

# RSAC<sup>®</sup>Conference2015

San Francisco | April 20-24 | Moscone Center

SESSION ID: CSV-R01

## CHANGE

Challenge today's security thinking

# How APIs Turned Cloud Security on Its Head

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VP of Products  
Netskope  
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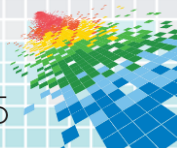
**Ben Kus**

Director of Security Product  
Box  
@BenAtBox



# How APIs Turned Cloud Security on Its Head

- ◆ What happened to the perimeter?
- ◆ Why APIs are important?
- ◆ APIs turn cloud security on its head
- ◆ Here are some “how-tos”



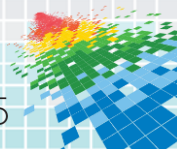


Perimeters and Unicorns  
Two things that only exist in IT fairylana

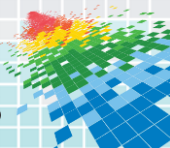
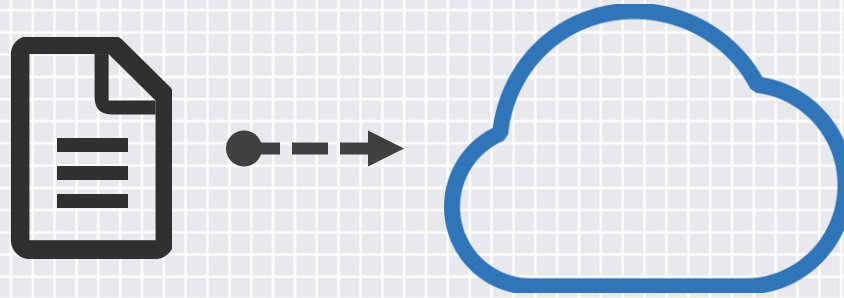




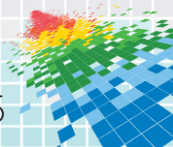
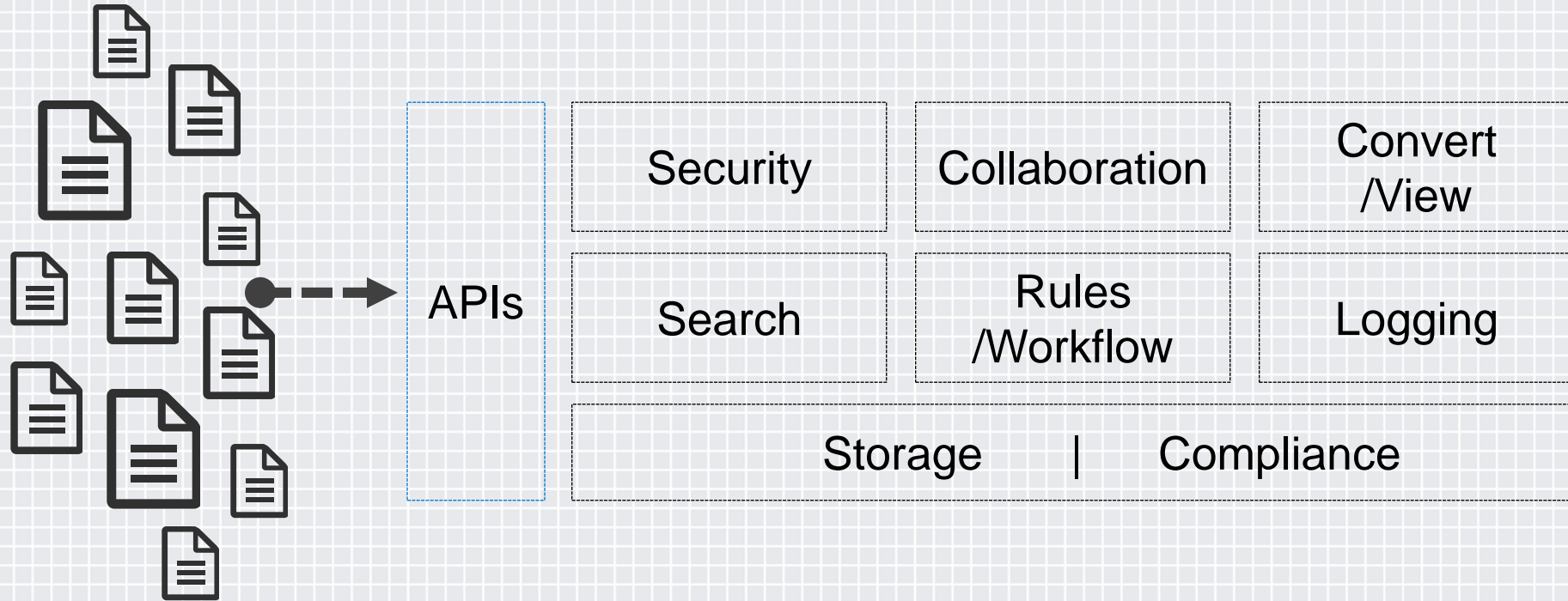
# Why are APIs so important for Cloud apps?



