



The Radicati Group, Inc.
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Securing Social Media in the Enterprise

A Radicati Group Webconference

9:30 am, PT
March 29, 2012

Speakers & Agenda



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Speakers:

- ▶ Kevin Kennedy, *Director of Product Marketing, Cisco*
- ▶ Libby Koehn, *Chief Marketing Officer, Clearswift*
- ▶ Patrick Foxhoven, *VP of Cloud Operations, Zscaler*

Agenda:

- ▶ *Presentations from Cisco, Clearswift, and Zscaler*
- ▶ *Speaker Panel Discussion (all) – moderated by Sara Radicati*
- ▶ *Audience Q & A session*

Social Media Risks



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- ▶ Social Media use is becoming a pervasive business tool in enterprises in the same way that email did in the 1990's.
 - 55% of business users access Social Media for business purposes daily¹.
 - 32% of business users access Social Media from their mobile devices.

▶ Key Risks

- Loss of Confidential Data
- Loss of Productivity
- Provide a vector for Malware
- Posting of inappropriate Information



(1) Radicati Group, "Survey: Instant Messaging, Social Networking, Unified Communications, 2011-2012" September 2011

Social Media Security



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- ▶ Not OK anymore to just block access!
- ▶ Social Media Security Solutions must:
 - Provide granular controls to allow administrators to set policies on when, how or which users can access social media
 - Track user behavior
 - Pro-actively monitor and block unwanted activity





Securing Social Media

Kevin Kennedy

Director, Product Management
Cisco Security

51%

of businesses state social networking
is their biggest IT risk.

33%

of SMEs report malware infection
through social networking sites.





Jack Appleseed

Wall

Info

Photos

+

Leaving for a week of fun in the sun, see ya later!

Attach:



Share



News Feed



Messages



Events



Friends



Twitter



Gmail



Yahoo



YouTube



Request for permission

The Official Dislike Button is requesting permission to do the following:



Access my basic information

Includes name, profile picture, gender, networks, user ID, list of friends and any other information I've shared with everyone.



The Official Dislike Button



Post to my Wall

The Official Dislike Button may post status messages, notes, photos and videos to my Wall

Access my data at any time

The Official Dislike Button may access my data when I'm not using the application

Allow

Don't allow



Productivity losses cost your bottom line.



Jack Appleseed
[Edit My Profile](#)

 **News Feed**

 **Messages**

 **31 Events**

 **Friends**

 **Twitter**

 **Gmail**

 **Yahoo**

 **YouTube**

News Feed

[Top](#)

Cupcake Corral-thru the roof! Buying shares now!



Kirby Lissa

I love it when yellow flowers are in my hair

2 hours ago • Comment • Like



Kristin Salvador, Jack Sekulich and 2 others like



Joe Giuliano

thinks red flowers are better

4 hours ago



Marge Lewis They look great!

