



Security, Portability and Control

Joe Ruck, CEO and Junaid Syed, CTO

March 16, 2011

## Agenda

- iPad
- Security
- Direction

# Snapshot

## ■ BoardVantage

- Marquee provider of board portals
- Browser and iPad
- 400 customers, F-500 centric
- Pure play board portal
- Boards and Leadership Teams
- Menlo Park, CA, offices around US

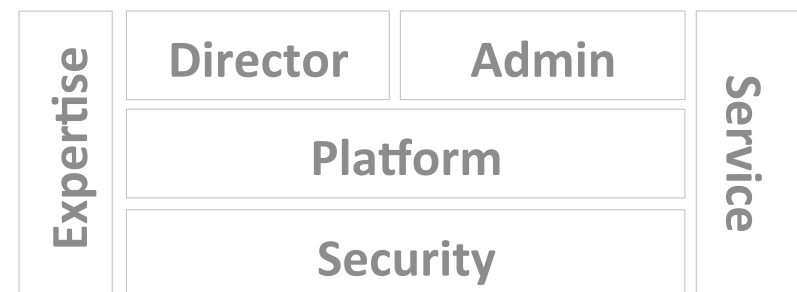
## ■ Technology

- Frontend
  - iPad for directors
  - Toolkit for admin
- Backend
  - Security
  - Platform



# Snapshot

- BoardVantage
  - Marquee provider of board portals
  - Browser and iPad
  - 400 customers, F-500 centric
  - Pure play board portal
  - Boards and Leadership Teams
  - Menlo Park, CA, offices around US
- Technology
  - Frontend
    - iPad for directors
    - Toolkit for admin
  - Backend
    - Security
    - Platform



# Snapshot

## ■ BoardVantage

- Marquee provider of board portals
- Browser and iPad
- 400 customers, F-500 centric
- Pure play board portal
- Boards and Leadership Teams
- Menlo Park, CA, offices around US

## ■ Technology

- Frontend
  - iPad for directors
  - Toolkit for admin
- Backend
  - Security
  - Platform

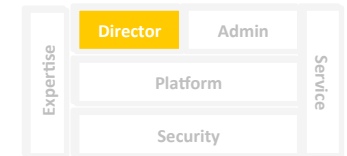


# iPad – Next Generation Experience

Expertise	Director	Admin	Service
	Platform		
	Security		

- Crossed a usability threshold
  - Device
  - App
- Meeting experience
  - Birdseye and drilldown views
  - In collaboration with Apple
- Benefits
  - Superior to a browser
  - Superior to print
  - “Third Device”

# iPad – Next Generation Experience

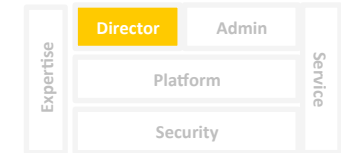


- Crossed a usability threshold
  - Device
  - App
- Meeting experience
  - Birdseye and drilldown views
  - In collaboration with Apple
- Benefits
  - Superior to a browser
  - Superior to print
  - “Third Device”