# APIs Expose Conceptually Simple Services




# And Hide Scale and Complexity



# Open APIs Since Day One

## Todo list, Calendar module, box.net and other improvements

Netvibes April 29th 2006 at 12:17 AM 200 commentaires

 Like Sign Up to see what your friends like.

0

 Tweet

Netvibes has released today a bunch of powerful updates for some modules.

We improved first the iCal module visualisation that give you alternative view modes : weekly or monthly will be more useful. Now you can see in an easiest way your events who are represented in blue and tooltips are still here to give you details for each one. Our Ical should be now compatible with most of the services including the most exotic one. As usual let us know if we missed some and we would like to thanks all of you who helped us tune this application.


**Eventful results for "tag:web20"**

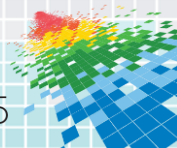
 Agenda
 

 Week
 

 Month

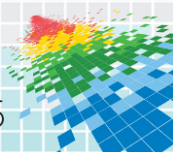
24/04/2006 21:00	: Gilbane San Francisco
24/04/2006 23:00	: Ajax Seminar in San Jose
25/04/2006 02:00	: Gilbane San Francisco
26/04/2006 02:00	: Gilbane San Francisco
30/04/2006 16:00	: Interop 2006 - Data Center Summit

There's also a new face lift for the Todo list with drag and drop support for reordering your tasks the way you want. You can rename them by doing a single click on the text.

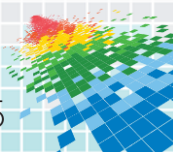


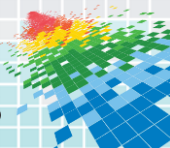


# APIs Enable Innovation



# Innovation You Might Not Expect





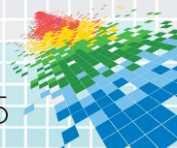
# THE CATALYST OF ECOSYSTEMS ARE APIS



“ *These days, if you haven’t integrated with everyone else’s API, you’re already behind.*