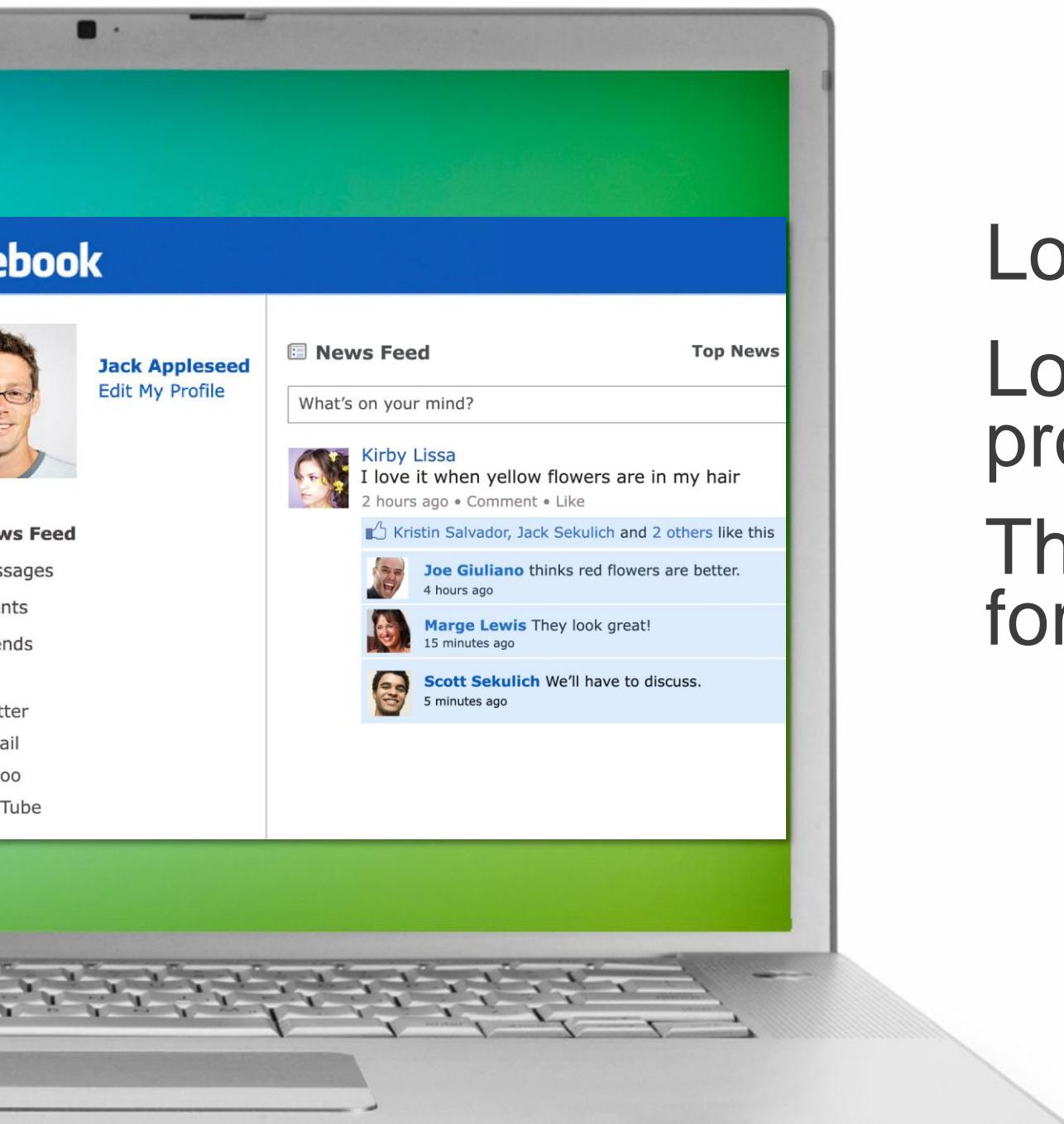
15 minutes ago



Scott Sekulich

We'll have to discuss.

5 minutes ago

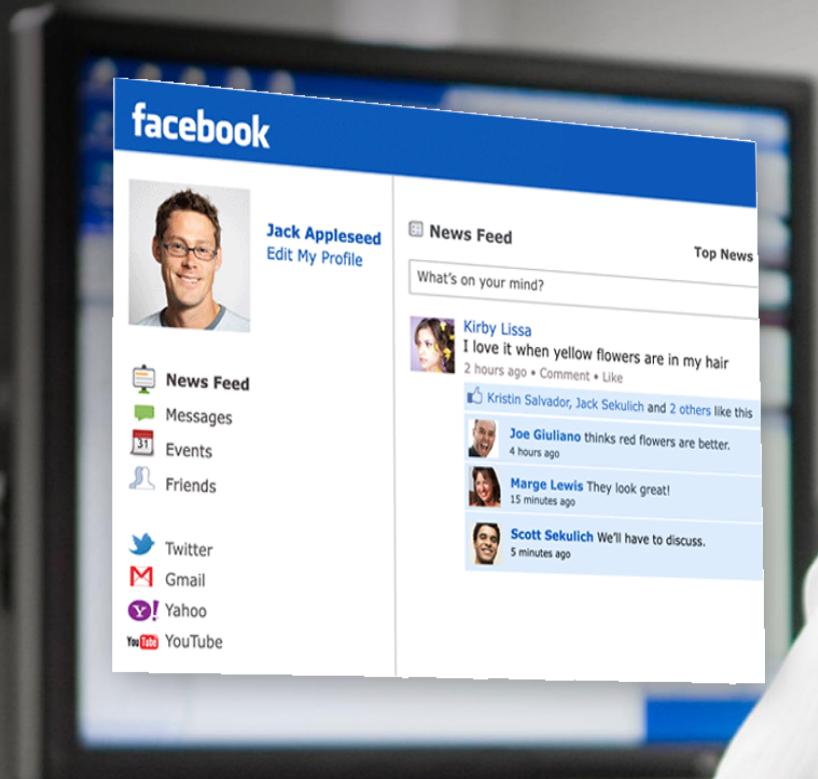


Loss of data

Loss of productivity

Threat vectors for malware

Too big to ignore or block.



