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APAC OF POSSIBILITIES: TIPS FOR INCREASING CLOUD SECURITY AND ADOPTION

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Chairman, Asia Pacific Executive Council, Cloud Security Alliance

Session ID: CLD-W03
Session Classification: Intermediate

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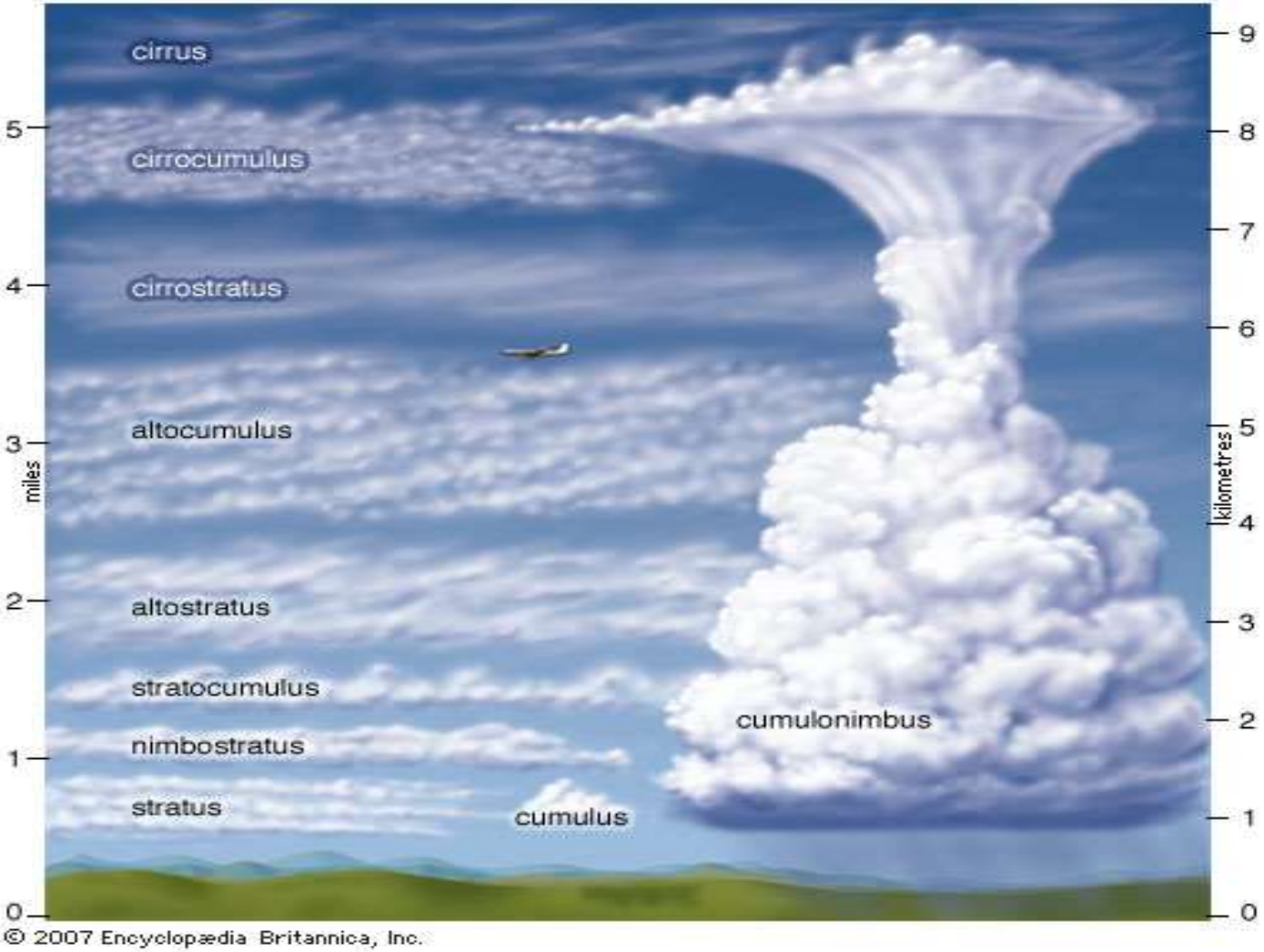
Clouds Everywhere Above



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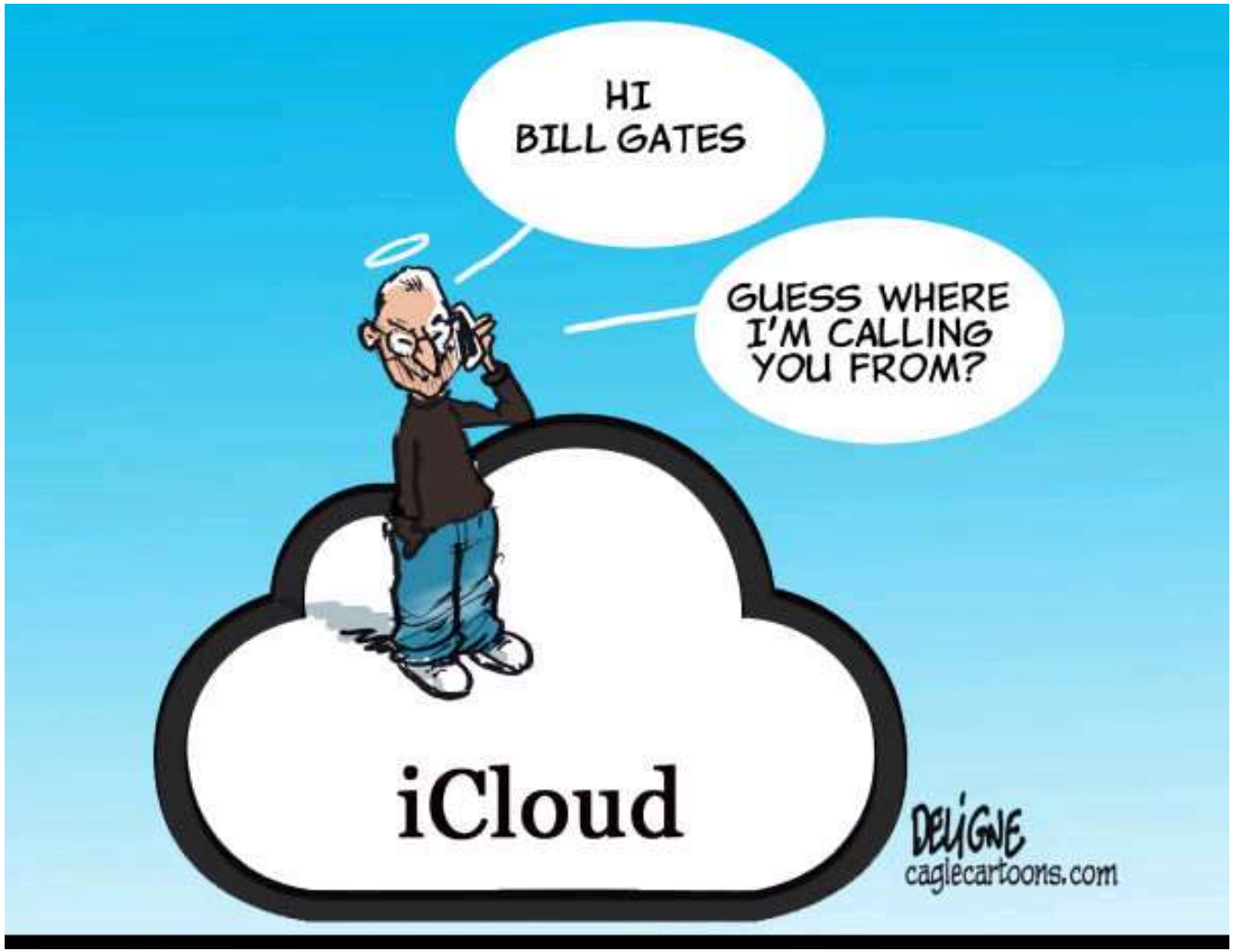
One Cloud …..



