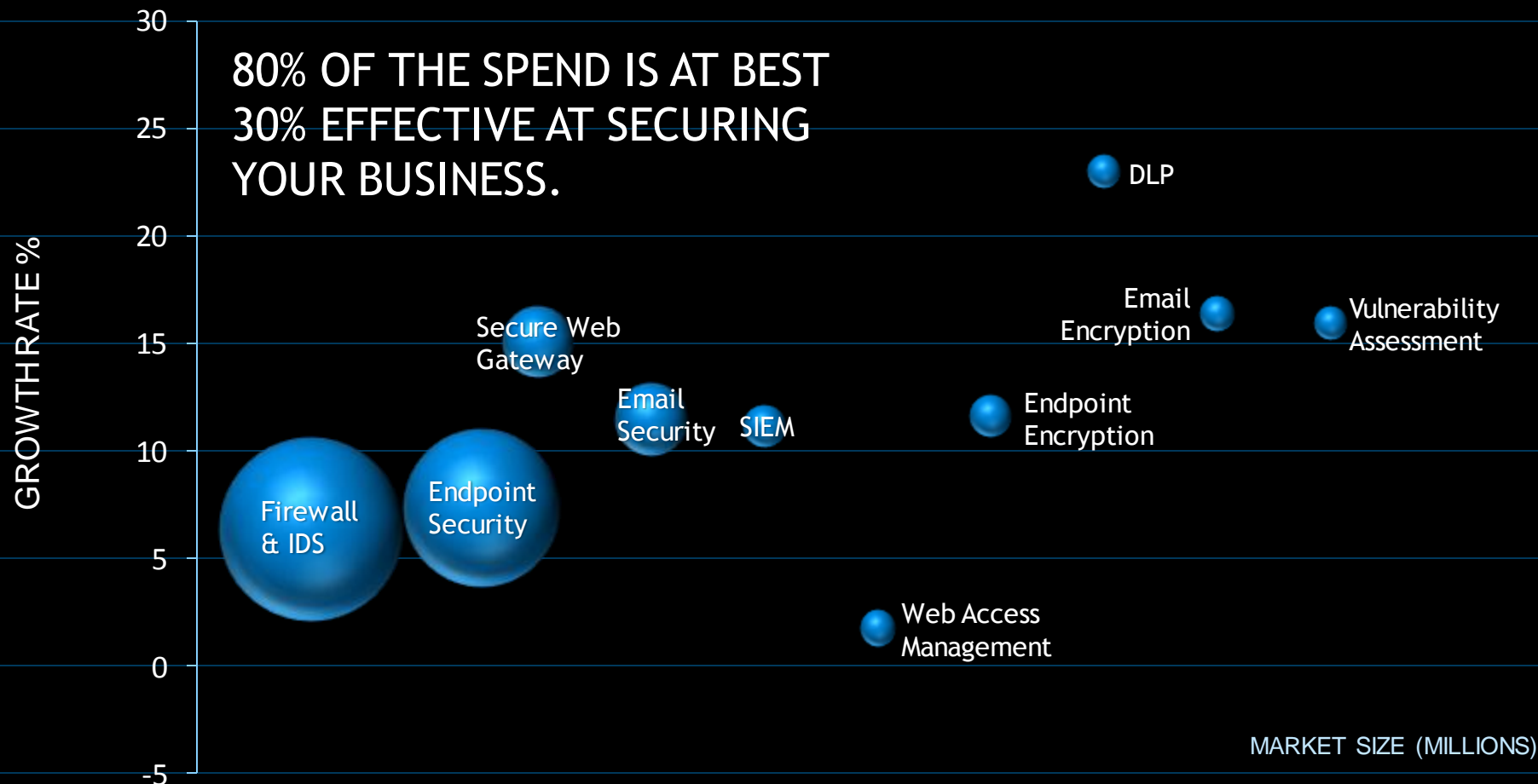
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# Spend & security effectiveness mismatch

80% OF THE SPEND IS AT BEST  
30% EFFECTIVE AT SECURING  
YOUR BUSINESS.



## THE ART OF WAR





# Thank you

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