Strict usage policies adversely affect employee retention.

Industry-Leading Social Networking Controls



Visibility

Granular control

Dynamic Updates: Keeping up with the fast evolving web applications

Access Policies: Applications Visibility and Control: Facebook ReadOnly

Edit Applications Settings

Define Applications Custom Settings

Applications Settings

Browse Application Types

Applications Info

To identify some applications, inspection of HTTPS content may be required. For best efficacy, enable the HTTPS Proxy, then select the option that enables decryption for application visibility and control (see Security Services > HTTPS Proxy).

Applications	Settings
Facebook	
Facebook Applications: Business	<input checked="" type="checkbox"/> Block
Facebook Applications: Community	<input checked="" type="checkbox"/> Block
Facebook Applications: Education	<input checked="" type="checkbox"/> Block
Facebook Applications: Entertainment	<input checked="" type="checkbox"/> Use Global (Block)
Facebook Applications: Games	<input checked="" type="checkbox"/> Use Global (Block)
Facebook Applications: Other	<input checked="" type="checkbox"/> Block
Facebook Applications: Sports	<input checked="" type="checkbox"/> Use Global (Block)
Facebook Applications: Utilities	<input checked="" type="checkbox"/> Block
Facebook Chat	<input checked="" type="checkbox"/> Block
Facebook Events	<input checked="" type="checkbox"/> Restrict: Block 2 behaviors

Set action for application Facebook General

- Use Global Setting (Monitor)
 Monitor
 Block Posting Text
 Block Like/Tag
 Block Installation of Third Party Applications
 Block

Restrict: Block Posting Text

Facebook Messages

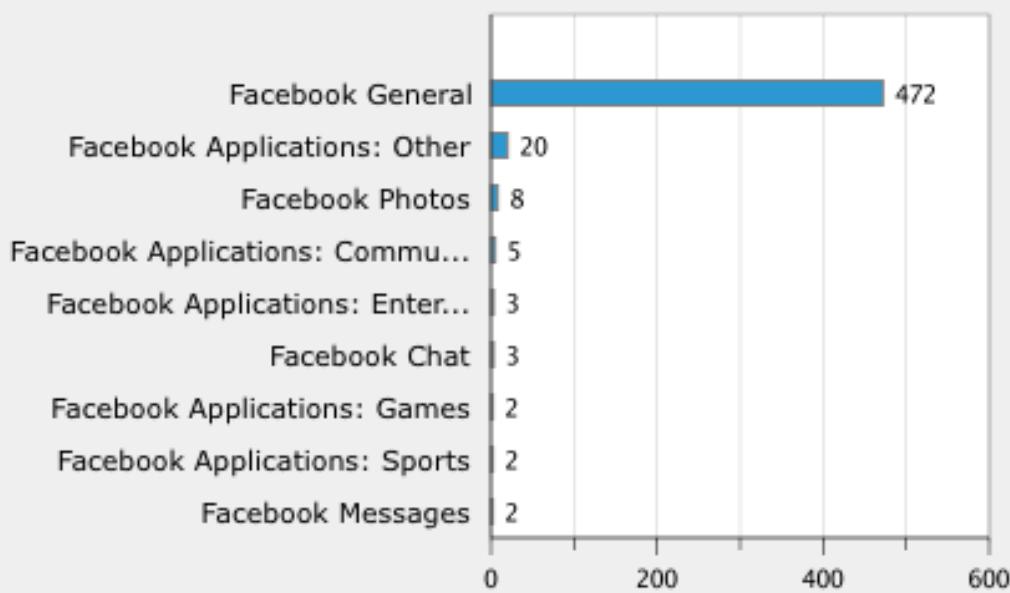
Restrict: Block Posting Text

Effective control and enhanced security.

