Cybersecurity: Prevention or Cure?

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The biggest threat to security is the hyper-focus on security threats.
Reactive Vs. Preventive

Reactive:
Chasing Threats

Preventive:
Reduce Attack Surface
Where Do We Currently Focus our Time, Investment and Innovation?

- 80% of Enterprise IT’s investment in security*
- 72% of Venture Capital investment in security start-ups**

*Source: VMware Analysis
What Has the Biggest Impact on Reducing Risk?

Reactive

Preventive
Cloud Workload Protection Controls Hierarchy, © 2018 Gartner, Inc.
‘Application Awareness’ lacks awareness of applications.
The Application is a Network
Your most important security product won’t be a security product.
Security Must Be Transformed

- Built-in
- Bolted-on
- Proactive
- Reactive
- Aligned
- Siloed
VMware Vision
The essential, ubiquitous digital foundation
The Intrinsic Security Layer
The Security Ecosystem

- Apps
- Data
- Analytics
- Endpoint
- Identity
- Workload
- Network
- Cloud

- Intrinsic Security Layer

- IBM Security
- Okta
- Splunk
- Netskope
- Zscaler
- Carbon Black
- RSA
- Secureworks
- VMware
Carbon Black.

5,600+ Customers

500+ Partners

Leader

Endpoint Detection Response *

* Forrester WAVE 2018
A Leading Security Cloud

Carbon Black.

- Endpoint Detection Response
- Next Gen Anti-Virus
- Device Control
- Rogue Device Detection
- App Defense
- Vulnerability Management
- Audit and Remediation
- Compliance Reporting
- Managed Detection
VMware + Carbon Black + Ecosystem = Better Together
The Intrinsic Security Layer

- Endpoint
- Identity
- Workload
- Network
- Analytics
- Apps
- Data
- Cloud

Intrinsic Security Layer
What does this shift in thinking look like?
Consider how this would change something as basic as a firewall.
KNOWN-GOOD
KNOWN-GOOD
KNOWN-GOOD

At the host level

At the network level
IT KNOWS THE HOST
[IT BOOTED IT]

IT IS OUTSIDE THE HOST
[SUPER ROOT]

IT IS EVERYWHERE
[DISTRIBUTED SERVICES]

IT LEARNS FROM ALL HOSTS
[GLOBAL MACHINE LEARNING]
IT LEARNS FROM ALL HOSTS

[GLOBAL MACHINE LEARNING]
It dramatically reduces the attack surface

1,000,000,000,000,000
Actions You Can Take Immediately

- Invest in Prevention
- Focus on Applications
- Make Security Intrinsic
- Visit the VMware in the Expo
Thank You