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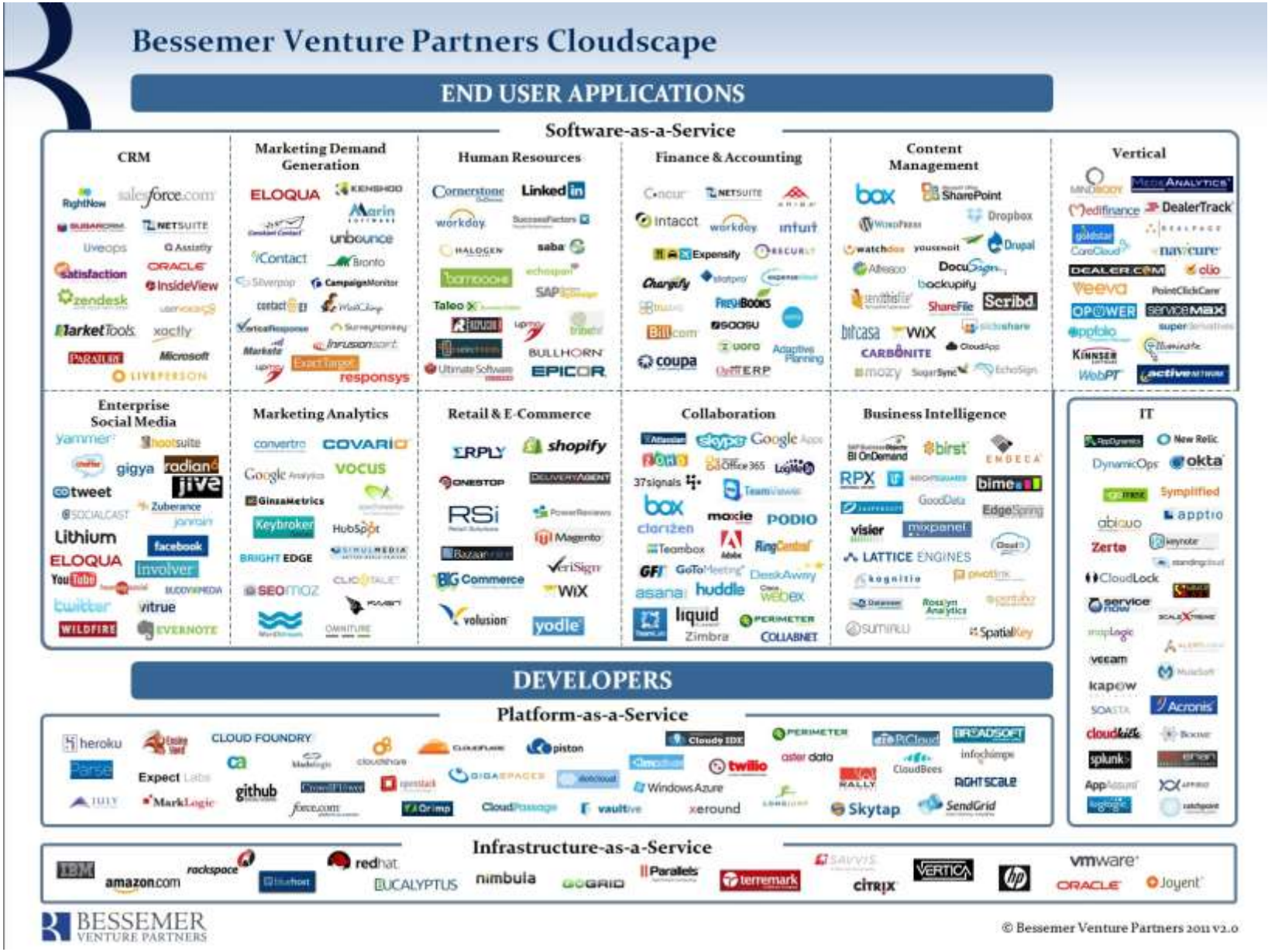
Bessemer Venture Partners Cloudscape
END USER APPLICATIONS
Software-as-a-Service
CRM
Marketing Demand Generation
Human Resources
Finance & Accounting
Content Management
Vertical
Enterprise Social Media
Marketing Analytics
Retail & E-Commerce
Collaboration
Business Intelligence
IT
DEVELOPERS
Platform-as-a-Service
Infrastructure-as-a-Service
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Trend Micro Overview

Take **advantage of the cloud**

Largest pure-play security provider

Secures your journey to the cloud

Deliver **top ranked** security solutions

Market leader in Server, Virtualization, and Cloud security

cloud security alliance

Source: IDC (2011), Technavio (2011 & 2012)

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Global Alliances

The World's First & Most Complete Agentless Security for VMware®

Now in its fourth generation of integration with vShield® Endpoint and other VMware APIs, Trend Micro Deep Security provides a security-hardened virtual machine that offers agentless anti-malware, web reputation, firewall, intrusion detection and prevention, virtual patching, web application protection and integrity monitoring for VMware virtual machines.

1 2 3 4

vmware

"We're very happy to see Trend Micro continuing to work closely with VMware to bring customers the benefits of advanced security for virtual and cloud environments. Trend Micro developed Deep Security 9 with VMware in mind by including integrations with VMware vCenter™, vSphere Endpoint™ and vCloud Director®, and providing improved manageability of security in VMware environments."

Parag Patel, Vice President Global Strategic Alliances, VMware.

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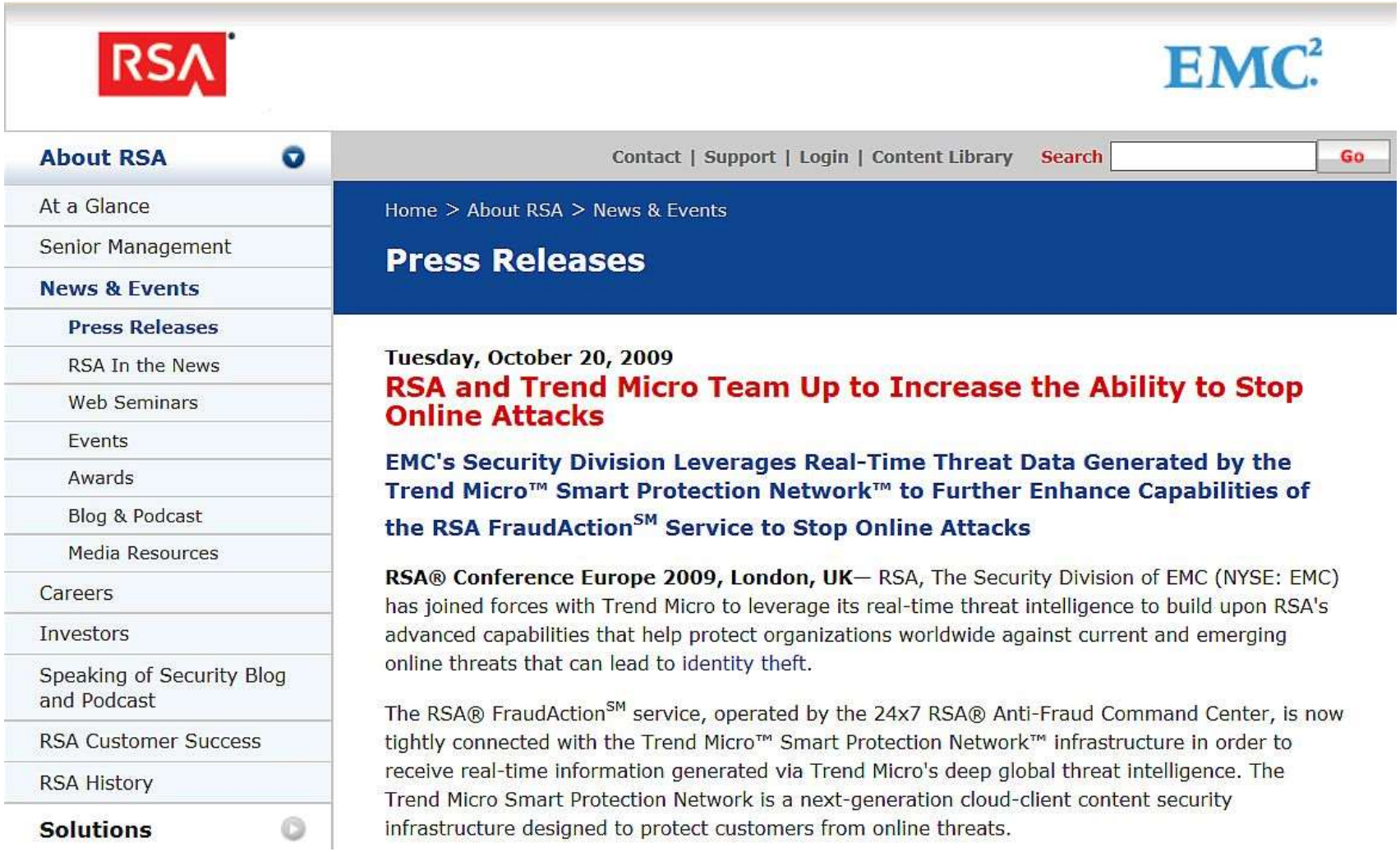
Global Alliances