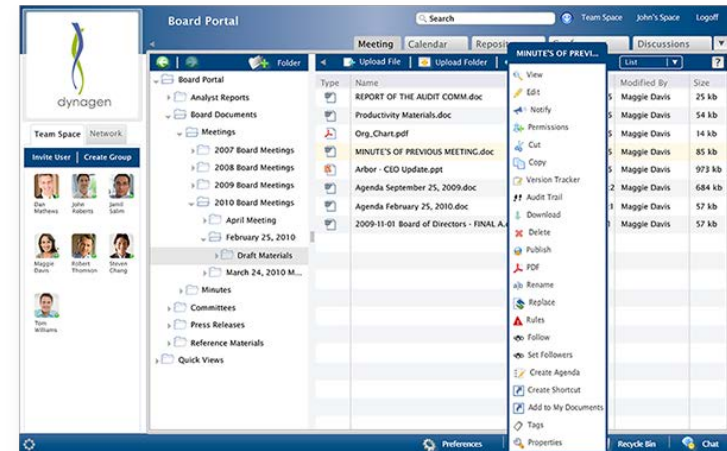


Featured on Apple's Website

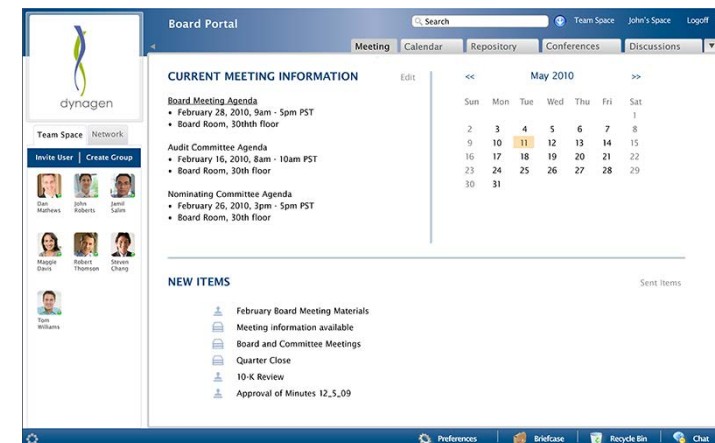
# Diminishing Role of the Browser



- Contribution
  - GC Office: Board book creation
- Consumption
  - Directors: Board book review
- Collaboration
  - Executives: Creation and review



GC View: Contribution



Director View: Consumption





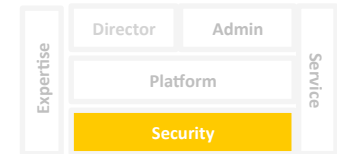
## Offline: Securing the iPad

Expertise	Director	Admin	Service
	Platform		
	Security		

- Offline Access
  - Prep for a meeting while in transit
  - At a remote location (e.g. vacation)
- Briefcase
  - Secure offline document access
  - Delete content and notes
  - Remote purge
  - Eliminates vulnerability

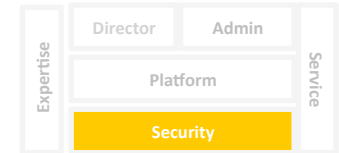


# Demystifying Security



- Threat Environment
- Process of Communication
- Buzzwords and Benefits
- Do's and Don't'

# Demystifying Security



## Threats

- Hacking — external breach
- Sabotage — internal breach
- Human Error — inadvertent leak
- Discoverability

## Process

- Print
- Email
- Cloud
- Board Portal
- Homegrown

# Mapping Process Vulnerabilities

Expertise

DirectorAdmin

Platform

Security

Service

Threats	Email	Cloud	Homegrown	Paper	Portal
Hacking					
Sabotage					
Human Error					
Discovery					

# Mapping Process Vulnerabilities

Threats	Email	Cloud	Homegrown	Paper	Portal
Hacking	●				
Sabotage	●				
Human Error	●				
Discovery	●				

Systemically  
Insecure

# Mapping Process Vulnerabilities

Threats	Email	Cloud	Homegrown	Paper	Portal
Hacking	●	●	●		
Sabotage	●	●	●		
Human Error	●	●	●		
Discovery	●	●	●		

Systemically  
Insecure

Practically  
Insecure

# Mapping Process Vulnerabilities

Threats	Email	Cloud	Homegrown	Paper	Portal
Hacking	●	●	●	●	
Sabotage	●	●	●	●	
Human Error	●	●	●	●	
Discovery	●	●	●	●	

Systemically  
Insecure

Practically  
Insecure

# Mapping Process Vulnerabilities

Threats	Email	Cloud	Homegrown	Paper	Portal
Hacking	●	●	●	●	● ↔ ●
Sabotage	●	●	●	●	● ↔ ●
Human Error	●	●	●	●	● ↔ ●
Discovery	●	●	●	●	● ↔ ●

Systemically  
Insecure

Practically  
Insecure



# Architecture, Expertise and Execution



## Bolt-on

### Checkbox

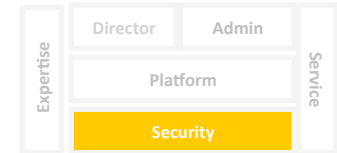
- Online access
- Weak password
- Unencrypted
- No permissions
- Windows stack



### Bolt-on

- SAS70 datacenter
- Background checks
- Intrusion detection
- Anti-virus
- Firewall
- Etc.