Chris Messina,

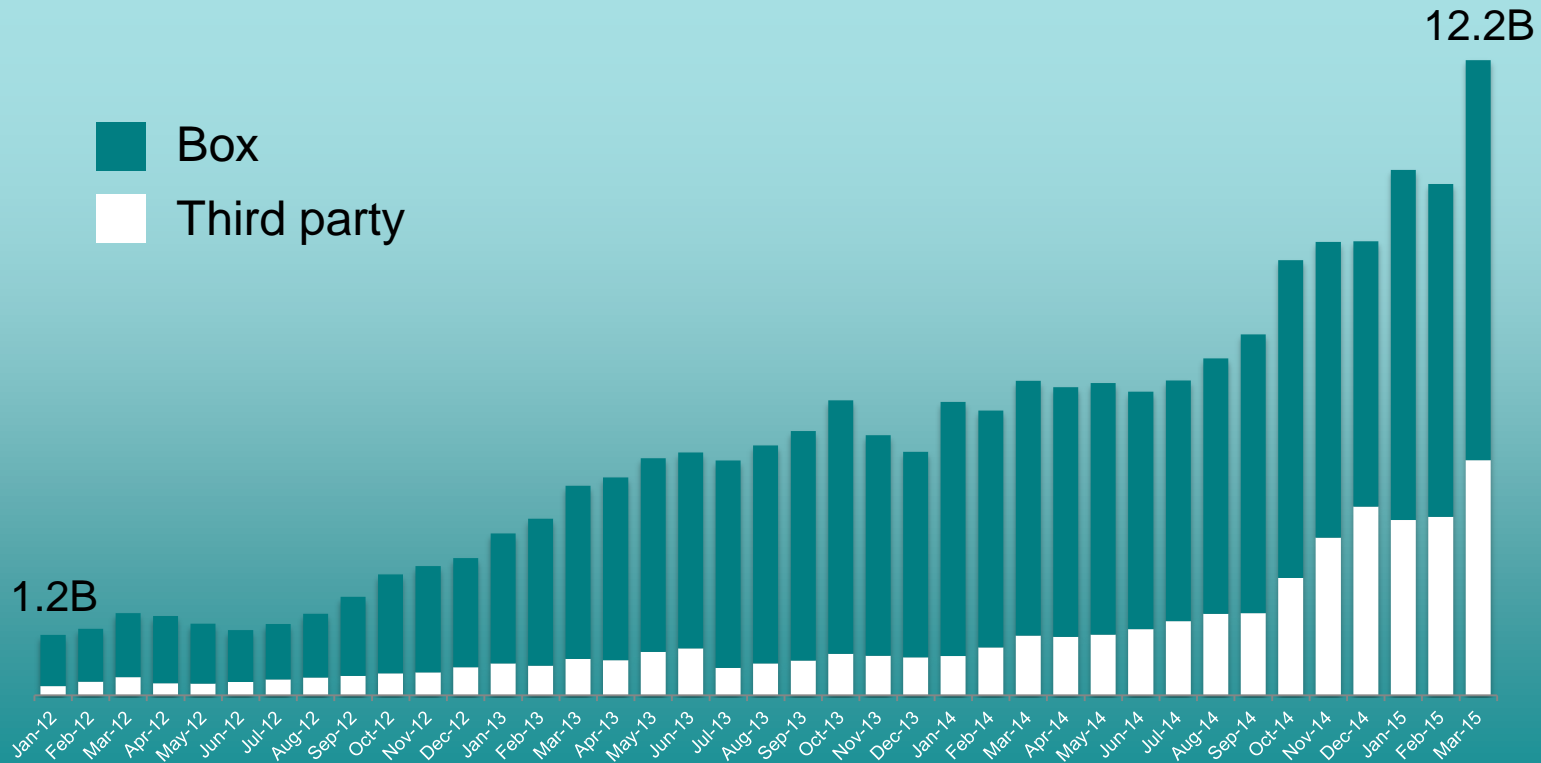
Open Web Advocate



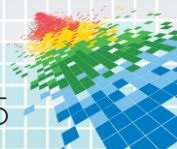




# Content API Calls Per Month



**“50% of Salesforce.com revenue comes from their app ecosystem”**



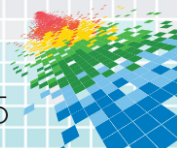


