

# RSA<sup>®</sup>Conference2016

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## Identity as a Critical Next Step in Security



Connect **to**  
Protect

**Mike Byrnes**

Senior Manager  
Authentication & Fraud



**Entrust Datacard™**

# Current State of Security Infrastructure



## BUILDING THE PERIMETER

Years of network security investments

Establish perimeter & meet compliance requirements

Mobility largely via the VPN

Security to protect web applications

## REACHED MATURITY

**70%+**

of organizations have deployed these:

Endpoint protection suite (anti-malware)

Website filtering or blocking

Standalone antivirus

Intrusion detection and prevention

Firewalls (next-generation enterprise firewalls)

**70%**

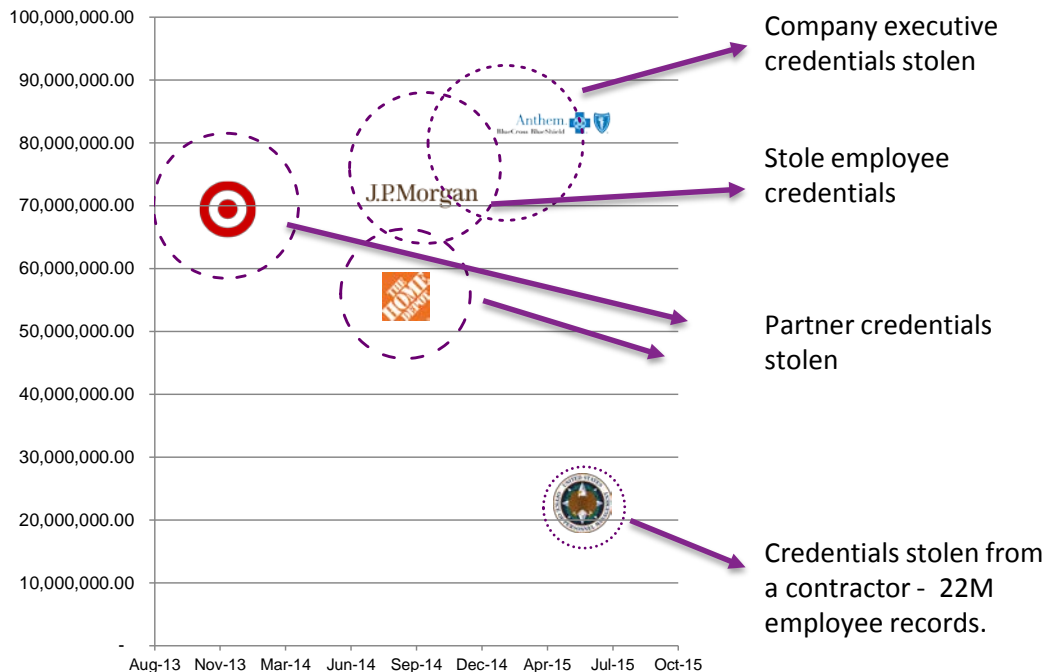
of current investment

**50%**

of 2016-17 top initiatives

# How Breaches Are Occurring

Largest Breaches 2013 - Present



**Vast majority of breaches start with a stolen credential**



**A new wave of cyber attacks targets the Middle East's banks**

Tom Paye  
25 May 2016 23:30

Hot on the heels of the Qatar National Bank breach comes a campaign employing advanced social engineering techniques



**Tesco Bank theft shows need to take cyber security more seriously**

# Trends Changing the Digital Fabric



## HOW USAGE IS SHIFTING

- 2014 first year mobile internet access surpassed desktop
- 75% of connected time on desktop in 2010
- 60% of millennials believe they will only use smartphone in five years



