

## VIEWPOINT



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## Security: A Transformational Approach to Combating Cyber Threats

As new security threats appear, CIOs are increasingly challenged with keeping their organizations safe from cyber attacks. Find out from HP's enterprise security lead how to get out from behind the eight ball.

### How are evolving IT environments—mobility, IT consumerization, virtualization, cloud computing—impacting today's security landscape?

Major transitions in IT inevitably lead to opportunities for cyber criminals. We're now seeing the use of cloud computing, mobility and social media greatly expand the threat surface for organizations to defend, especially against attacks that target users and Web applications. All of these technology trends provide valuable benefits, but organizations need to think about new security controls to offset the associated risks.

### Are companies who don't take a proactive approach to neutralizing potential security risks in danger of being left behind, or worse, attacked more easily?

We think security needs to move from a defensive position to a more proactive, risk-management approach. This includes identifying critical IT services that support sensitive data and understanding where the vulnerabilities lie within each of those systems and applications. It's more effective for enterprises to anticipate, close up, and protect vulnerabilities in advance rather than locking systems down and reacting after a breach has occurred.

### What do your research groups tell you are the newest wave of security threats facing enterprises today?

Cyber threats have become more sophisticated, persistent and unpredictable. New research commissioned by HP found that the volume, cost and complexity of security threats have continued to escalate. One recent survey found more than 50 percent

of executives believe that breaches in their organizations have increased, with another study revealing that the cost of cyber crime has risen 56 percent per organization on an annual basis. While there is increased awareness, cyber-criminals continue to find more surface vectors and increased opportunities for attacks.

### Will the point products that handle security breaches today become ineffective in mitigating the types of security threats we'll be seeing in the future?

There are thousands of security vendors with very good point products; however, the information generated by a single security product does not provide a complete picture. Information security teams must deliver actionable intelligence to their organizations to minimize risk through the correlation of not only security information, but also the functions of security technologies. Unless the right data can be brought together intelligently and security products can work together intelligently, we'll continue to be on our back foot when it comes to fighting cyber crime.

### Explain for us how HP's new security ecosystem can provide diverse enterprise security coverage.

To help organizations manage the risk and compliance demands associated with escalating IT complexity and security threats, HP has established a foundation for a unified approach to enterprise security. The HP Security Intelligence and Risk Management (SIRM) platform offers advanced correlation, application protection, and network defense technology to protect applications and IT infrastructures from sophisticated cyber threats. Supported by an expansive network of partners, the platform helps to remove risk from existing infrastructures and establishes a framework for deploying future systems within a more secure environment.