<input type="checkbox"/> Media	Bandwidth Limit: 300 kbps
<input checked="" type="checkbox"/> ASF	<input checked="" type="checkbox"/> Use Global (Monitor); Bandwidth Limit
<input checked="" type="checkbox"/> Facebook Videos	<input checked="" type="checkbox"/> Use Global (Block)
<input checked="" type="checkbox"/> Flash Video	<input checked="" type="checkbox"/> Use Global (Monitor); No Bandwidth Limit
<input checked="" type="checkbox"/> Hulu	<input checked="" type="checkbox"/> Use Global (Block)
<input checked="" type="checkbox"/> MPEG	<input checked="" type="checkbox"/> Use Global (Monitor); Bandwidth Limit
<input checked="" type="checkbox"/> QuickTime	<input checked="" type="checkbox"/> Use Global (Monitor); Bandwidth Limit
<input checked="" type="checkbox"/> RealMedia	<input checked="" type="checkbox"/> Use Global (Monitor); Bandwidth Limit
<input checked="" type="checkbox"/> Silverlight	<input checked="" type="checkbox"/> Use Global (Monitor); Bandwidth Limit
<input checked="" type="checkbox"/> Viddler	<input checked="" type="checkbox"/> Use Global (Block)
<input checked="" type="checkbox"/> Windows Media	<input checked="" type="checkbox"/> Use Global (Monitor); Bandwidth Limit
<input checked="" type="checkbox"/> YouTube	<input checked="" type="checkbox"/> Use Global (Monitor); Bandwidth Limit
	<input type="button" value="Edit all..."/>
<input type="checkbox"/> P2P / File Sharing	<input checked="" type="checkbox"/> 2 Block
	<input type="button" value="Edit all..."/>
<input type="checkbox"/> Presentation / Conferencing	
<input checked="" type="checkbox"/> WebEx	<input checked="" type="checkbox"/> Use Global (Monitor)
	<input type="button" value="Edit all..."/>
<input type="checkbox"/> Social Networking	

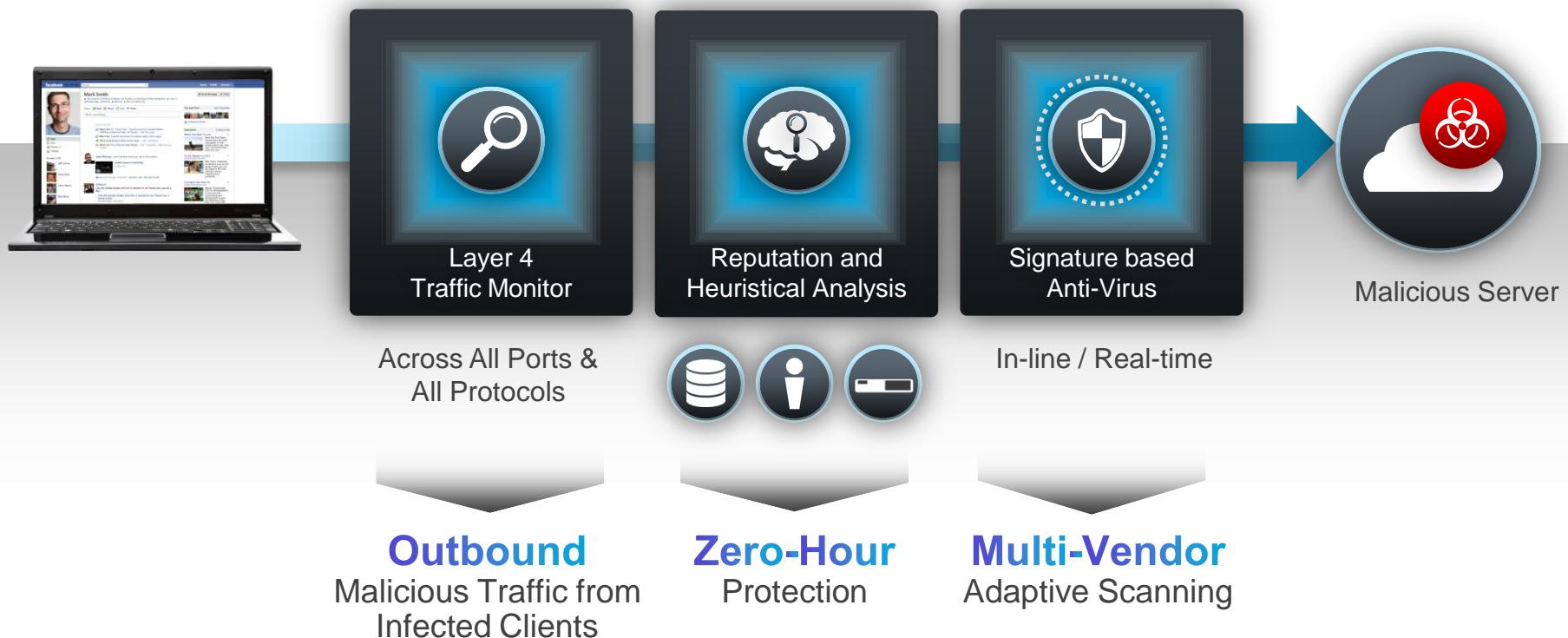
Detailed visibility into all application usage within Facebook.