## ANALYTICS & INFORMATION

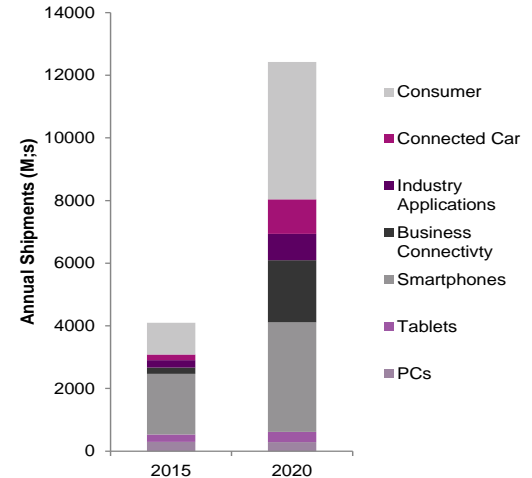
- 5.5x growth in amount of data stored by 2020
- Approaching 10x amount of data useful for analytics



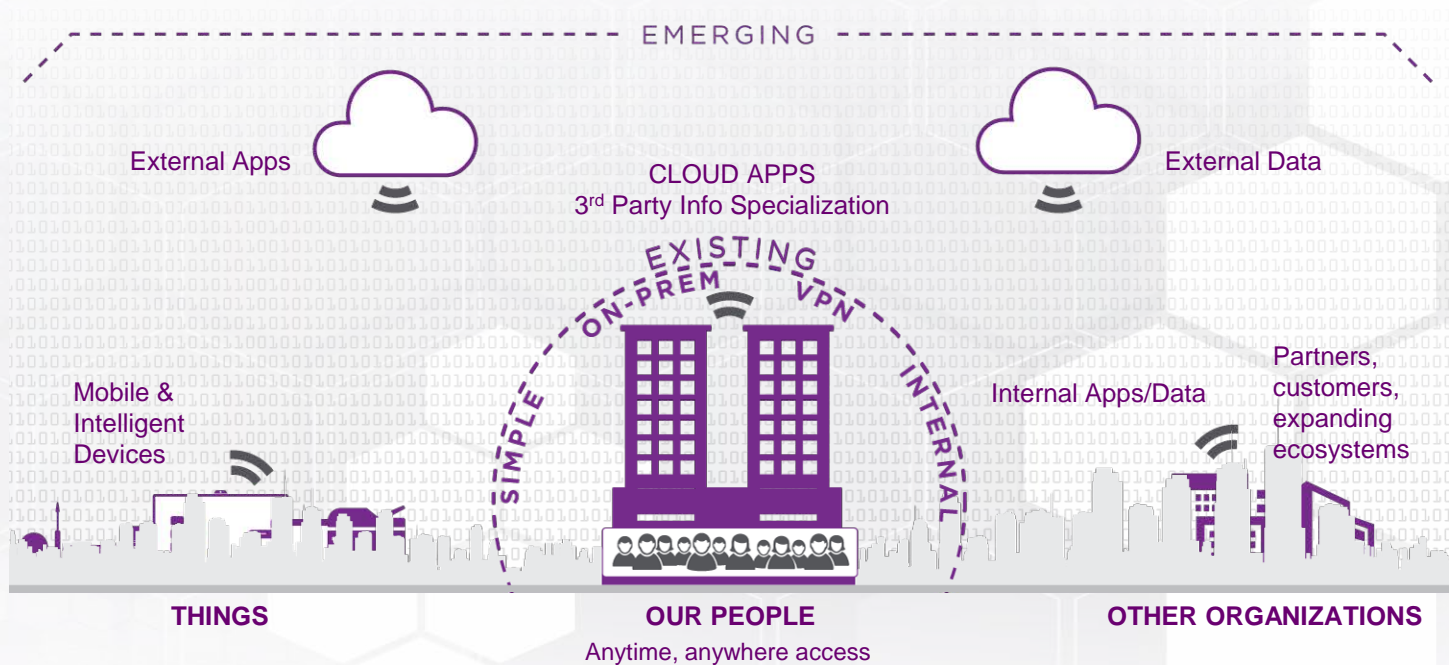
**40% of this data expected to be touched by the cloud**



