

Trusted Security for Less



Data Connectors Tech-Security Conference

Houston, TX

Martin Rosas – Technical Sales Engineer

June 18, 2009

Entrust is a World Leader in Identity Management and Security Software

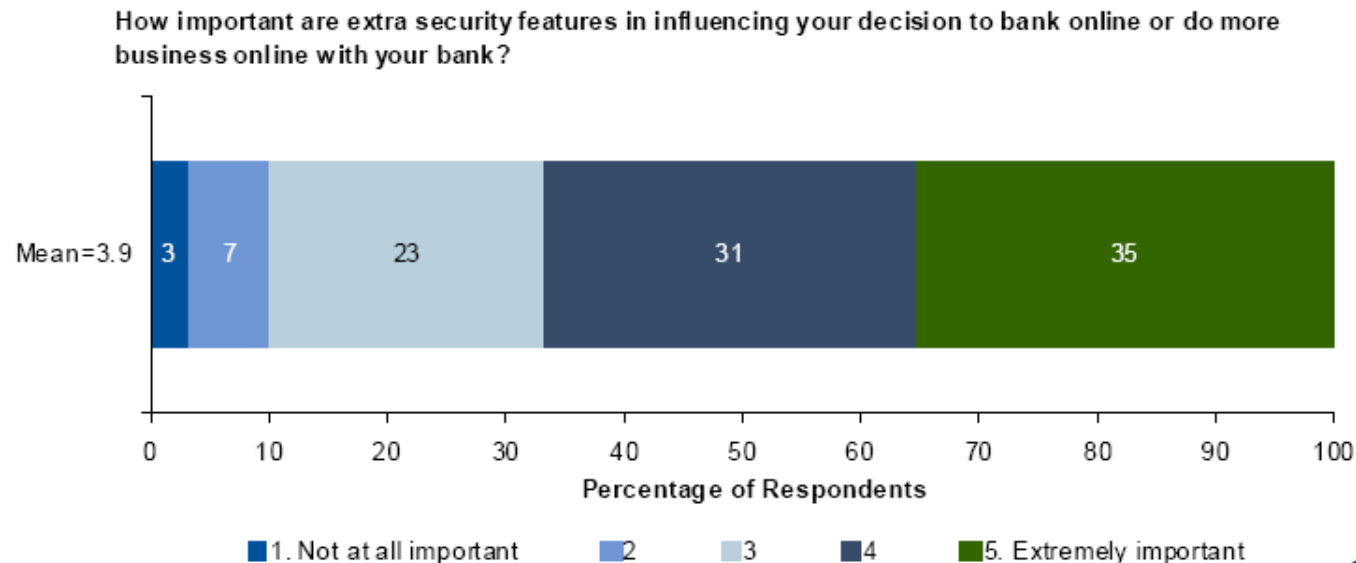


- Founded in 1994, publicly-listed in 1998 (NASDAQ: ENTU)
- Best-in-class technology, service and support – industry pioneer
- Over 2000 customers in 50 countries – global reach
- Geographic presence: U.S., Canada, UK, China, Germany, India and Japan
- 400+ employees and 110+ patents
- 2008 Revenue: ~\$100.0 million

The Need for Security Continues...

About **7.5% of U.S. adults** lost money to financial fraud in the year ending September 2008 ... driven by a **47% increase in data breaches** in 2008 (over 2007)

Figure 7. Putting Security Into Perspective



Source: Gartner (February 2009)

...While Global Regulatory Demands Increase...



**Identity Theft Red Flags and
Address Discrepancies under the
Fair and Accurate Credit
Transactions Act of 2003**



Faster Payments Initiative



...All in the Current Economic Climate

News

IT Industry Recoils as Economic Downturn Worsens

The drumbeat of economic bad news got louder in the IT industry last week, as Intel Corp. reduced its earnings forecast and Sun Microsystems Inc. announced a huge layoff.

 [Leave a comment](#)

By Matt Hamblen, Thomas Hoffman, Patrick Thib

November 17, 2008 — **Computerworld** — The economic bad news got louder in the IT industry as **Intel Corp.** reduced its fourth-quarter revenue forecast as much as **20 percent** and **Sun Microsystems** announced plans to **lay off** up to 18 percent of its

RELATED STORIES

[What a Wall Street Decline Means to Enterprise IT](#)

[IT Slashes Budgets, Starts Layoffs](#)

[How CIOs are Reacting to the Economic Downturn](#)

[Financial Industry Mergers, Acquisitions and Meltdowns: What's in Store for IT](#)

Even India is feeling the wallop: The country's technology trade group says its IT services hiring pro

Meanwhile, market research IDC lowered its **IT spending forecast** for 2009, saying it expects worldwide spending to drop by just 2.6 percent over the year—less than half its 2008 prediction. IDC says IT spending in the U.S.