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Tuesday, October 20, 2009

RSA and Trend Micro Team Up to Increase the Ability to Stop Online Attacks

EMC's Security Division Leverages Real-Time Threat Data Generated by the Trend Micro™ Smart Protection Network™ to Further Enhance Capabilities of the RSA FraudAction℠ Service to Stop Online Attacks

RSA® Conference Europe 2009, London, UK— RSA, The Security Division of EMC (NYSE: EMC) has joined forces with Trend Micro to leverage its real-time threat intelligence to build upon RSA's advanced capabilities that help protect organizations worldwide against current and emerging online threats that can lead to identity theft.

The RSA® FraudAction℠ service, operated by the 24x7 RSA® Anti-Fraud Command Center, is now tightly connected with the Trend Micro™ Smart Protection Network™ infrastructure in order to receive real-time information generated via Trend Micro's deep global threat intelligence. The Trend Micro Smart Protection Network is a next-generation cloud-client content security infrastructure designed to protect customers from online threats.

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Global Alliances

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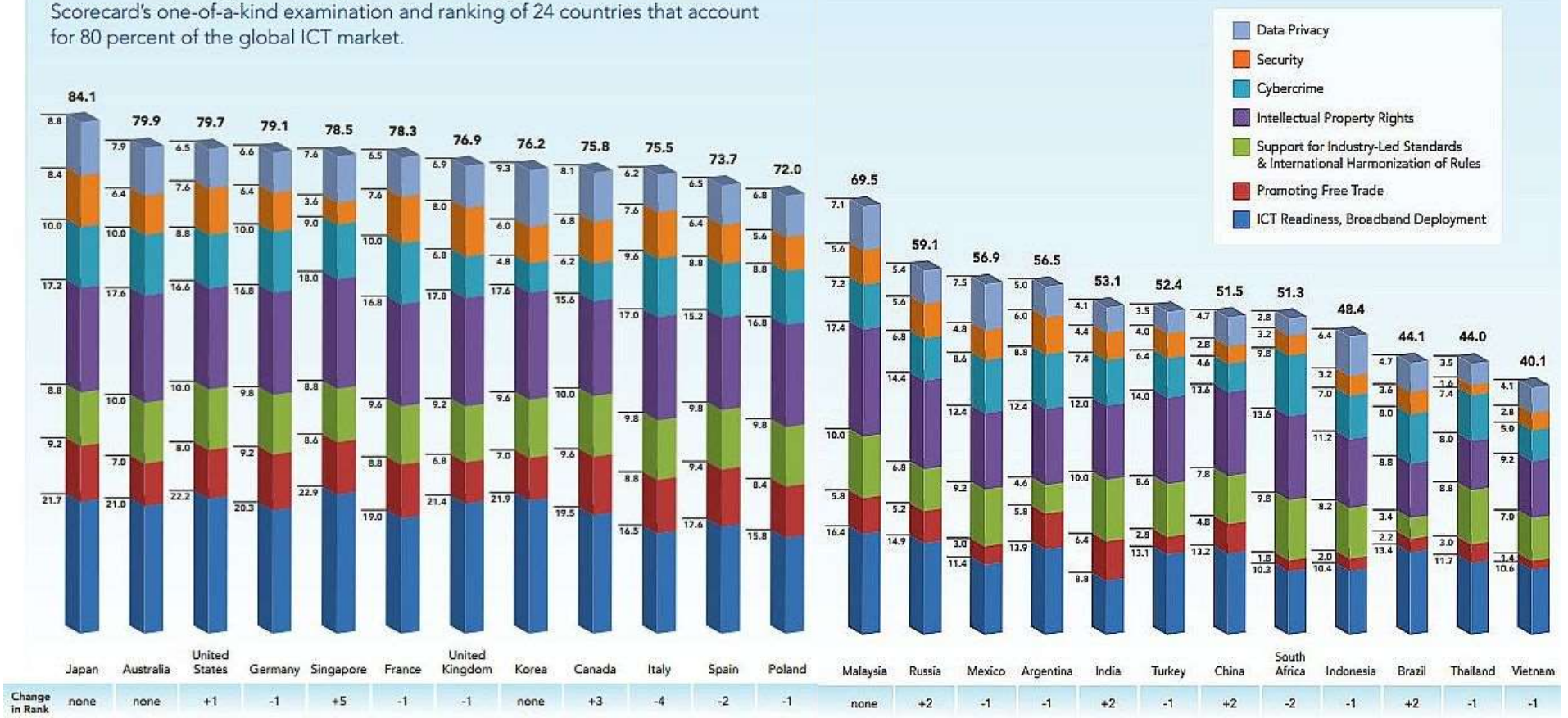
Cloud Security in Asia Pacific

2013 BSA Global Cloud Computing Scorecard

Several countries have made marked improvements in the policy environment for cloud computing in the past year. These findings are based on the BSA Scorecard's one-of-a-kind examination and ranking of 24 countries that account for 80 percent of the global ICT market.