## DEVICE CONNECTIVITY



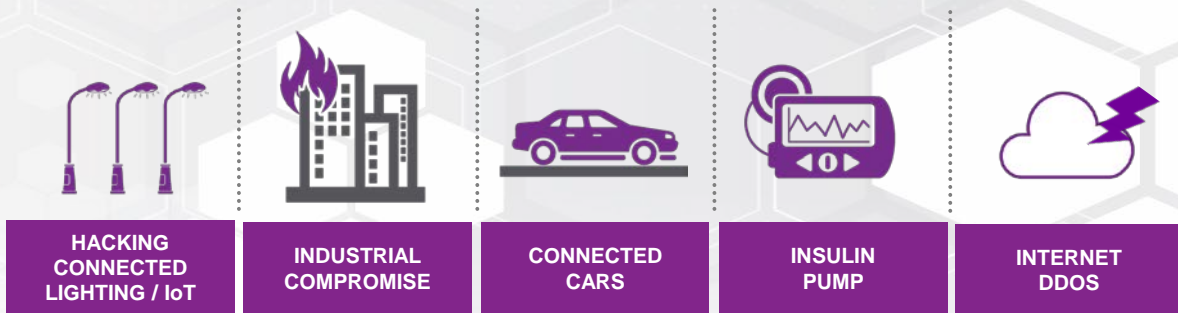
# A More Open And Connected Ecosystem



# Anticipating New Challenges



- Traditional security risks remain — legacy issues still require vigilance
- Digital Transformation opens the risk apertures
- Growing concerns in privacy & safety, especially with IoT expansion



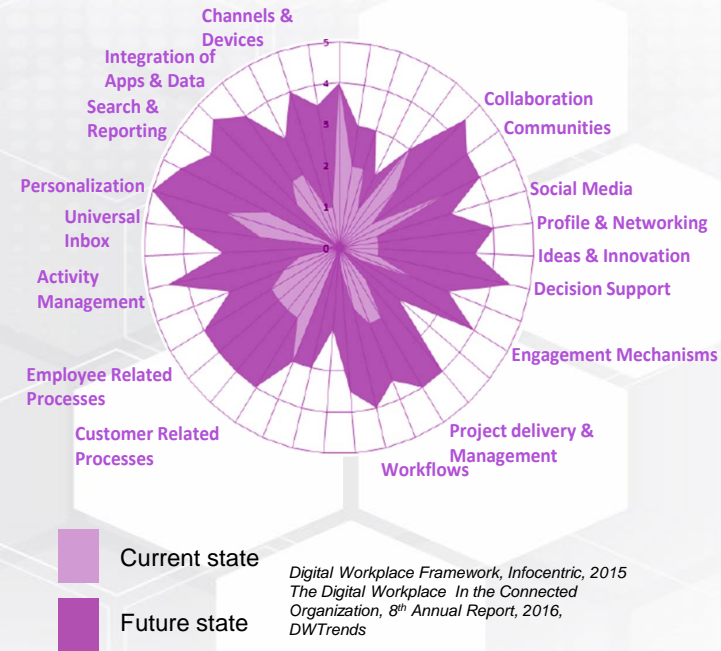


# Emerging Enterprise Practices



- As mobile grows, devices will be untrusted
  - focus on apps and data
- Consumerization of IT / Shadow IT will proliferate
  - enable rather than impede
- Cloud adoption moving beyond SMB to mainstream
  - understand how to design, deploy, & secure
- Consider people-centric security
  - push decisions/accountability to users
- Massive shift to monitoring and analytics
  - understand practices & tools

## DIGITAL WORKPLACE RADAR CHART



# Identity as an Enabler



- View usability and stronger identity as mutually exclusive? If so, it's time for a refresh
  - Usability and security not at odds
  - Explore techniques that shift accountability and control to user
  - Embrace tools / technology already in hand - mobile
- Understand and build a layered identity based security strategy
  - Risk based, context aware
- Don't wait for a big bang – segment your projects