As Economic Reports Worsen, Experts Predict a Longer Downturn

Mar 9th, 2009 | By William Patalon III | Category: Financial News

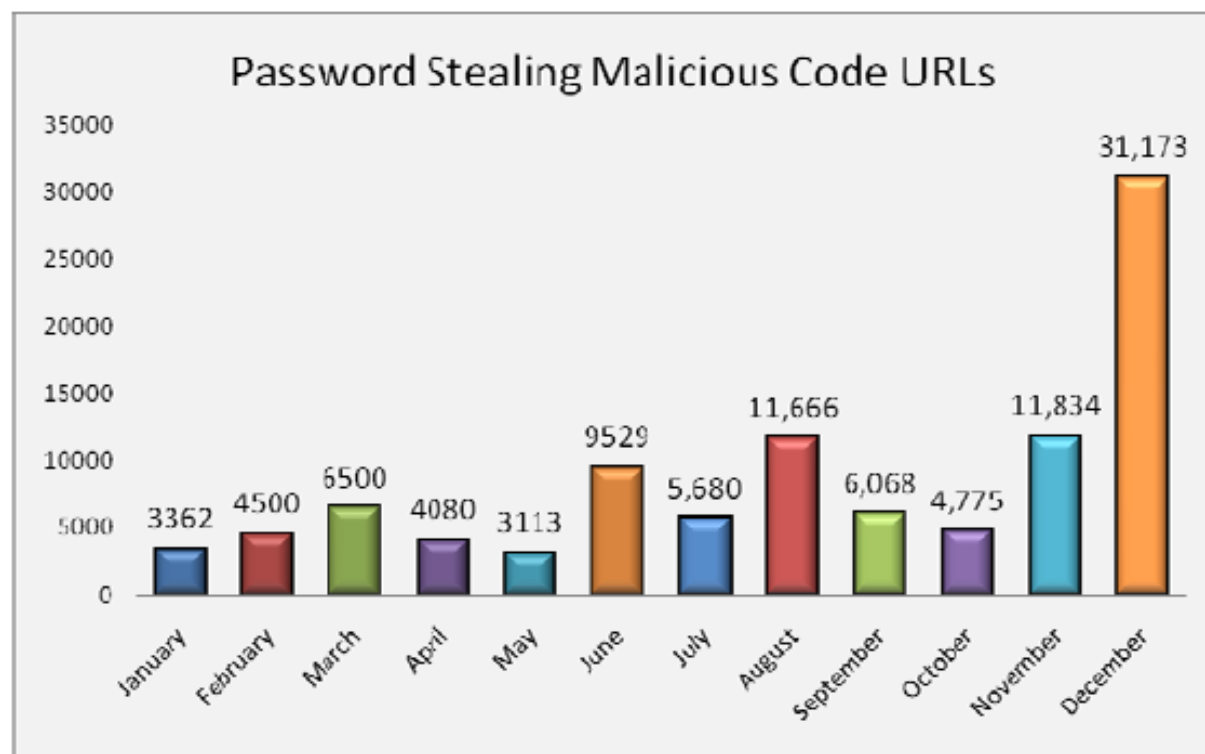
Back in December, with the U.S. recession in its 12th month – and showing no signs of abating – [Money Morning](#) Contributing Editor Martin Hutchinson warned that an "L"-shaped recession [was very possible](#).

The U.S. recession is now in its 15th month, and many economists now expect the downturn to last until 2010 – if not longer. In fact, some economists now say the U.S. malaise could easily evolve into the virulent "L-shaped" downturn that Hutchinson predicted – a development that would guarantee both the maximum pain and the slowest recovery, experts say.

"I said in December that the recession could be 'bloody-L shaped.' With the huge deficits, that now looks the most likely outcome – and believe me when I say that it will be very bloody," Hutchinson said this week. "The economy will bottom quite soon, but every time it tries to emerge, the drag of the federal deficit, the huge bank bailouts and the huge money creation will

The Need for Security Has Never Been Greater

- The Number of phishing sites peaked at over 27,000 in 2008, with heavier attacks in September/October - linked to the global financial crisis
- Attacks escalated in 2008:
 - “Crimeware” hit an all-time high of 1,519 unique applications
 - All-time high in Dec '08, likely due to success of Sept/Oct phishing attacks



Source: APWG Phishing Trends Activity Reports (Mar/09)