Top Applications for Type: Facebook



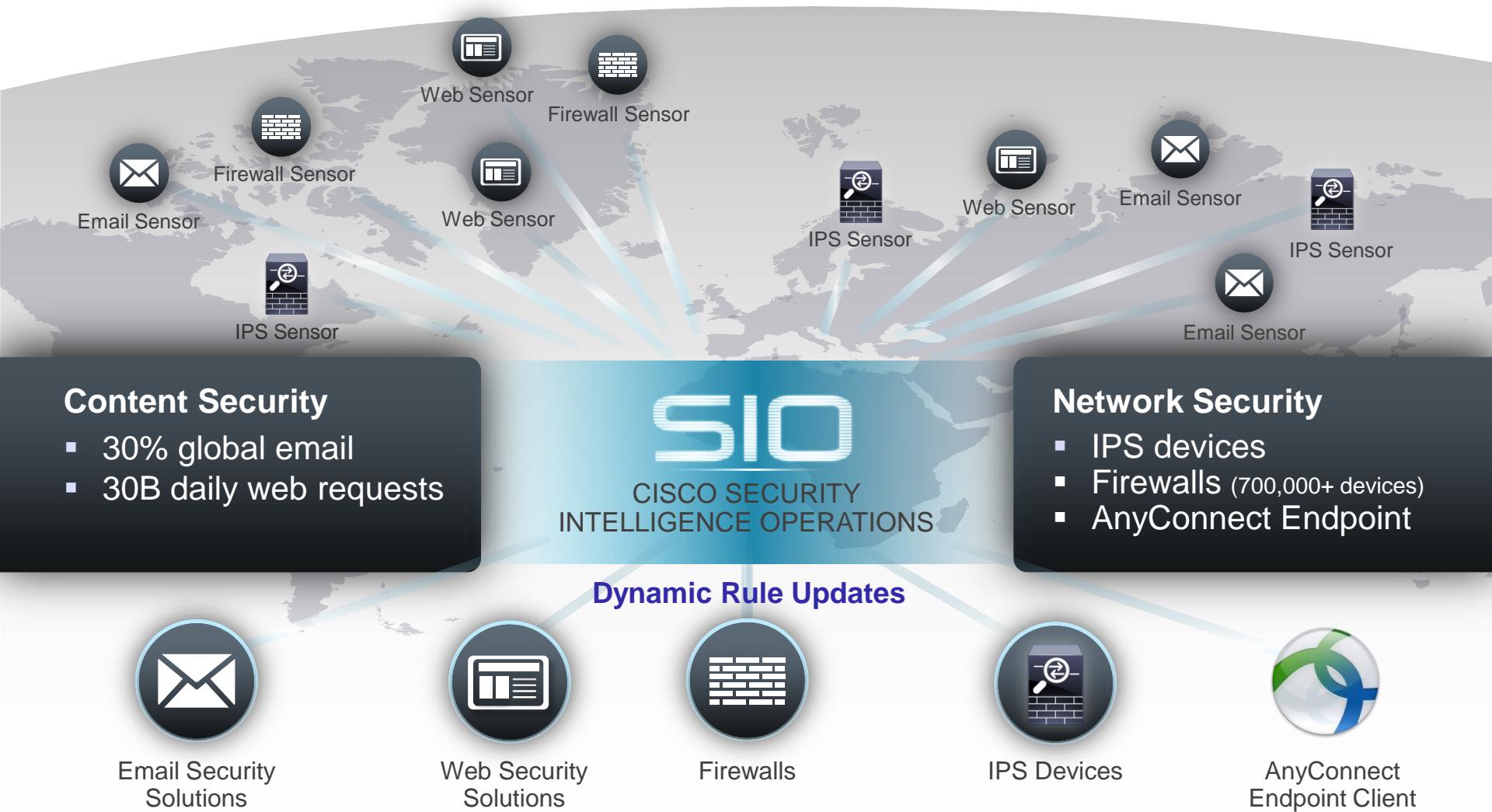
Multi-Layered Malware Protection

Every Click, Every Object



Cisco Security Intelligence Operations

Real-Time Protection



Cisco Web Security

Cisco IronPort Web Security Appliance (WSA)