## IMPROVE IDENTITY POSTURE

Two-Stream Approach

Enhance legacy infrastructure – physical & logical assets

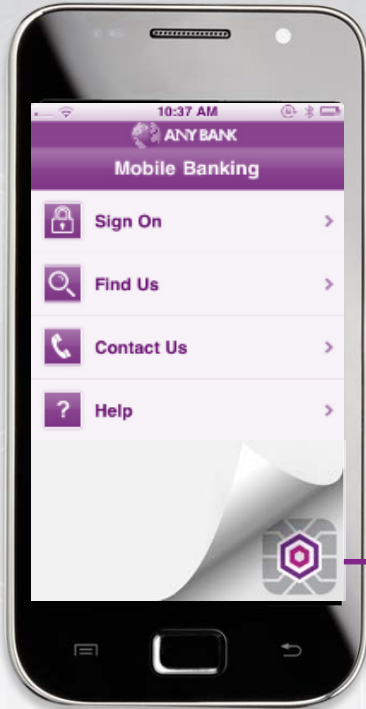
Develop strategy for emerging use cases – target speed



MOBILE MAY FALL INTO EITHER CATEGORY



# Real World Example: Mobile Apps



Consumer and Employee use cases

Streamline access while increasing security posture

Leverage digital identity to enable new services

**EMBED TRUSTED IDENTITY  
DIRECTLY INTO YOUR APP**

# Real World Example: Omni Channel Access



MOBILE



ONLINE



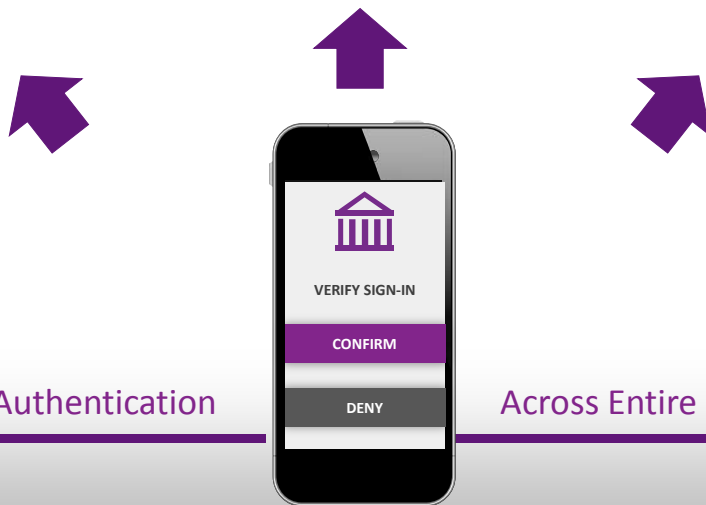
ATM



CALL CENTER



BRANCH



Simple & Secure Authentication

Across Entire Consumer Experience

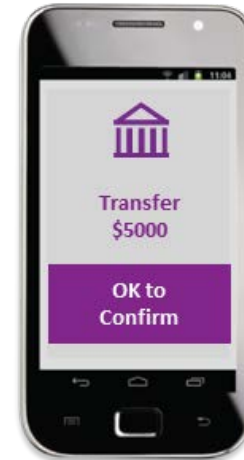
# Stop Fraud Before It Attacks



Ease of use of mobile notifications



Power of transaction signing



# Putting identity to work



## ■ Crawl

- Work with your business leaders, understand how your market / organization needs to change
- Assess / audit current identity solutions – across your entire ecosystem including partners, customers

## ■ Walk

- Be an active member of shaping your digital strategy – ensure trusted identity is at the core to enable transformation
- Think beyond today's needs and architect for what tomorrow will bring

## ■ Run

- Empower users as active participants in security BUT ensure UX rocks
- Layer monitoring, analytics and context to detect anomalies



**Thank You**