Bottom Line: Need to Balance Market Drivers with Cost Effective Solutions

Market Drivers

Security
Requirements

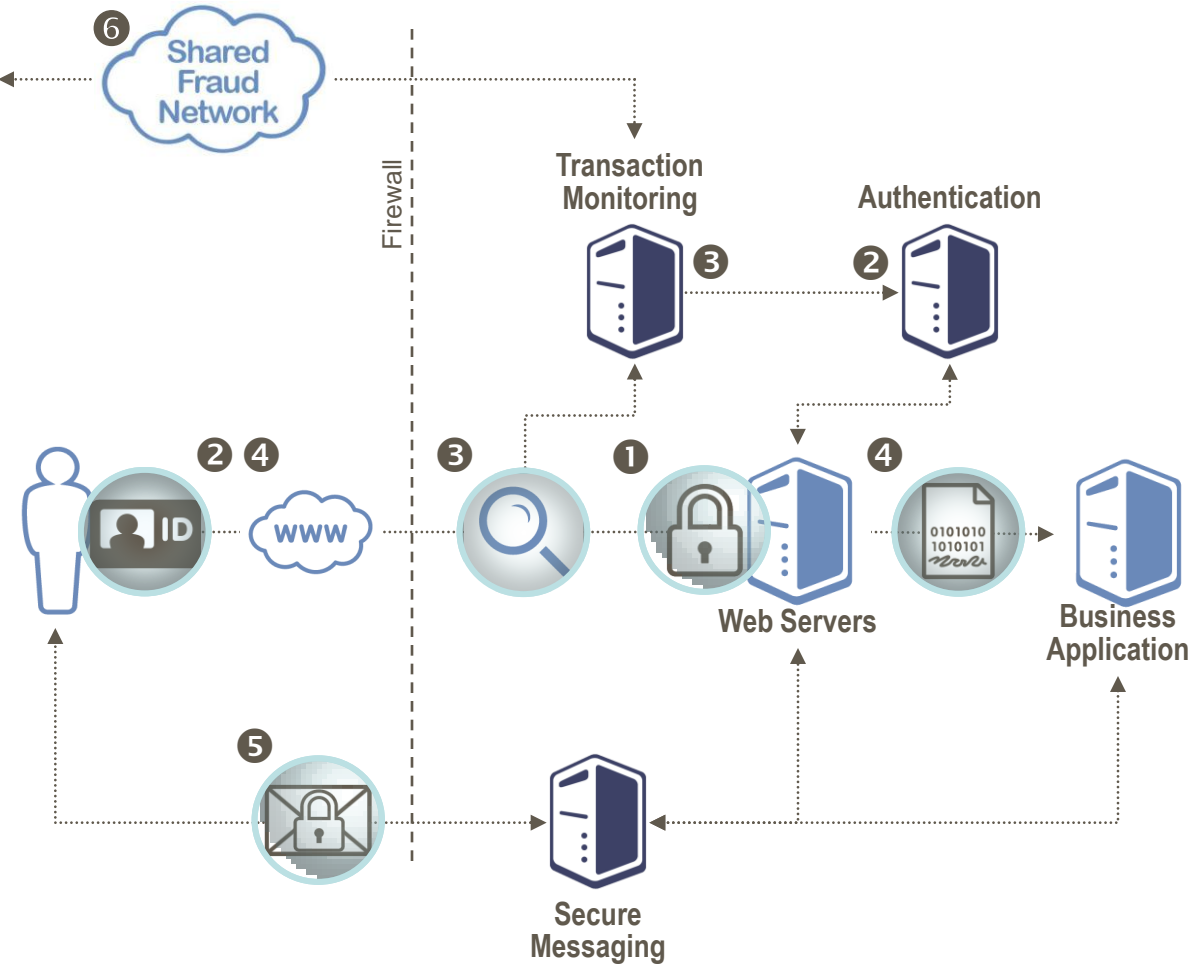
Regulatory
Pressures

Economic
Downturn



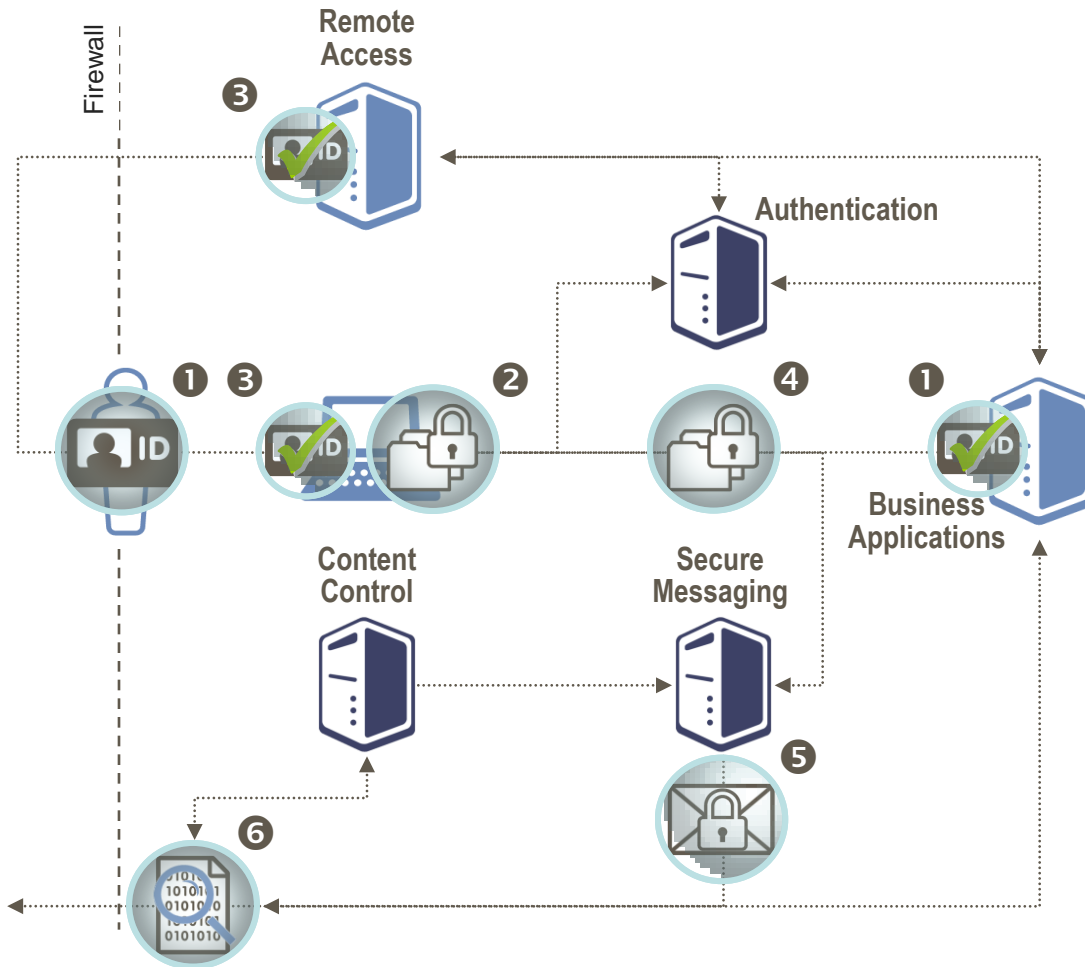
IT
Security Solutions

Best Practices: The Layered Approach to Creating a Secure Consumer Environment



- ⑥ Fraud Mart/Shared Fraud Network**
- ⑤ Secure web & e-mail**
- ④ Transaction Signing & Encryption**
- ③ Fraud Detection and Risk-Based Auth**
- ② Multi-Factor Auth & Single Sign-on**
- ① Extended Validation SSL**

Best Practices: The Layered Approach to Creating a Secure Enterprise Environment



- ⑥ Content Control & Policy-Based Encryption
- ⑤ Secure End-to-End & Boundary Messaging
- ④ Network Folder Encryption
- ③ Remote Access Authentication
- ② File, Disk & Media Encryption
- ① Workstation & Network Authentication

Towards Trusted Security For Less: Things to Consider in order to get the Balance

Market Drivers

Security
Requirements

Regulatory
Pressures

“Do more with Less”