**WE CAN'T KICK THEM OUT**

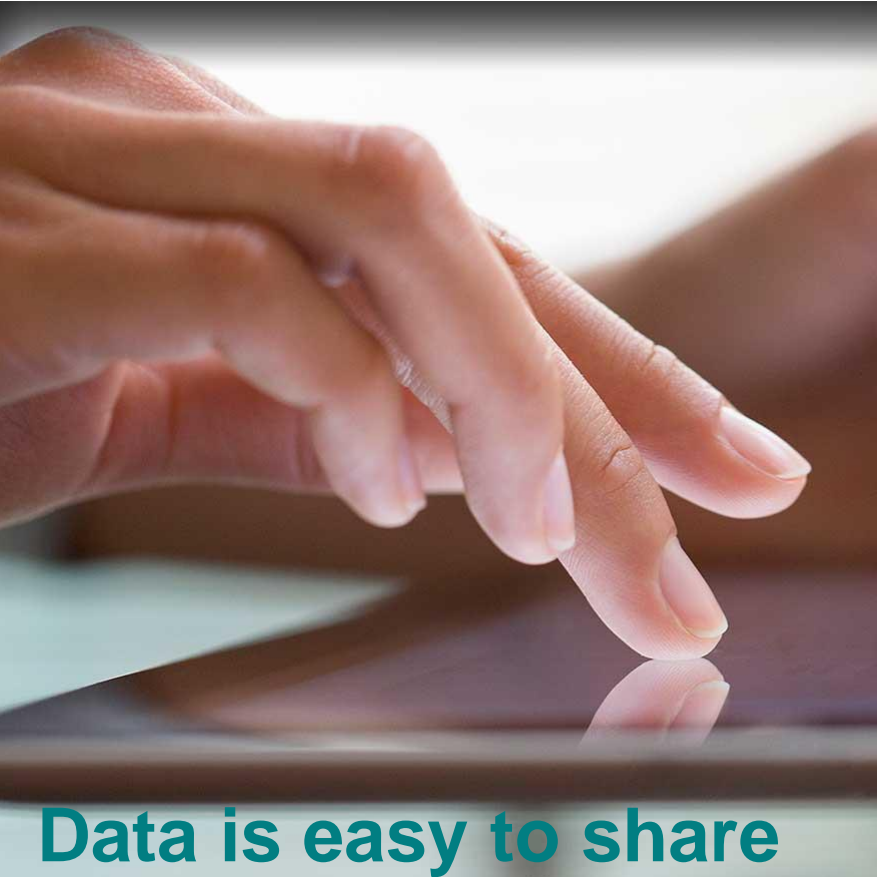
**WE CAN'T LIVE WITH OUT**



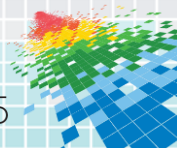
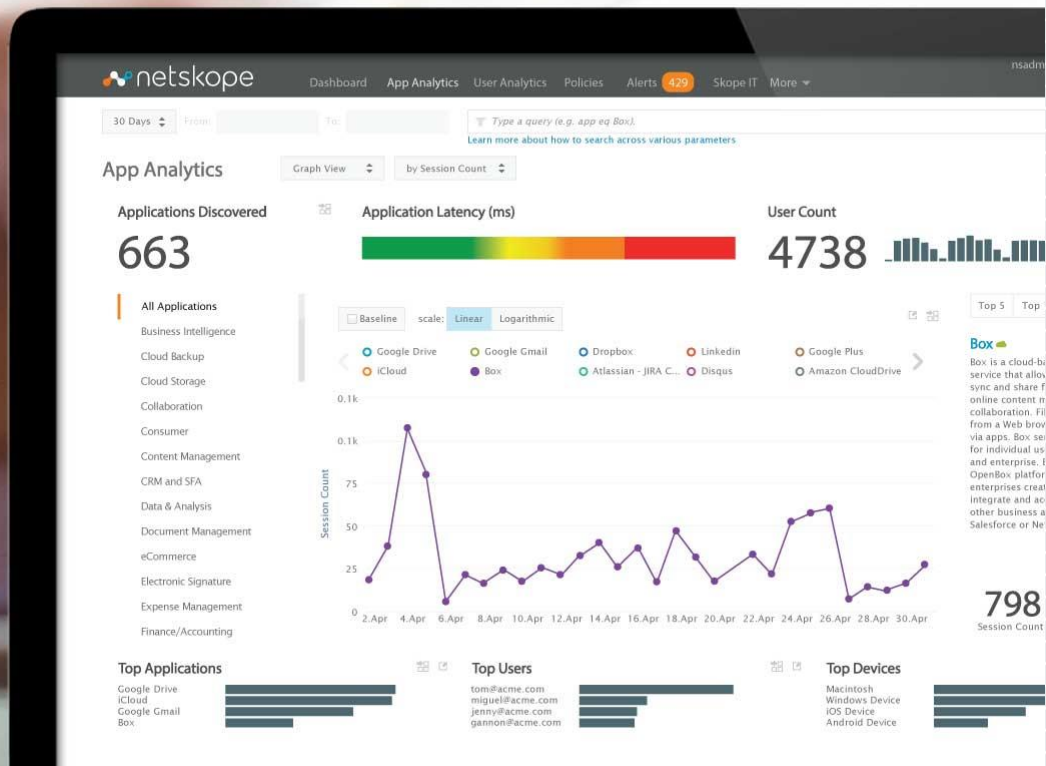
# 5 Reasons Why APIs Turned Security on Its Head