# Architecture, Expertise and Execution



## Bolt-on

### Checkbox

- Online access
- Weak password
- Unencrypted
- No permissions
- Windows stack



### Bolt-on

- SAS70 datacenter
- Background checks
- Intrusion detection
- Anti-virus
- Firewall
- Etc.

## Ground-up

### Platform

- Architecture
- Stack
- Process

### Architecture

- Encryption
- Input validation
- Permissions
- Multi-factor

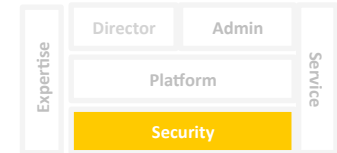
### Stack

- Linux
- Intrusion
- Firewall
- Anti-virus

### Process

- Separation Duties
- Code reviews
- F100 Audits
- Pen Tests

# Architecture, Expertise and Execution



## Bolt-on ●

### Checkbox

- Online access
- Weak password
- Unencrypted
- No permissions
- Windows stack



### Bolt-on

- SAS70 datacenter
- Background checks
- Intrusion detection
- Anti-virus
- Firewall
- Etc.

## Ground-up ●

### Platform

- Architecture
- Stack
- Process

### Architecture

- Encryption
- Input validation
- Permissions
- Multi-factor

### Stack

- Linux
- Intrusion
- Firewall
- Anti-virus

### Process

- Separation Duties
- Code reviews
- F100 Audits
- Pen Tests

# Security Do's and Don'ts

Look For	Avoid
Linux Stack	Email, Cloud or Homegrown
No Vendor Access to Content	
Third Party Penetration Tests	
Audits by F-100 customers	Windows Stack in a Portal
Innovation	

## Direction

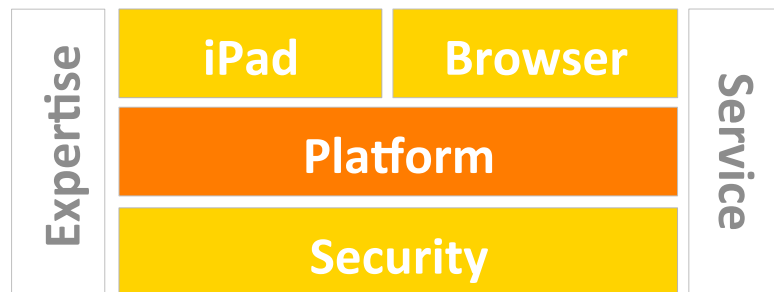
Expertise	Director	Admin	Service
	Platform		
	Security		

- Evolving Threat Environment
- Changing Nature of Board Work
- Consumerization of Software

## Direction

Expertise	Director	Admin	Service
	Platform		
	Security		

- Evolving Threat Environment > Ongoing Emphasis on Security
- Changing Nature of Board Work > High-Caliber Business Tools
- Consumerization of Software > Social Media, New Devices



Confidential Collaboration Platform:  
“Anti-Social” Network

## What to look for in a board portal

	Director - iPad	Security	Admin Toolkit - Browser
Who	Director	Corporate IT	GC
What	<ul style="list-style-type: none"> <li>• Director Experience</li> <li>• Board book</li> <li>• Meetings</li> <li>• In Between Meetings</li> <li>• Annotation</li> <li>• Offline Briefcase</li> <li>• Speed</li> </ul>	<ul style="list-style-type: none"> <li>• Audits</li> <li>• Process Review</li> <li>• Architecture</li> <li>• High Caliber Validation</li> </ul>	<ul style="list-style-type: none"> <li>• Document Repository</li> <li>• Workflows</li> <li>• Permission Model</li> <li>• Desktop Experience</li> <li>• Branding and Configurability</li> <li>• Other</li> </ul>
How	<ul style="list-style-type: none"> <li>• Videos</li> <li>• Test Instances</li> </ul>	<ul style="list-style-type: none"> <li>• Inquiry</li> <li>• Reviews</li> <li>• Test Instances</li> </ul>	<ul style="list-style-type: none"> <li>• In-depth Demos</li> <li>• Test Instances</li> <li>• Videos</li> </ul>