Risks

Costs

User
experience

Effectiveness

IT
Security Solutions

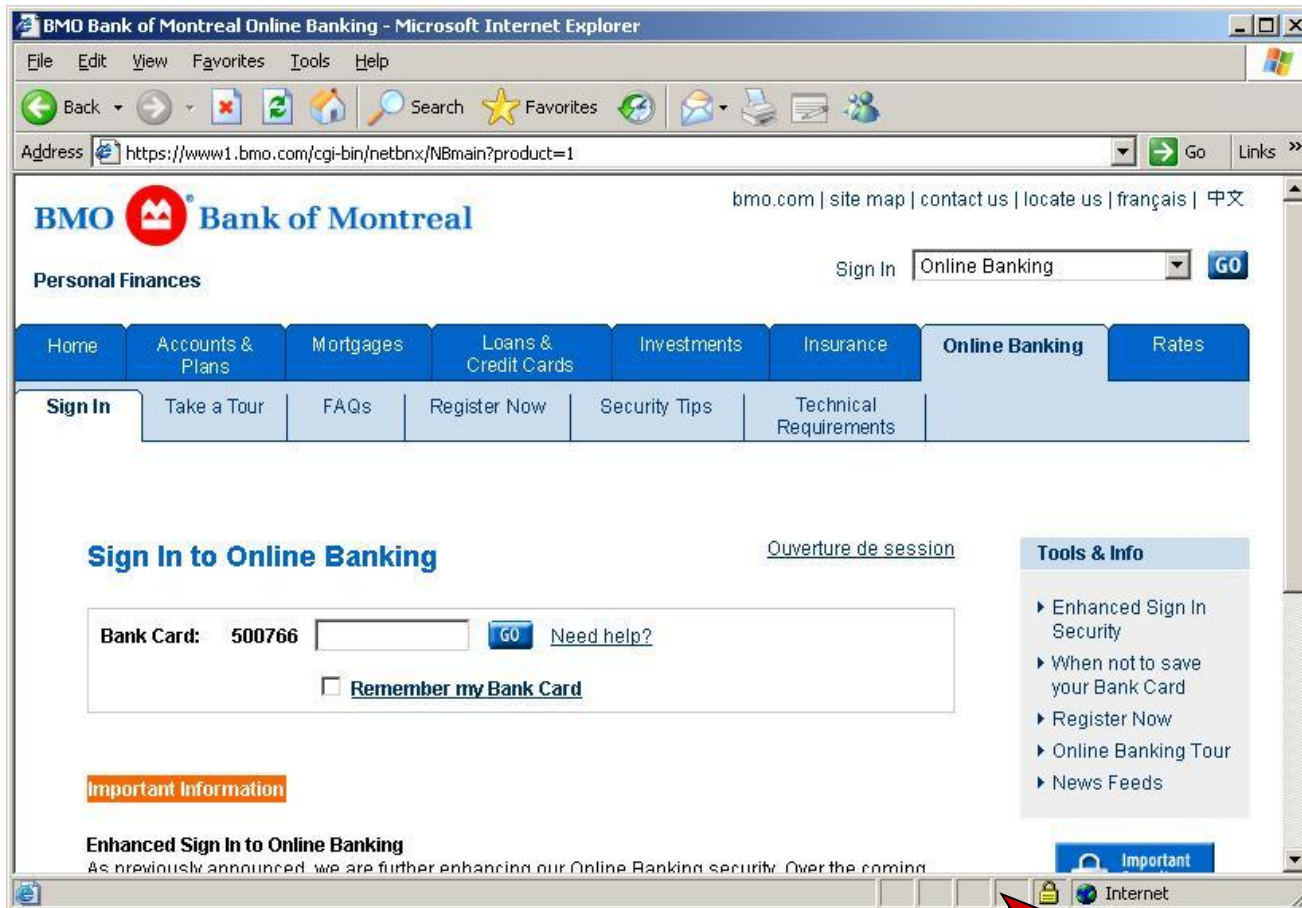
SSL Certificates

Traditional SSL Certificates are a good first step...

- Encrypts data between client and server
- Protects data in transmission
- Core technology widely deployed
- Prevents unwanted disclosure to 3rd parties