Source: 2013 BSA Global Cloud Computing Scorecard

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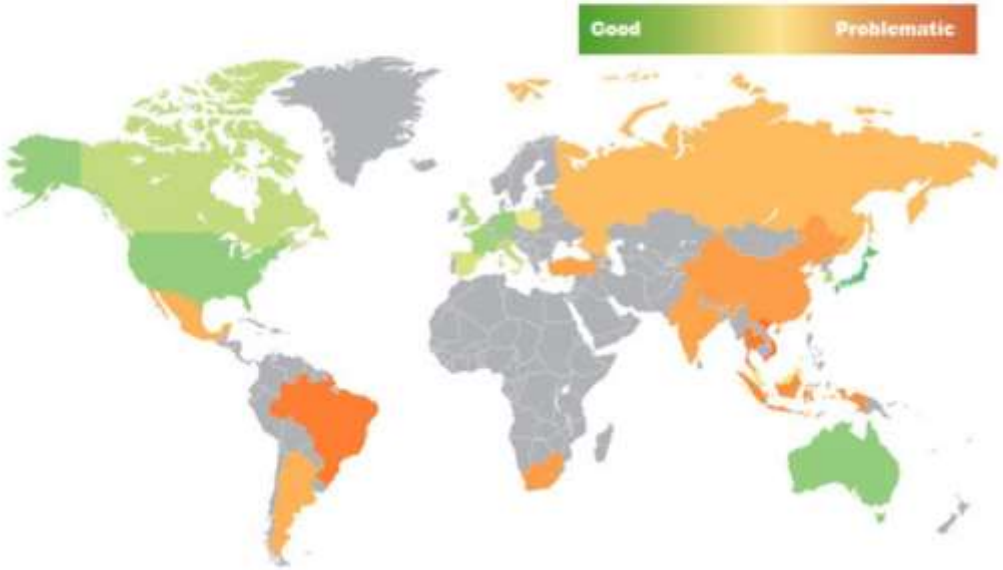
Country Ranking

The first-ever report to track year-over-year change in the international policy landscape for cloud computing shows that cloud readiness is improving, if unevenly.

Cloud Computing Policy Environment



Theme	Weight	Value
Data Privacy	10%	10
Security	10%	10
Cybercrime	10%	10
Intellectual Property Rights	20%	20
Standards/Int'l Harmonization of Rules	10%	10
Promoting Free Trade	10%	10
ICT Readiness, Broadband Deployment	30%	30

1	Japan	84.1
2	Australia	79.9
3	US	79.7
4	Germany	79.1
5	Singapore	78.5
6	France	78.3
7	United Kingdom	76.9
8	Korea	76.2
9	Canada	75.8
10	Italy	75.5
11	Spain	73.7
12	Poland	72.0
13	Malaysia	69.5
14	Russia	59.1
15	Mexico	56.9
16	Argentina	56.5
17	India	53.1
18	Turkey	52.4
19	China	51.5
20	South Africa	51.3
21	Indonesia	48.4
22	Brazil	44.1
23	Thailand	44.0
24	Vietnam	40.1

Source: 2013 BSA Global Cloud Computing Scorecard

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The Cloud Readiness Index

	Data Privacy	International Connectivity	Data Sovereignty	Broadband Quality	Government online servives and ICT Prioritization	Power Grid and Green Policy	Intellectual Property Protection	Business Sophistication	Data Center Risk	Freedom of Information Access	Cloud Readiness Index	Rank	Change since 2011
Japan	9.0	10.0	5.6	7.6	7.9	7.8	7.6	8.4	6.0	8.9	78.8	1	
Korea	9.0	8.0	6.2	9.0	9.1	7.1	5.9	6.9	7.4	7.7	76.3	2	
Hong Kong	7.5	7.4	7.6	7.6	8.4	5.7	7.9	7.1	8.0	8.7	75.9	3	
Singapore	4.5	9.2	8.1	6.3	9.5	5.7	8.7	7.3	6.4	7.1	72.8	4	
Taiwan	7.0	7.5	5.9	6.1	8.8	7.1	7.1	7.5	6.5	8.9	72.4	5	
New Zealand	9.0	1.3	8.1	5.4	7.8	8.3	8.3	6.6	7.1	8.9	70.8	6	
Australia	7.5	2.7	7.3	6.0	8.2	7.5	7.6	6.7	5.6	8.6	67.7	7	
Malaysia	7.5	4.6	5.6	3.7	8.2	6.2	7.0	7.1	6.2	6.9	63.0	8	
India	6.0	8.4	4.7	2.4	6.3	3.3	5.0	6.1	3.1	7.6	52.7	9	
China	4.0	5.0	3.5	3.5	6.6	4.5	5.7	6.2	5.1	7.1	51.2	10	
Indonesia	6.0	4.8	2.1	2.2	5.7	4.9	5.1	6.0	3.1	7.2	47.1	11	
Philippines	2.5	4.6	4.3	2.3	5.5	5.8	4.0	5.9	3.6	7.5	46.0	12	
Thailand	3.0	2.8	1.5	5.9	5.5	4.8	4.4	6.0	3.6	7.4	44.9	13	
Vietnam	5.0	3.2	3.9	2.2	5.9	3.8	3.6	5.3	5.4	6.6	44.9	13	

Source: Cloud Readiness Index 2012, Asia Cloud Computing Association

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Cloud-related job growth in Asia Pacific

Predicted national cloud-related job growth figures from 2012-2015:

- Japan 155%
- Australia: 129%
- Singapore: 109%
- Malaysia: 107%
- Indonesia: 103%
- India: 99%

Source: IDC

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National differences in cloud security

Trend Micro's annual survey of 1400 IT decision makers from the U.S., UK, Germany, India, Canada, Japan and Brazil found significant regional differences in cloud security.

- India had the highest incidence (67 percent) of data security lapse or issue, a full 12% higher than the next highest country, Brazil (55 percent.)
- India also had the highest – 12 percent -- increase of security lapse or issue from 2011
- Japan had a 7 percent increase in security lapse or issue, about the same as Canada at 6 percent
- Japan is less likely to adopt cloud computing than all the other countries surveyed.
- Japan also has the lowest usage level for VDI, public cloud and private cloud.

Source: Trend Micro

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Tips for increasing cloud security and adoption

Cloud Marketing Fairytales: Who Owns Security

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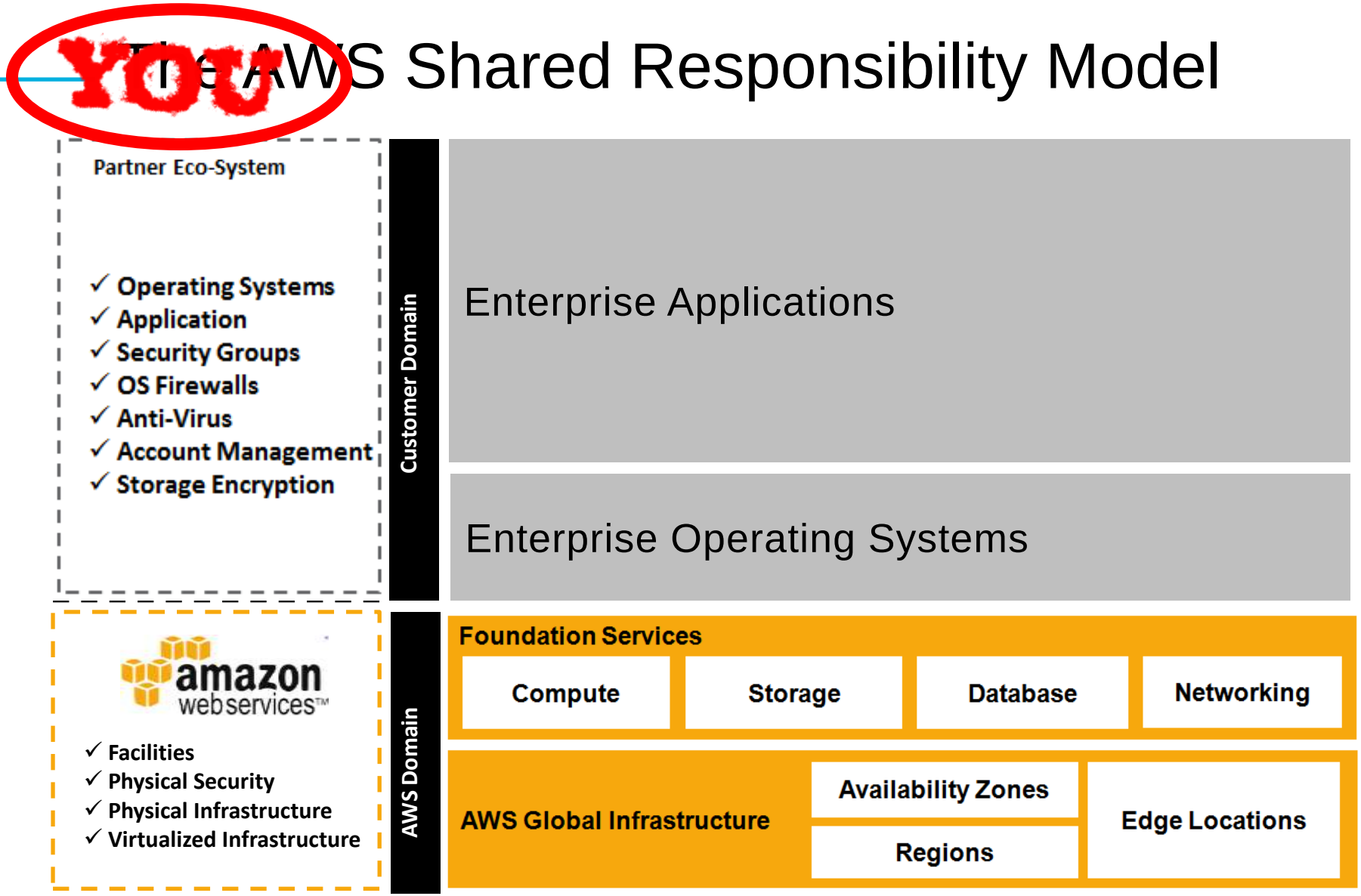
The AWS Shared Responsibility Model