ScanSafe



THREAT DEFENSE

Block Malware

Prevent Data Loss



ACCEPTABLE USE ENFORCEMENT

Application Control visibility

URL Filtering

Centralized Management and Reporting

Coffee Shop



Home Office

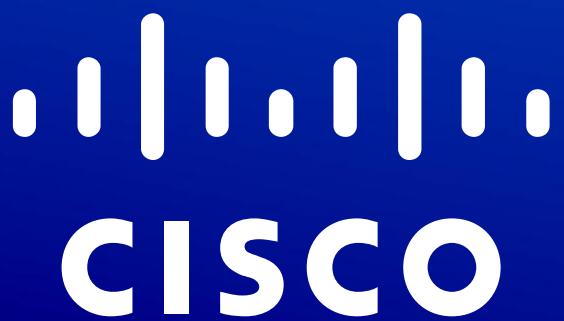


Mobile User



AnyConnect Secure Mobility

Thank you.

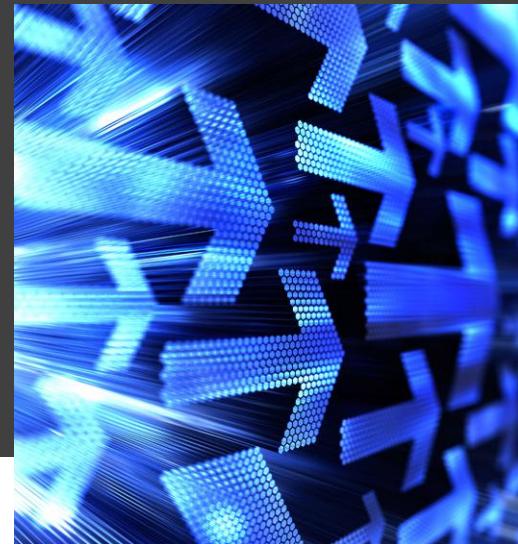




Securing social media in the enterprise

Libby Koehn

29th March 2012



*Clearswift delivers
contextual information
management solutions that
enable organizations to
empower their data and
get on with business*

1980s

1990s

2000s



Email Age



Internet Age



Web 2.0 Age

Productivity



Performance



Reputation

A New Angle on Content Control

Clearswift enables business managers to set data access policies based on regulations and the needs of the business. Removing the burden on the IT department to understand what needs to be protected.

“Flexible policies provide the ability to control your information and data across social media communication channels.”

Clearswift’s pragmatic approach to data protection **enables** you to **establish** what needs to be managed, **educate** your users on acceptable use and **enforce** the policies designed to empower and protect your organisation.



Simply empowering

- Individual, department, organisation - Time and Quota based usage controls
- Granular policies enable collaboration
- Contextual content inspection for regulatory compliance
- Remove sensitive content on specific pages eg pornographic images
- Personalised User Feedback
 - Policy violations
 - Progress pages
 - Policy reminders





Questions? More Information?

www.clearswift.com

Libby.Koehn@clearswift.com

Telephone: +44 (0) 790 155 2948



The Cloud Security Company

Zscaler Cloud Security Platform

5-Minute Introduction

Patrick Foxhoven

VP, Cloud Operations

March 2012

Zscaler – The Cloud Security Company

Singular Focus and Vision

- Secure Gateway to the Internet on any device - anywhere
- Cloud security: Integrated web, mobile & email

Ground Breaking Technology

- Purpose-built multi-tenant cloud architecture
- Unrivaled security
- Powered by 5 game-changing innovations; 55 patents

Customers

- Protecting millions of users globally across 160 countries
- Trusted by leading global brands – 2,100 enterprises
- Largest customer: 1,600,000 users

Global Coverage

- Global Sales and support teams in 15 countries
- Global Protection: Largest security cloud: 40+ data centers
- Highly scalable: 5 billion transactions per day

Strong Management

- Jay Chaudhry – Multiple Security Companies
- Lane Bess – Security Executive – Palo Alto Networks, Trend Micro
- Leadership from – Juniper, Symantec, Bluecoat and others