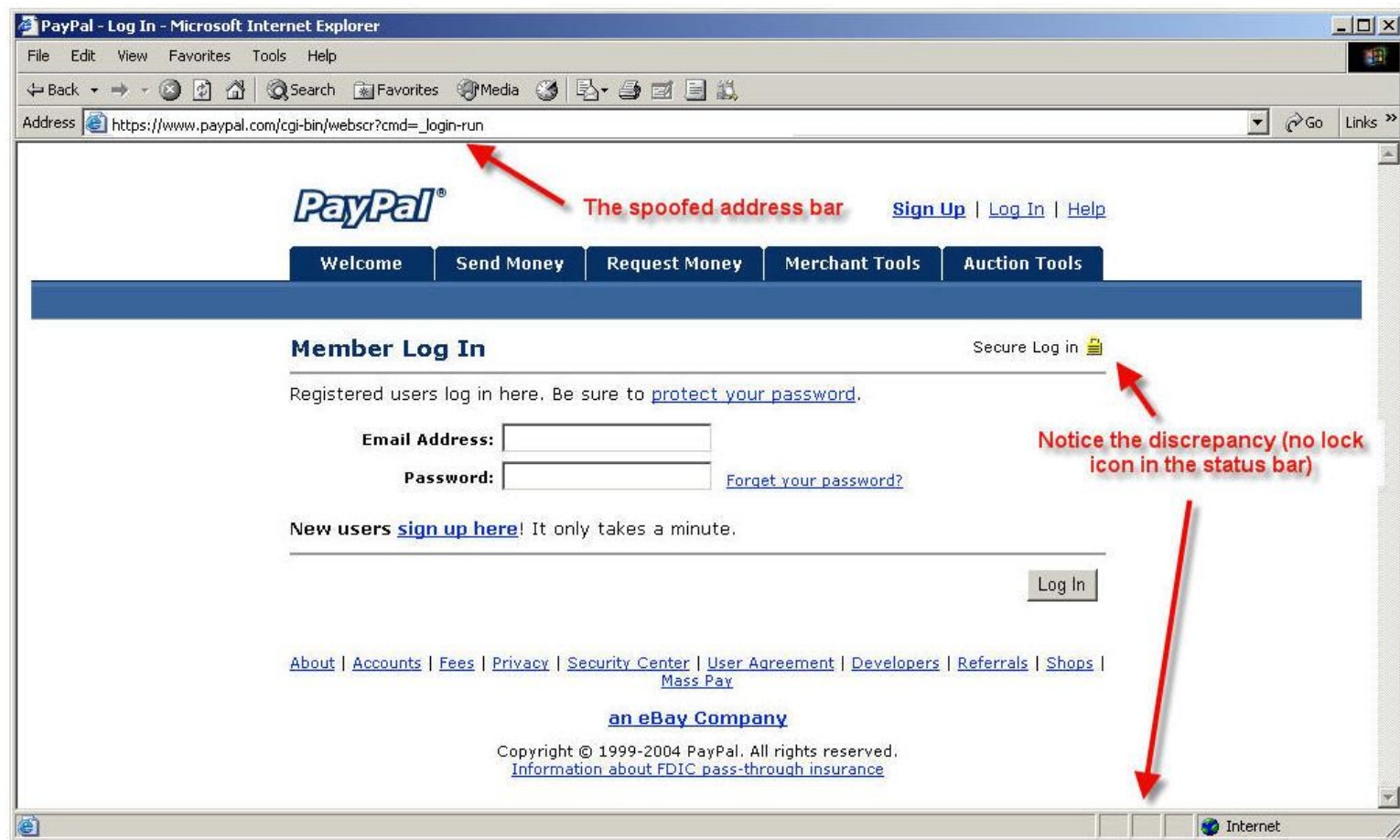
BUT . . .

Hard to tell if sites are secure



AND . . .

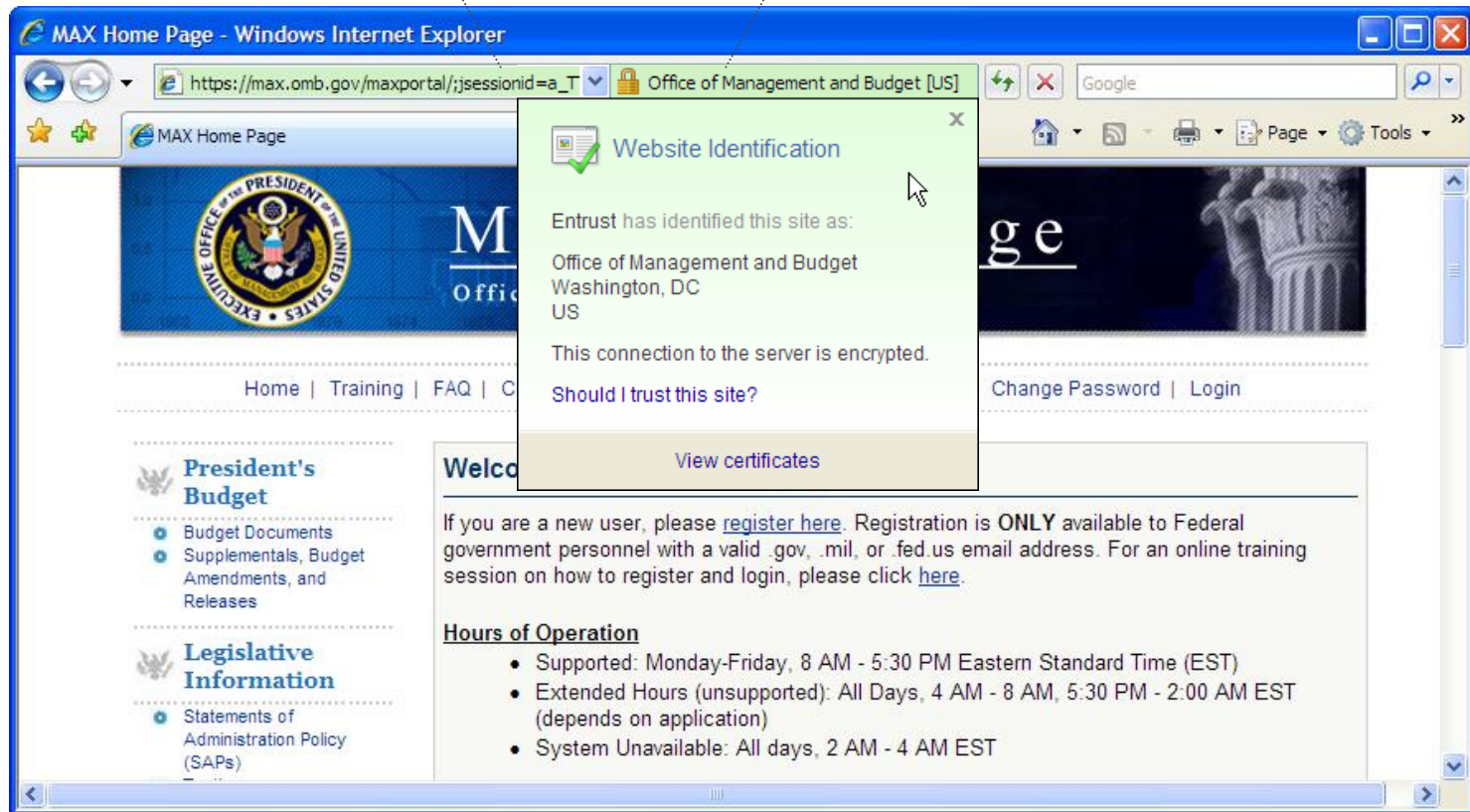
Provide inconsistent protection against social attacks