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PCI DSS Cloud Computing Guidelines

CSP is responsible for the compliance of what they manage

Customer is responsible for what is not addressed by CSP

Customer is responsible for monitoring CSP's compliance

ACCUVANT
Alignment • Clarity • Confidence

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Security and availability are inseparable

What's holding back cloud adoption? (Trend Micro survey)

54% - security of data or cloud infrastructure

50% - performance / availability of cloud

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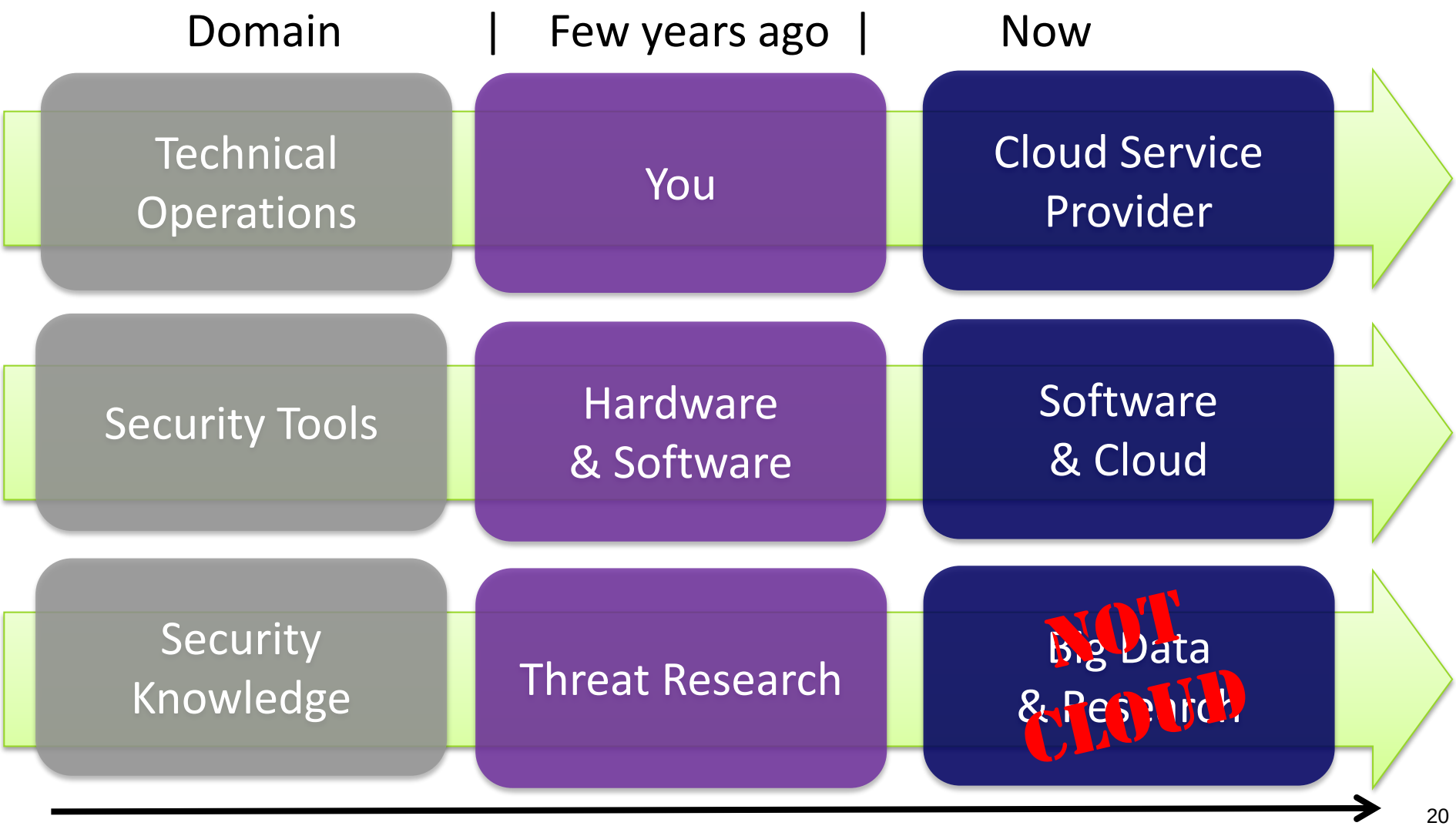
Where Does Cloud Security Come From?