Zscaler: Secure Internet Gateway Market

Global Secure Gateway to the Internet

Mobile Workforce

Regional Office

HQ

Home or Hotel

On-the-go or BYOD

Web Proxy

Botnets

Web 2.0

Virus/Spyware

Id/Access

SIEM

Data Loss

Encryption

Archiving



Email Proxy

AntiSpam

Mobile Apps

DNS

VPN

Bandwidth QoS

Branch/Personal FW

FTP

P2P

VOIP



salesforce.com® SaaS Services



Microsoft Office 365 Email Services



Zscaler is a Technology Platform for Network based Security in the Post-PC Era

Zscaler: Secure Internet Gateway Market

Global Secure Gateway to the Internet

Mobile Workforce

Regional Office

HQ

Home or Hotel

On-the-go or BYOD

Internet



Blue Coat

WebSense

Cisco

Trend

Finjan

Symantec

McAfee

Vontu

RSA

Dumbala

UTMs

Fireeye

Fortinet



Ironport

Postini

Proofpoint

OpenDNS

Cisco

Juniper

Mob

Packeteer

Allot

Fortinet

Checkpoint

DN

QoS

Sonicwall

Barracuda

CNN Web

salesforce.com® SaaS Services

f Mobile Apps

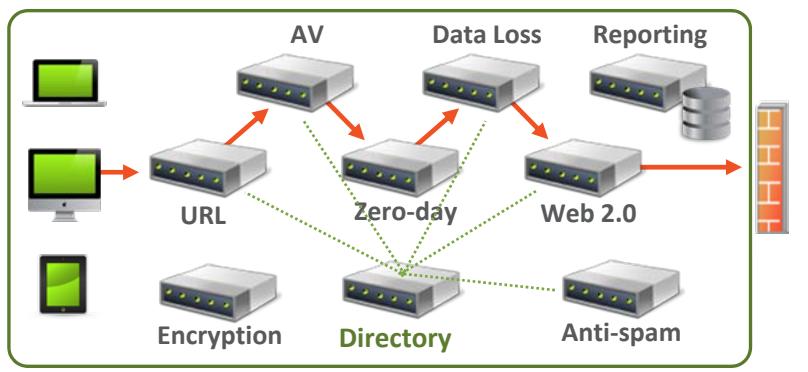
Microsoft® Office 365 Email Services

Gmail by Google

Zscaler is a Technology Platform for Network based Security in the Post-PC Era

Current Approaches: Lots of Appliances or Backhaul Traffic

- Lots of point products at DMZ
- Cost, IT overhead



To save cost of appliances, customers backhaul traffic to HQ – BW cost; Latency



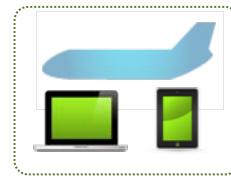
To get same protection, need to replicate same appliances at each office gateway