The Solution: EV SSL Certificates

Green bar provides clear evidence of site validity

Site owner name shown in browser address bar



Network File/Folder Encryption

External threats

- Compliance
- Hackers
- Offsite storage
- Outsourcing

The screenshot shows a news article from The New York Times. The navigation bar includes links for HOME PAGE, MY TIMES, TODAY'S PAPER, VIDEO, MOST POPULAR, and TIMES TOPICS. The article is in the Technology section. The headline is 'Breach of MTV Computer Files'. The byline is 'By REUTERS' and the publication date is 'March 8, 2008'. The main text reports that about 5,000 employees at MTV Networks were breached by someone outside the company. A sidebar on the right contains links for 'SIGN IN TO E-MAIL OR SAVE THIS', 'PRINT', 'REPRINTS', and 'SHARE', along with a 'Young & Rubicam' sponsored article tool logo.

HOME PAGE MY TIMES TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

The New York Times

Technology

Breach of MTV Computer Files

By REUTERS
Published: March 8, 2008

LOS ANGELES (Reuters) — Computer files with confidential data on about 5,000 employees at [MTV Networks](#) were breached by someone outside the company, the network told employees on Friday in a memo.

MTV later said in a statement that the security breach occurred after an Internet connection in an employee's computer was compromised.

Although it was not immediately clear whether the password-protected files were opened, MTV, a division of [Viacom](#), notified law enforcement authorities and a credit monitoring company to safeguard the identities of the affected employees, the statement said.

The internal memo, from Catherine Houser, executive vice president for human resources at MTV Networks, said the personal information in the files included names, birth dates, Social Security numbers and compensation data.