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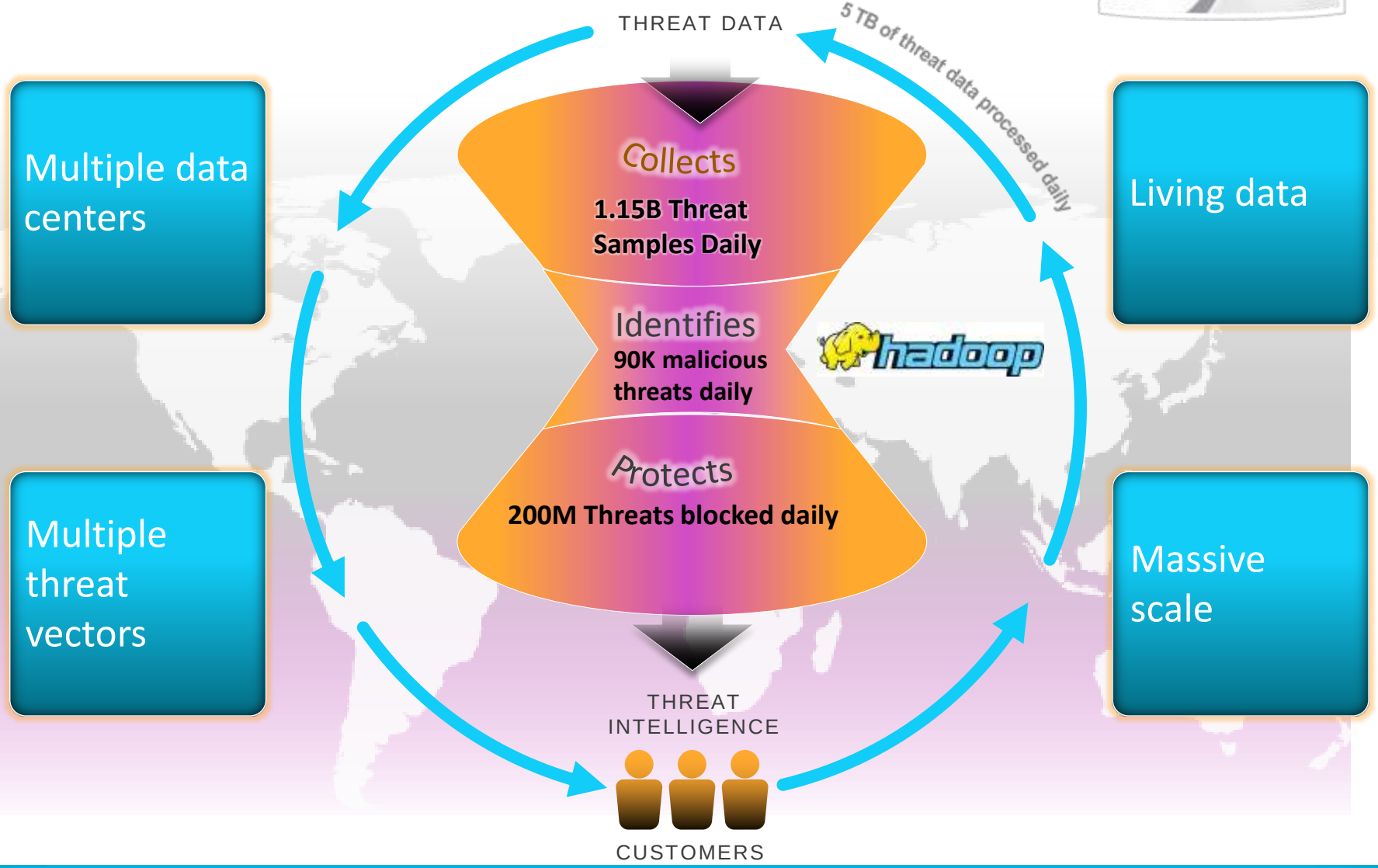
Using The Cloud For Security Knowledge



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Industry Implications

- Cloud providers need non-cloud security data
- Security companies need really good clouds
- Cloud providers better choose security partners carefully
- Security providers better choose cloud partners carefully

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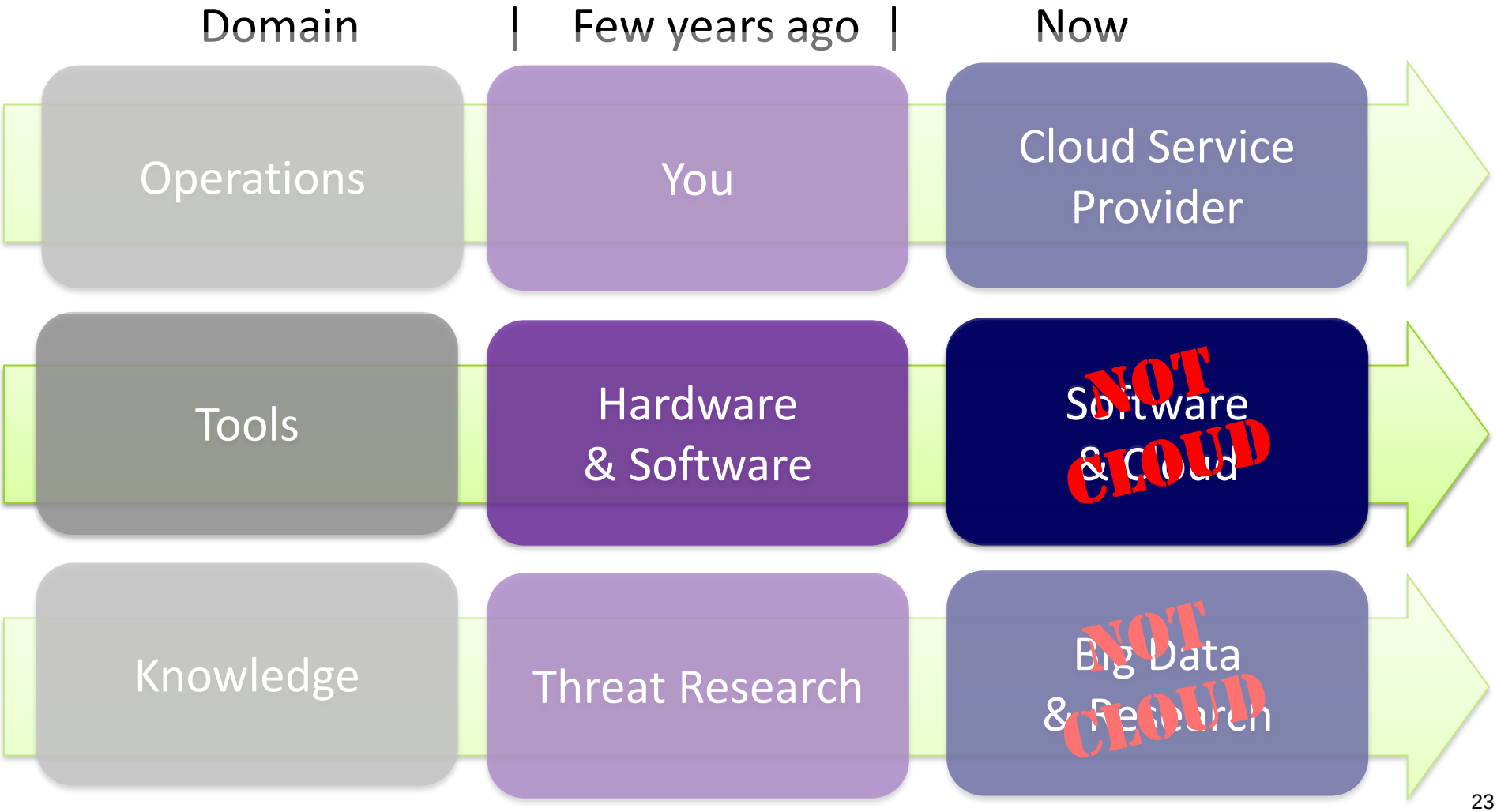
Where Does Cloud Security Come From?



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Industry Implications

- Foundational cloud components are pluggable
- Security is not (mostly)
- Security industry software and VM model is not CSP ready
- CSPs want carrier-grade security tools, not server-grade

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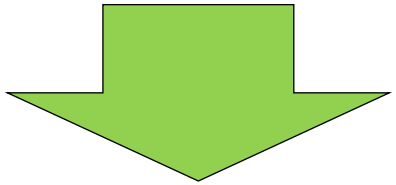
Why Software and VMs Won't Satisfy CSPs

- Cloud security tools need native multitenancy
- Software release cycle mismatch: software vs cloud
- Security performance hit costs CSPs real margin



- Time to rethink cloud security so it works better with CSPs
- Time to move security consoles to the cloud

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Upgrade Your Cloud Security in 3 Easy Steps!