Mobile devices and users are completely unprotected



Home or Hotel



On-the-go

Too Costly: Acquiring, deploying, managing appliances

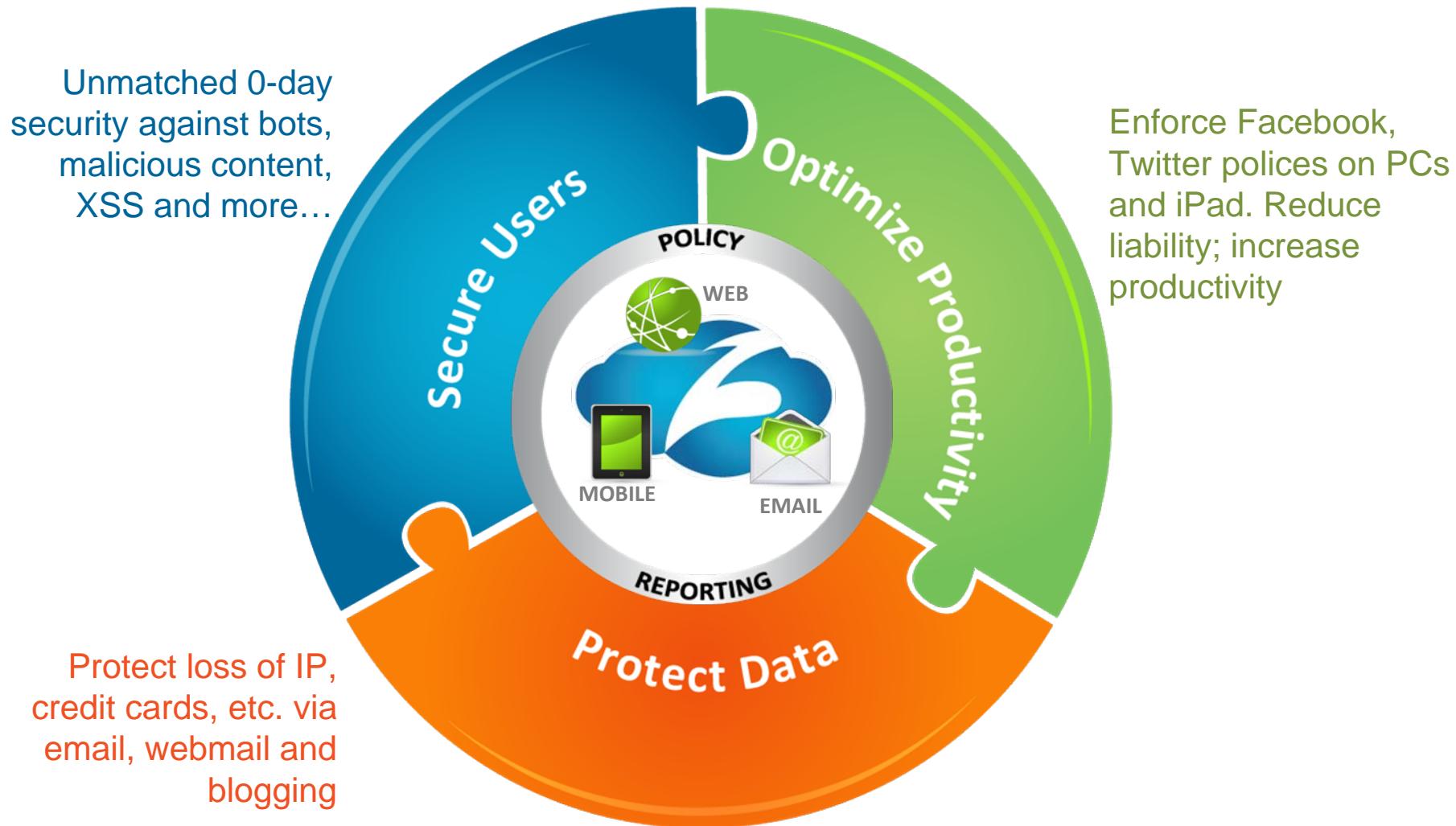
What Zscaler Offers

The Most Secure Internet Gateway that provides unmatched protection for users and data, on every device, everywhere



- Consolidate point products
- Simplify IT
- Lower TCO
- Enhance security

Comprehensive & Integrated – Web, Mobile & Email



Eliminate point products. Get consistent policy & real-time reporting

Global Protection by World's Largest Security Cloud

World's largest security cloud

- 90+ data centers (40+ public, 50 partner)
- Massive Scalability: 150B Trans per month
- Redundancy across data centers



Global Protection, No Compromises

- *Policy-follows-the-user* everywhere
- No traffic backhauling; No VPN to HQ
- Near-zero latency

Key Benefits to Customers

Zero-Hour Security

- Context-aware, Inline
- SSL scanning
- Web 2.0 protection
- 10 scanning engines

Global Protection

- Offices; on-the-go
- PCs or Phones, Tablets
- “Follow-the-user” policy
- Purpose-built multi-tenant architecture

Bandwidth Savings

- 40+ data centers
- Near-zero latency
- Reduce BW cost, no backhauling

Unmatched Security



Cost Savings

Integrated Web, Mobile & Email

- Consistent UI & policies
- Eliminate point products
- Security against blended threats

Simplify IT

- No hardware or software
- Massive scalability
- Easy to deploy
- Easy to manage, yet granular policies

Real-time Analytics

- Multi-dimensional – user, location, device, application & time
- Actionable info
- Forensics in real-time



Your Speaker Panel

The Radicati Group, Inc.
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- ▶ **Sara Radicati**
President & CEO, The Radicati Group
- ▶ **Kevin Kennedy**
Director of Product Marketing, Cisco
- ▶ **Libby Koehn**
Chief Marketing Officer, Clearswift
- ▶ **Patrick Foxhoven**
VP of Cloud Operations, Zscaler



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Thank You!

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- ▶ Microsoft SharePoint Market Analysis, 2012–2016
- ▶ Google Apps vs Microsoft Office 365: An Analyst Evaluation and Comparison
- ▶ Corporate Web Security Market, 2012–2016

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