SIGN IN TO E-MAIL OR SAVE THIS

PRINT

REPRINTS

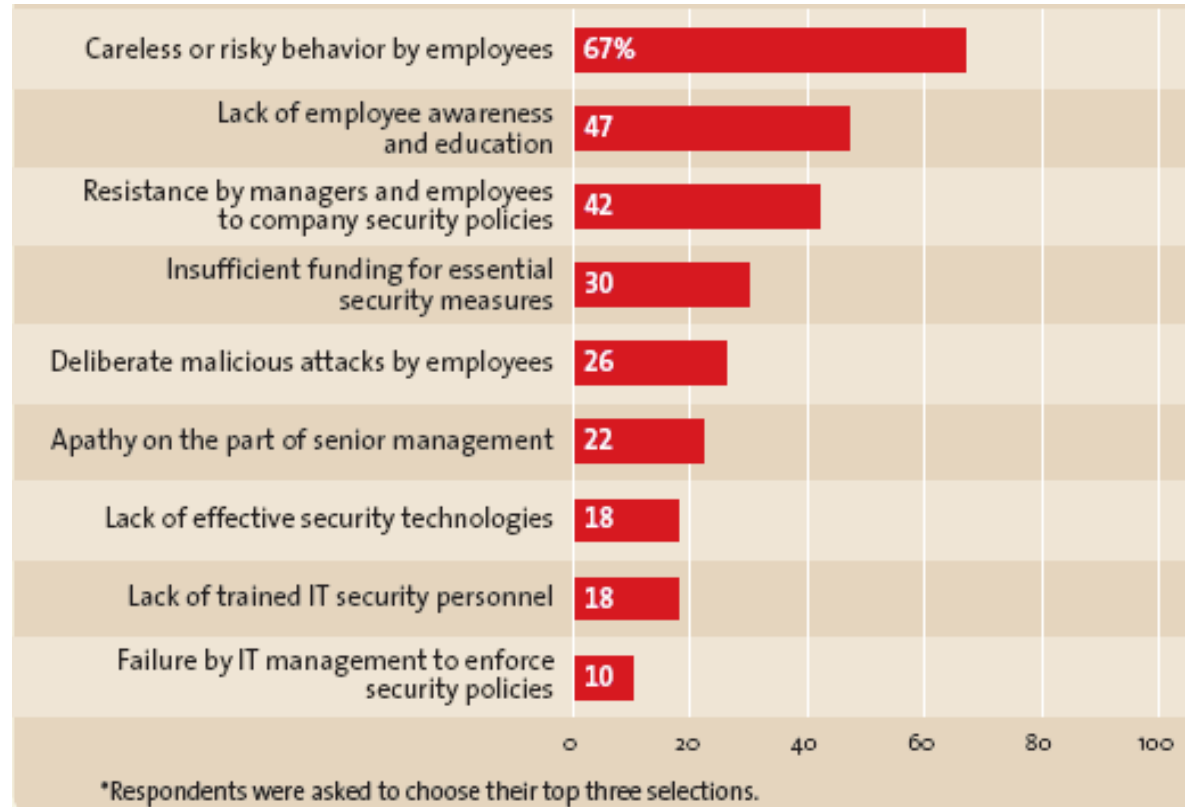
SHARE

ARTICLE TOOLS SPONSORED BY **Young & Rubicam**

Insider Threats

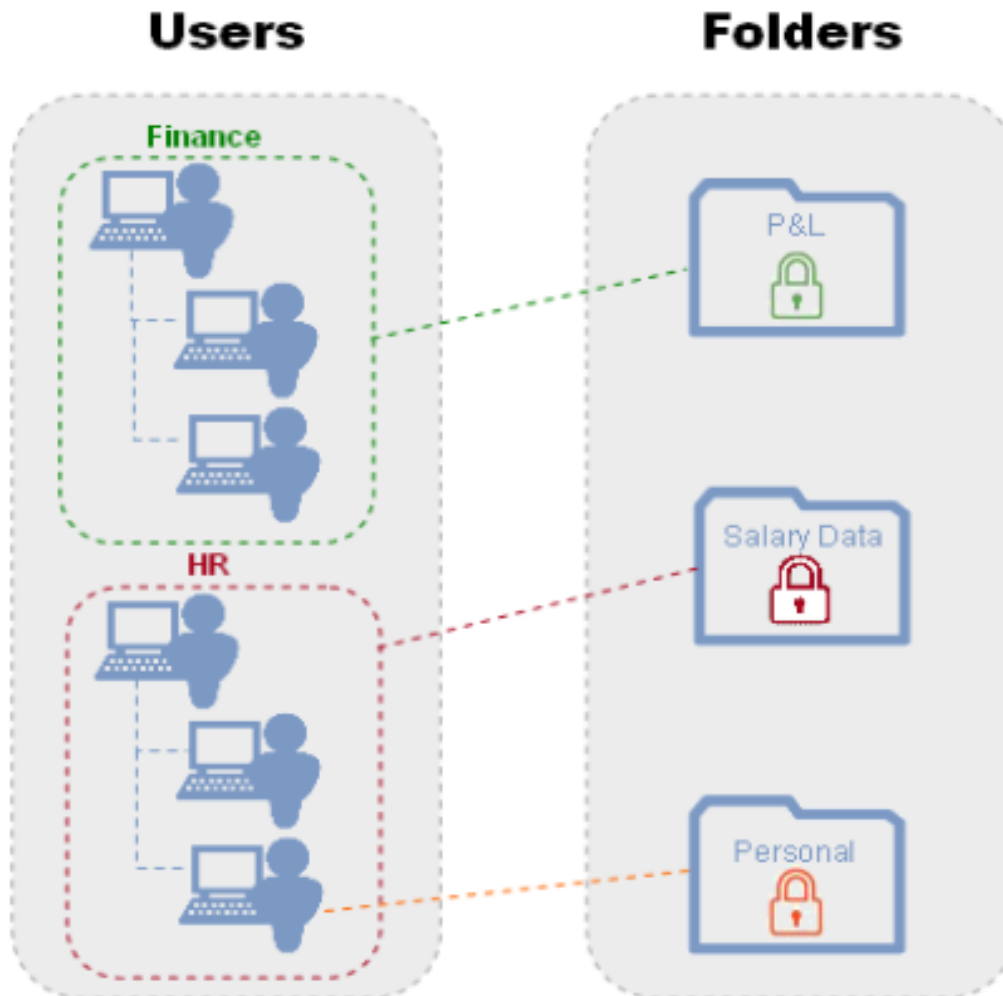
- Employees not following policy
- Access Control Lists (ACL's)
- IT staff access to confidential information

CIO Insight - Top Internal Security Concerns



One Third of IT Staff Admit to Snooping Confidential Info*

Network File/Folder Encryption



- Automatic and transparent encryption of files and folders
- Enables secure collaboration for groups

Multi-Factor & Risk Based Authentication

Flexible Authentication Methods

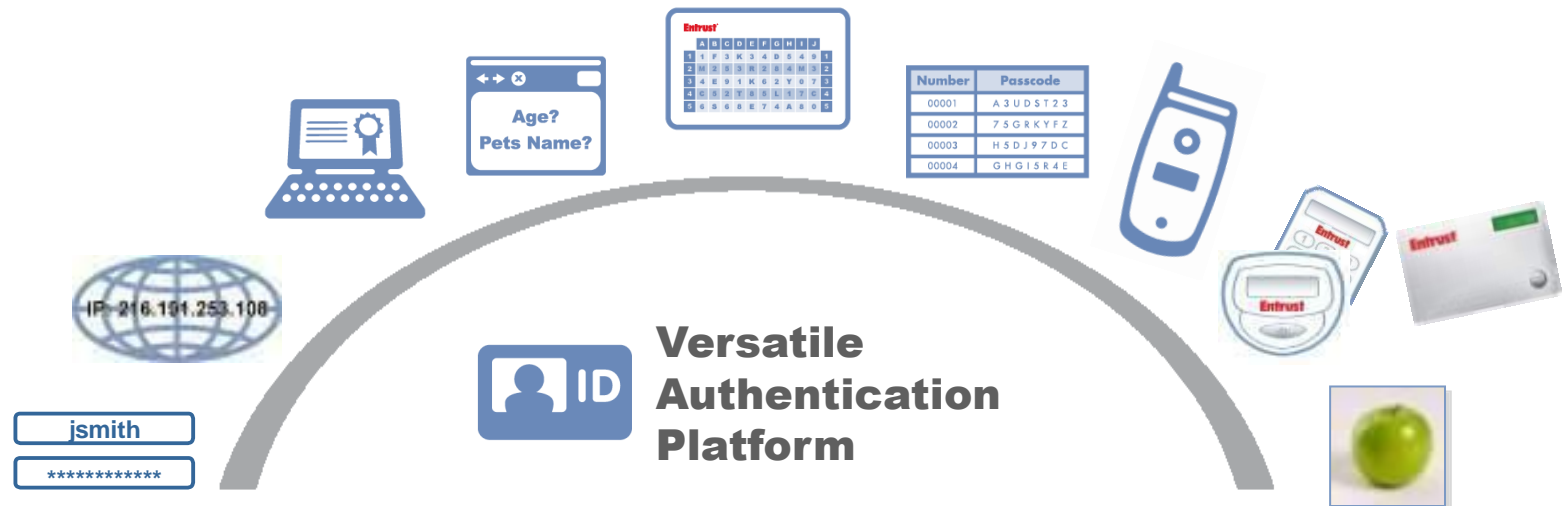
- Is there a requirement for specialized authentication hardware?
- Does the solution provide a single authenticator or a broad range of authentication choices to meet the needs of a diverse user population?
- If the solution does support more than one type of authenticator, is there a variety of authenticators to address varying security requirements? List which types?

