

**IBM Advances Fight against Cyber Threats with Comprehensive Threat Protection System and Critical Data Protection Services**  
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**With the Cost of Data Breaches and Advanced Persistent Threats on the Rise, IBM Helps Clients Detect, Prevent and Respond to Attacks**

ARMONK, N.Y., May 5, 2014 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today introduced comprehensive new [security](#) software and services to help organizations protect their critical data in an environment where advanced persistent [threats](#), zero day attacks, breaches and the financial impact on an organization continue to rise. Through pervasive behavioral analytics and deep research expertise, IBM can help organizations stop attackers from exploiting these vulnerabilities.

According to two IBM-commissioned [studies](#) announced today from the [Ponemon Institute](#), the average cost of a data breach increased by 15 percent globally, reaching an average of \$3.5 million. The majority of companies surveyed say targeted attacks are the greatest threat, costing them on average \$9.4 million in brand equity alone.

Today's introduction of the **IBM Threat Protection System** and **Critical Data Protection Program** represent two years of significant investment in organic development and the acquisition of companies, including Q1 Labs, Trusteer, Guardium, Ounce Labs, Watchfire and Fiberlink/MaaS360. Since forming a dedicated cyber security business in late 2011, IBM has risen to become one of the largest players in enterprise security and has achieved six straight quarters of double-digit growth. According to IDC's Software Tracker, IBM significantly outpaced the overall security software market, and has moved from the 4th largest security vendor to the 3rd for 2013.

**IBM Threat Protection System Can Help Prevent Attacks — Before the Damage**

IBM's new [Threat Protection System](#) leverages security intelligence and behavioral analytics to go beyond traditional signature-based defenses and firewalls to disrupt attacks across the entire attack chain — from break-in to exfiltrate.

The IBM Threat Protection System includes an end-to-end architecture of analytic and forensics software that helps organizations continuously prevent, detect and respond to ongoing and sophisticated cyber attacks, and in some cases, eliminate the threat before the damage has occurred. Among the highlights:

- For **prevention**, IBM is announcing a new Trusteer Apex solution for endpoint malware blocking, significant enhancements to the IBM Network Protection appliance for quarantining against attacks and new integrations with key partners' network sandbox capabilities.

- For **detection**, IBM is enhancing its QRadar Security Intelligence platform with new capabilities – allowing organizations to detect attacks at new scale and actively block exploits with a click.
- For **response**, IBM is introducing IBM Security QRadar Incident Forensics. IBM also continues to expand its emergency response services globally.

Clients testing the IBM Threat Protection System have seen quick results. For example, a health care provider with thousands of endpoints immediately found dozens of instances of malware present, despite their use of many more traditional security tools. This malicious code could be used to remote control endpoints or exfiltrate data, but instead was instantly disabled. Likewise a large European bank recently tried this capability and was able to disable undetected malware across the enterprise.

The IBM Threat Protection System is supported around the world by IBM's managed security operations centers (SOC), which can monitor the system once deployed by clients. IBM's SOC Optimization consultants can also deploy and integrate them into customer SOCs.

"Advanced Persistent Threats have fundamentally changed the way organizations have to approach data security," said Brendan Hannigan, General Manager, IBM Security Systems. "Today, defending against cyber attacks requires more than a signature-based or perimeter approach. Deep analytic capabilities and forensics are vital and need to include endpoint prevention, perimeter protection and the ability to guard against attacks before they can do damage."

### **IBM Security Services Safeguard a Businesses' "Crown Jewels" and Protect Their Brand**

The new Critical Data Protection Program helps safeguard critical data — a corporation's "Crown Jewels." An organization's fortune is often driven by less than two percent of its enterprise data, which has major impact on competitive advantage, brand reputation, market value and business growth.

"Concerns over the ability to protect critical data from cyber attacks have moved center stage in the board room," said Kris Lovejoy, General Manager, IBM Security Services. "Cyber attacks and loss of data have the ability to impact brand reputation, reduce shareholder value and open an organization to litigation. IBM's new software and services are designed to provide these executives with a unique solution that lets them keep their focus on the day-to-day needs of their customers and driving business revenue."

Organizations are increasingly turning to IBM to help them build a truly comprehensive and intelligent approach to quickly identify and stop advanced threats before they do damage. Recently, IBM began providing external vulnerability scanning and expert hotline support services to AIG's CyberEdge insureds.

"We look forward to IBM continuing to build on its unique ability to combine market-leading software, services, research capabilities and industry partnerships to counter the momentum of sophisticated attacks," said Tracie Grella, Head of Professional Liability, Global Financial Lines at AIG.

The new security consulting services announced today are based on IBM's unique Data Centric Security Model, under which IBM deploys assets from Guardium, StoredIQ and IBM Research to help protect this business critical information.

This critical data — which may include such high value data assets as acquisition and divestiture plans, executive and board deliberations and intellectual property — accounts for an estimated 70 percent of the value of a publicly traded corporation. As a result, this type of data is extremely valuable to hostile forces — whether company insiders or sophisticated attackers.

Despite the importance and value of critical enterprise data, many organizations are not aware of what their Crown Jewel information is, where it resides, who has access to it, or how it is protected, making it more difficult to monitor and protect. In fact, data loss can take days or more to discover in more than 95 percent of cases, and weeks or more to contain in more than 90 percent of cases, a lag that can have a catastrophic impact on a business.

IBM's new Critical Data Protection Program offers an iterative multi-phased approach of Define, Discover, Baseline, Secure and Monitor for a full lifecycle of data security to protect profitability, competitive position and reputation.

## About IBM Security

IBM's security portfolio provides the security intelligence to help organizations holistically protect their people, data, applications and infrastructure. IBM offers solutions for identity and access management, security information and event management, database security, application development, risk management, endpoint management, next-generation intrusion protection and more. IBM operates one of the world's broadest security research and development, and delivery organizations. IBM monitors 15 billion security events per day in more than 130 countries and holds more than 3,000 security patents. For more information, please visit [www.ibm.com/security](http://www.ibm.com/security), follow @IBMSecurity on Twitter or visit the IBM Security Intelligence [blog](#).

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