- Performance
- Multi-tenancy
- Management

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Upgrading Cloud Security Performance

- Agentless for virtual, private, and public cloud environments
- Integrated single agent available when required
- SaaS based console and management for agility

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Upgrading Cloud Security Multitenancy

- Multitenant architecture
  - Delegation and self-service for cloud tenants
  - Automated deployments of components for elastic scaling
- Common cloud API integration (AWS, vCloud, etc.)
- Shared security profiles across all deployments

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Upgrading Cloud Security Management

- Shared security profiles across all deployments
- Common cloud API integration (AWS, vCloud, etc.)
- Single management pane-of-glass for private, VPC, public
- Hierarchical policy management
- Cloud-resident, SaaS-based security consoles

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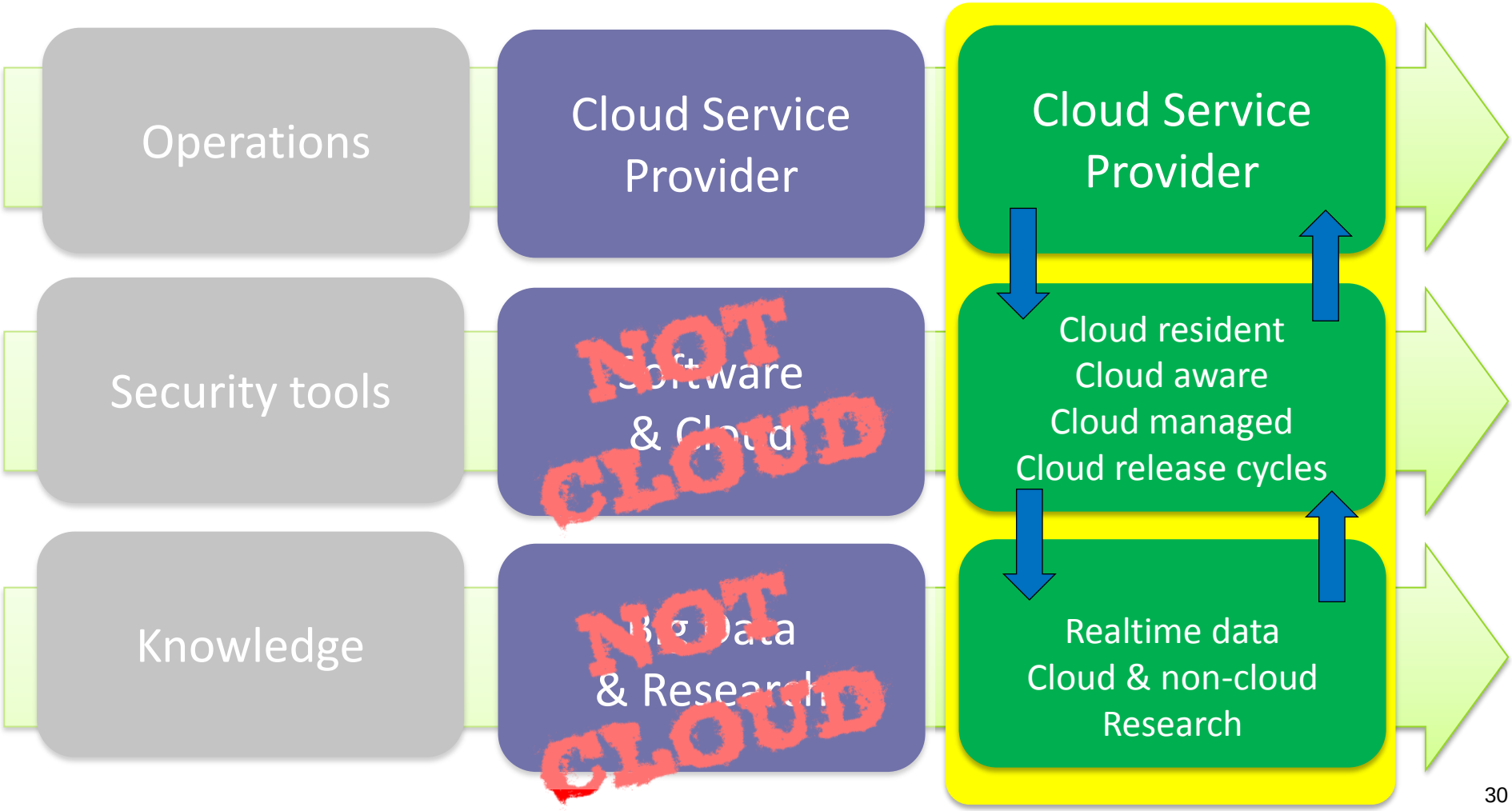
Future of Cloud Security: Shared Dependency



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Securing Your Journey To The Cloud

Employees

Partners

Customers

Finance

HR

Productivity

CRM

Supply Chain

Commerce

Customer Support

Business App Owners

Data Center Ops

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Data Center

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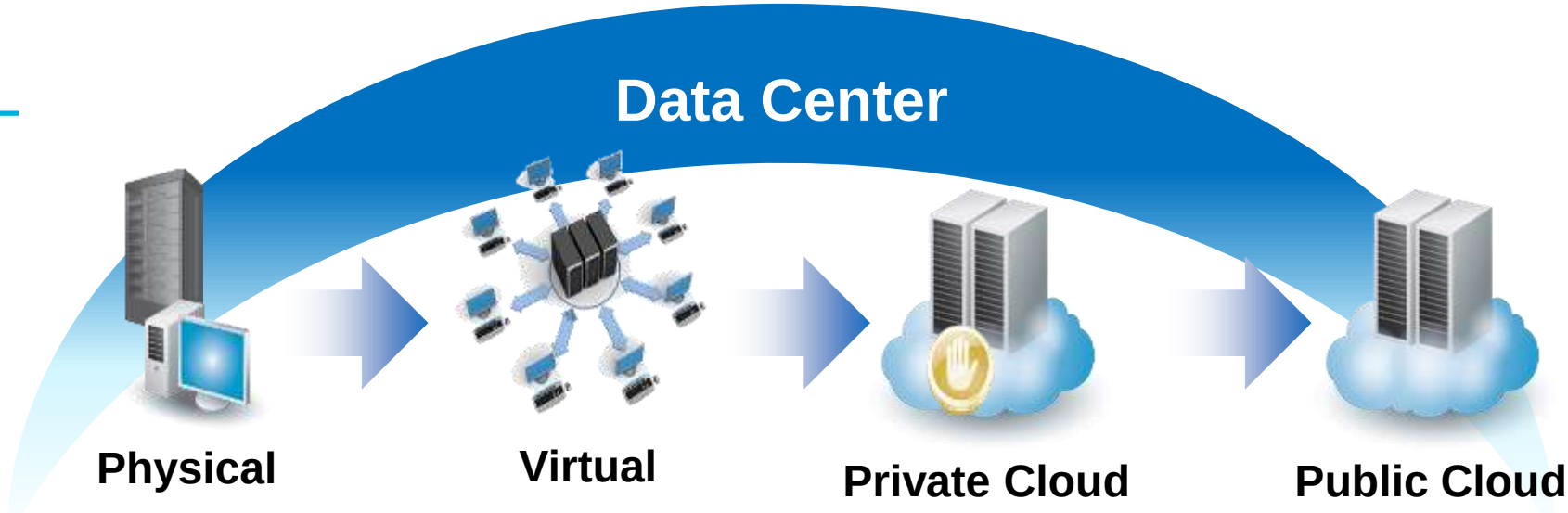

- Server and VM integrity
- Appropriate policy enforcement
- Data protection, especially in the cloud
- Performance and manageability