Data is easy to share





**Data is no  
longer  
owned by  
the app**

# What Else APIs Can Tell You

## Meet Gary



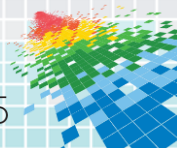
Sales Rep

Gary got a new job

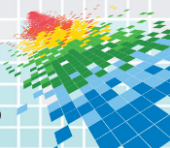
Along the way,  
Gary took a  
detour



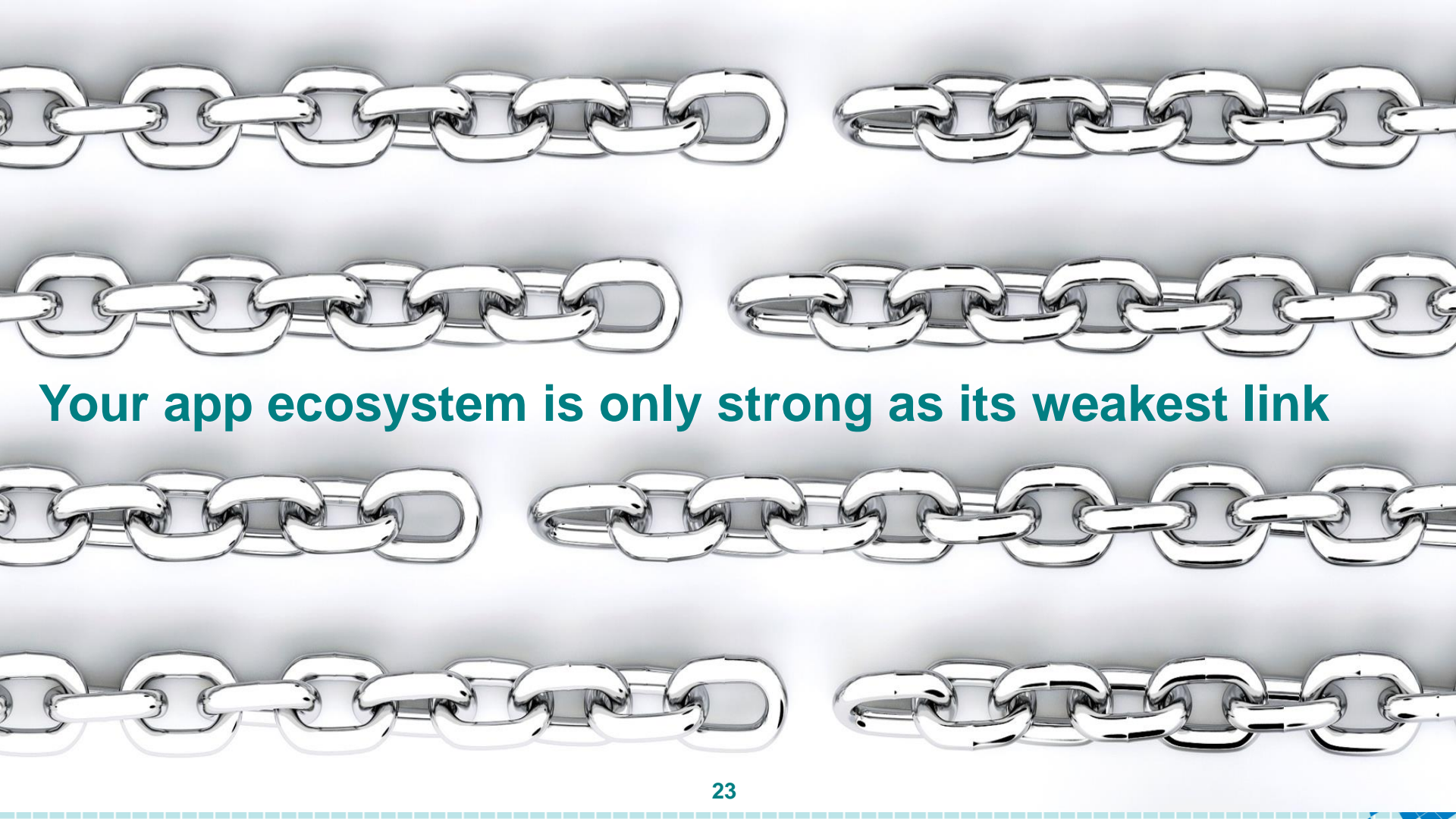
**BIGGEST  
COMPETITOR, INC.**



# The gateway is dead



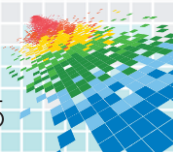