Flexible Authentication Methods

- Are there transparent authentication methods available for minimal user impact?
- Does the solution offer stronger interactive authentication capabilities if “stepped up” or stronger authentication is required?
- Does the solution offer second-factor authentication options for high-risk transactions?
- Are these authenticators supported by a single platform? If so, is this platform architected to easily incorporate new authentication methods?

Trusted Security for Less: Open Multifactor Authentication Platform

- Single Open Platform
- Centralized Policy Management
- Deploy based on Risk, Usability, Cost



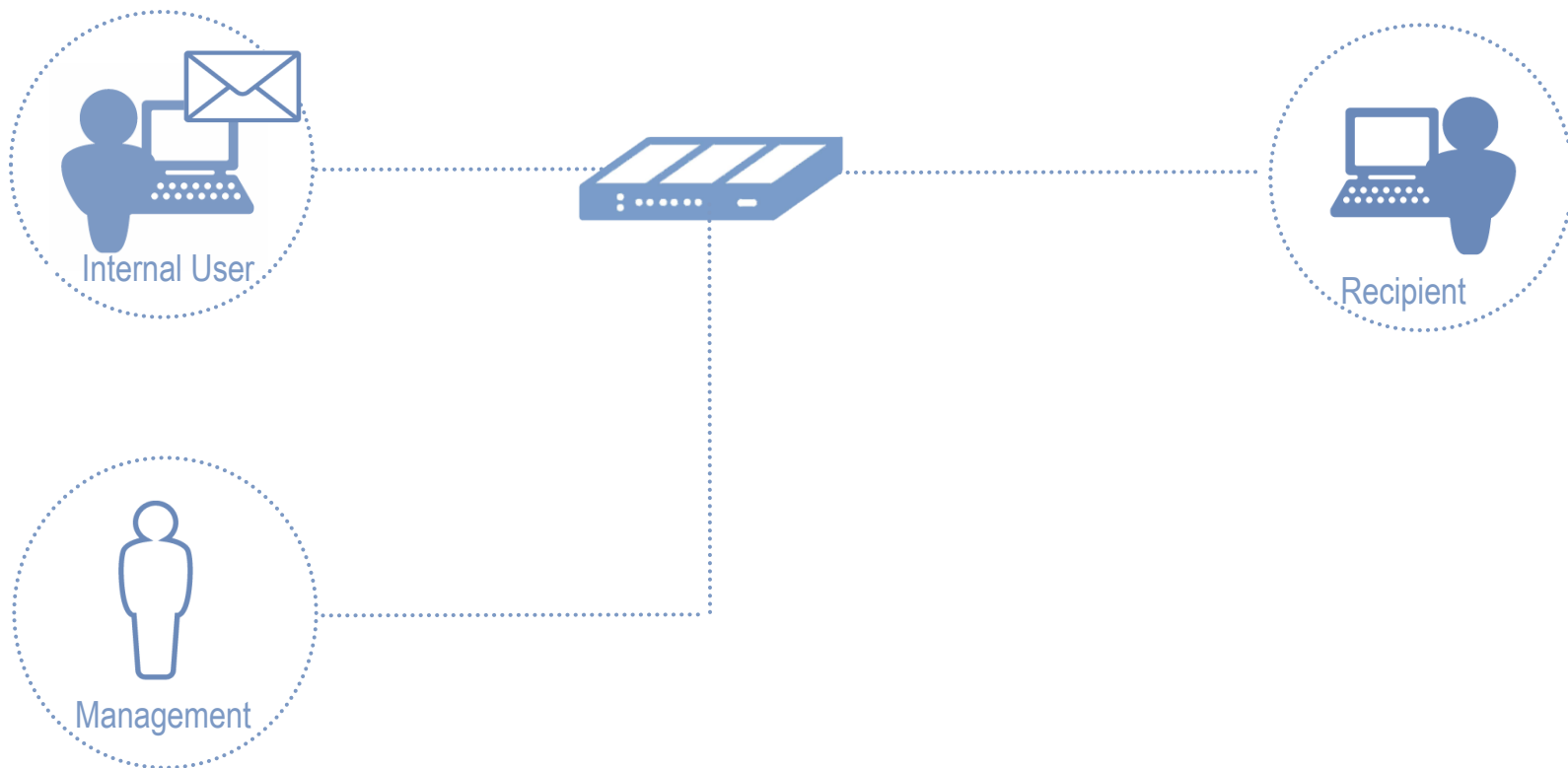
Email Encryption

Why Secure your Email?

- Regulatory Compliance
- Collaborate Securely with Partners
- Protect your Brand Reputation
- Customer Self Service
- Costs Savings



Secure Email - Key Stakeholders



Email Encryption Considerations

- Sender must be able to easily encrypt a message
- Limit external recipient frustrations
 - Use my credentials
 - Proprietary solutions. Purchase/Install software
 - Client plug-ins or JavaScript. Typically blocked
- Offer multiple methods to deal with external recipients
 - Support diverse needs in a single platform
 - Webmail delivery
 - Adhoc password
 - S/MIME – native Outlook

Trusted Security For Less Summary

- Criminal activity and regulatory pressures require a response
- Layered security approach leveraging cost effective tools and solutions
- Future proof investment by investing in open architectures and platforms
- Make every dollar count

Useful Links on Entrust website

- <http://www.entrust.com/resources/newsletter/winter2009/shopping.htm>
- <http://www.entrust.com/resources/datasheets.cfm>
- http://download.entrust.com/resources/download_page.cfm/23611/Entrust%20Buyers%20Guide_Auth-Fraud%20Detection_Nov08.pdf

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Thank You

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