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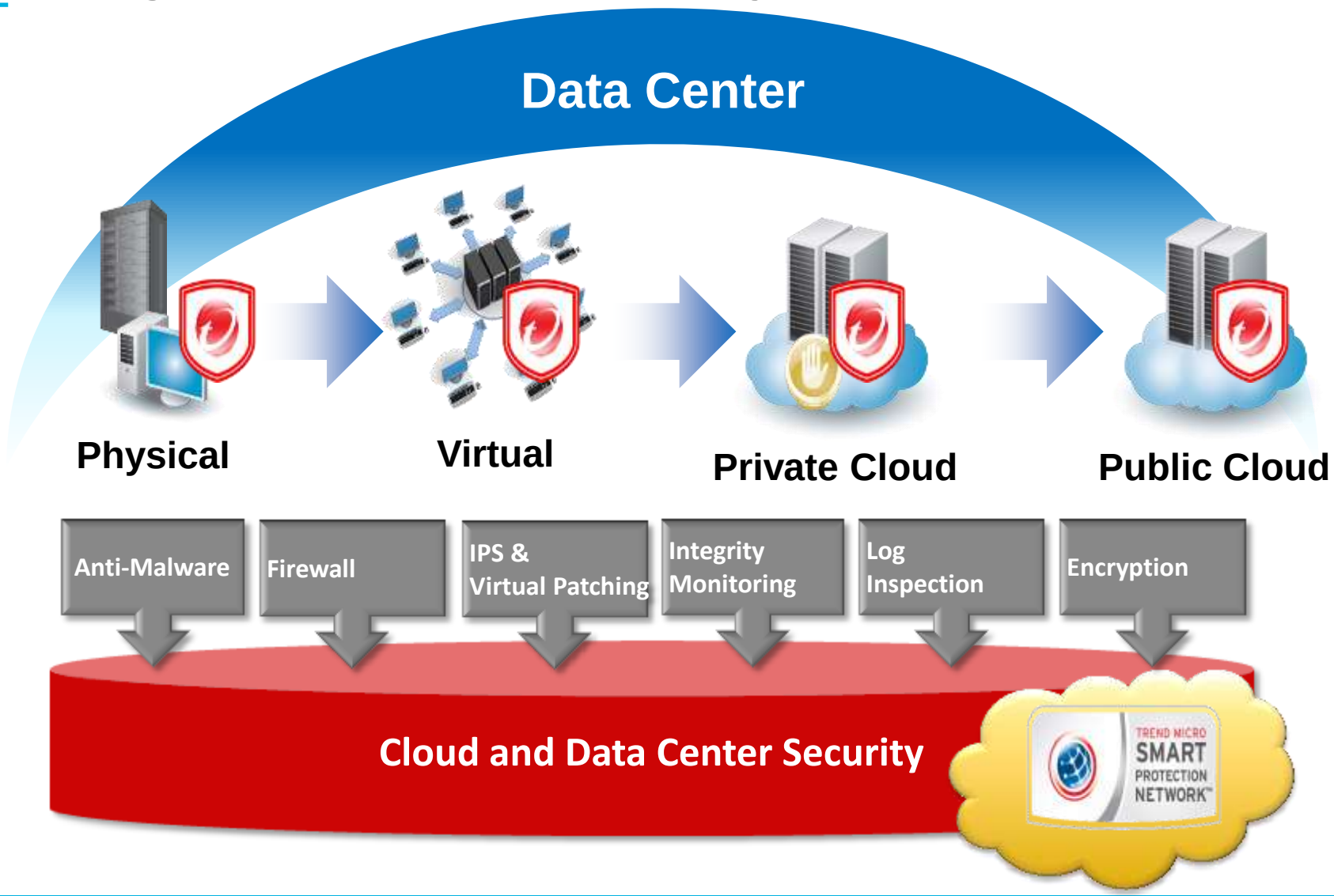
Integrated Cloud Security



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Cloud Security Tips for Now

- Help cloud providers address the top barrier to cloud adoption – **security**.
- Cloud providers in APAC need to **clarify their offerings**, policies, technology, service-level agreements and how they manage cloud security, privacy and security incidents.
- The **Cloud Security Alliance** offers free cloud security self-reporting frameworks for cloud providers to address enterprise concerns about security in the cloud.
- **Partner with virtualization aware security vendors** to create compelling secure cloud service offerings for enterprises e.g. agentless virtualisation security like Trend Micro's Deep Security.
- **Creating safe clouds in APAC** will help regional economies grow quickly, powered by the growth of the cloud.

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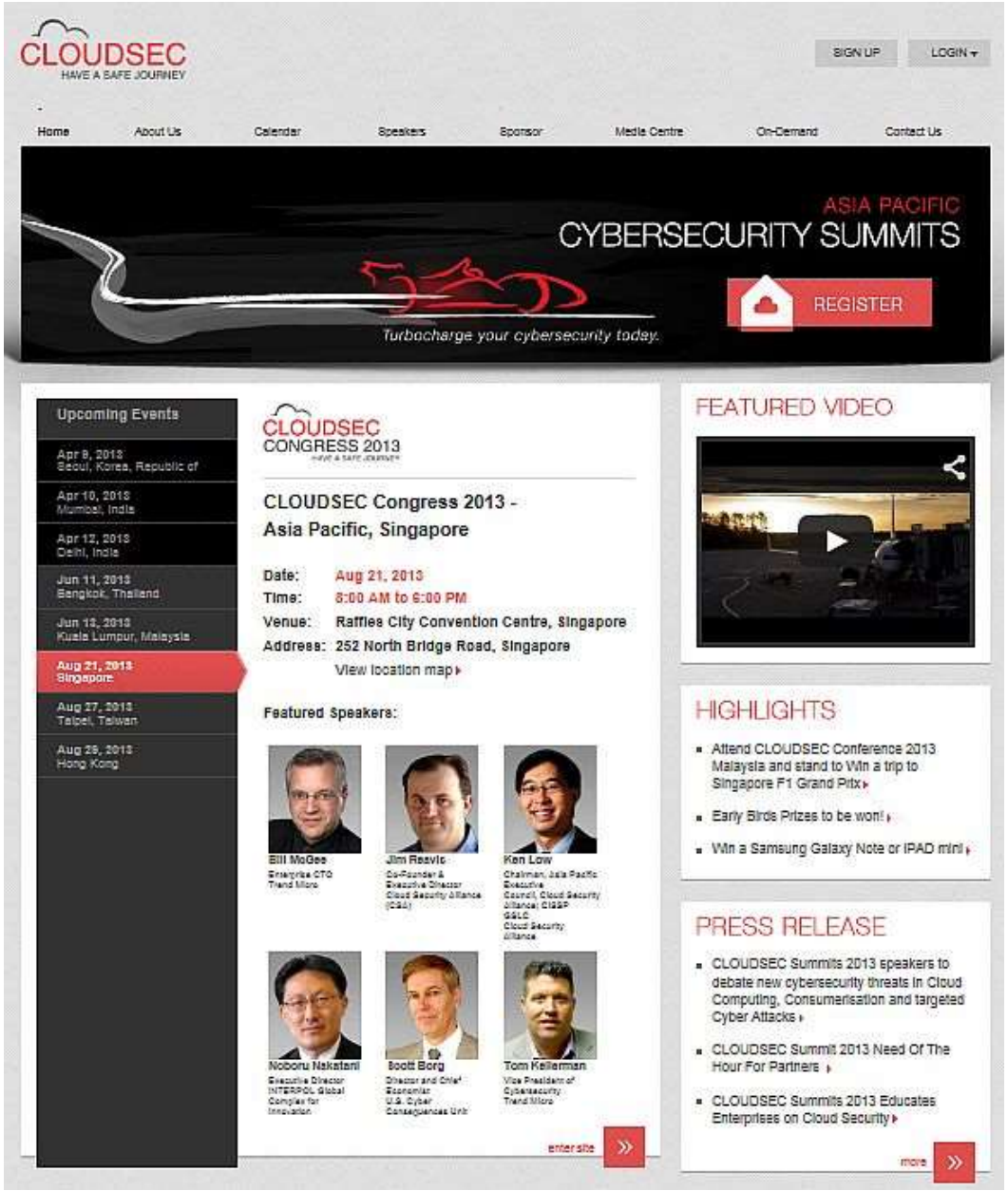
CLOUDSEC CONGRESS 2013

HAVE A SAFE JOURNEY

- 20-21 August 2013, 8am – 6pm
- Raffles City Convention Centre, Singapore
- Register: www.cloudsec.co/sg



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Thank You

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