**Your app ecosystem is only strong as its weakest link**



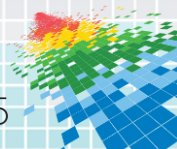
**Let's take a look at this in practice..**



# Healthcare Case Study

## Global Healthcare organization

- ◆ Founded in 1945
- ◆ One of the nation's largest not-for profit health plans
- ◆ Serve approximately 9.5 million members





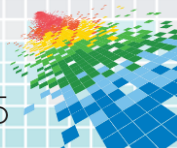
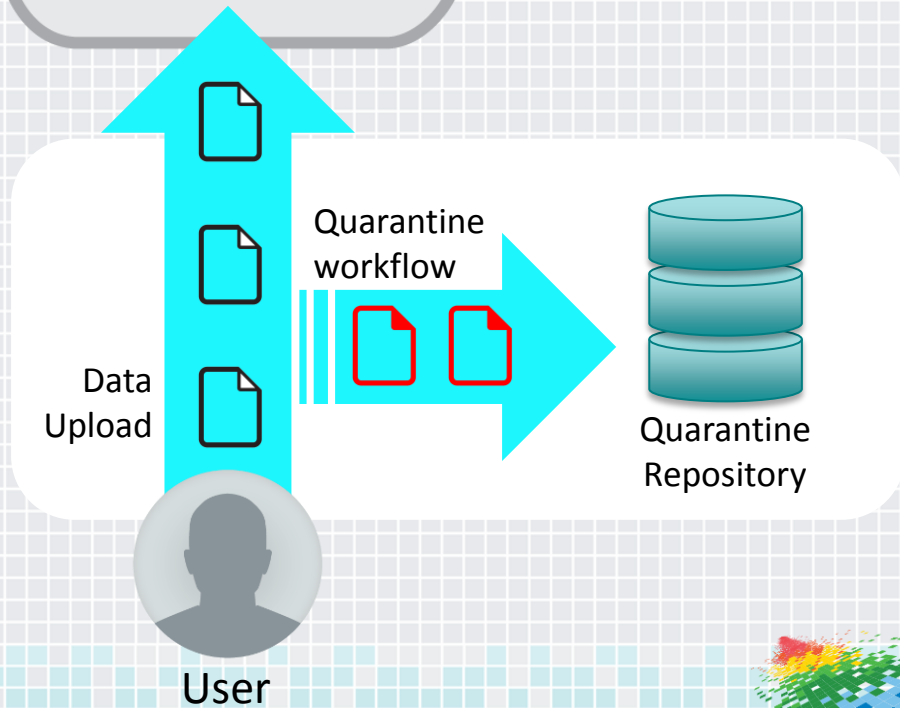
## Use Case #1

### Protect PHI content in files



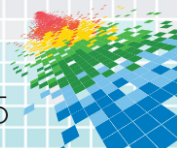
- Real time detection of sensitive data from mobile or laptops
- Dynamic quarantine allows further review by compliance administrator





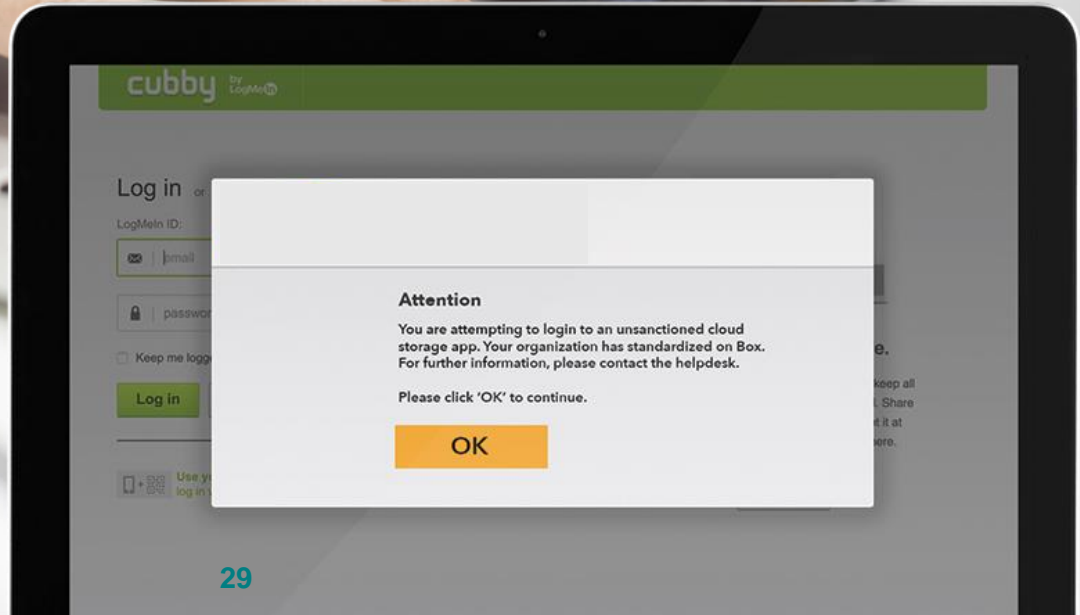


**Use Case #2:**  
**Protect sensitive content**  
**when employees and**  
**contractors store it in the**  
**cloud**



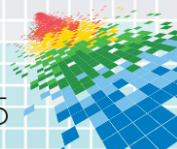


# Workflows for DLP



# Summary

- ◆ APIs and ecosystems are the life-blood of Cloud apps
- ◆ Huge customer value but requires adapting to changing security landscape
- ◆ Apps are *designed* to share data — you can't avoid this reality
- ◆ The app *is* the perimeter now — asserting control from the data center is no longer viable
- ◆ Only strong as your weakest link — the ecosystem matters
- ◆ Get activity-level detail + metadata in order to be the master of this new frontier



# Let's stay connected and check us out here

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Box demo in Netskope's booth  
#S332

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