Think You Know Symantec?

Working Together to Secure the Cloud Generation

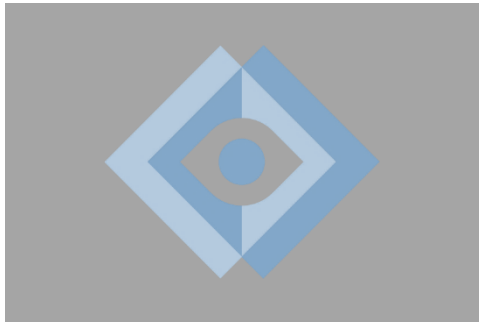
DAVE BARNETT
Security Strategy Director, Symantec

#thinkyouknowsymantec

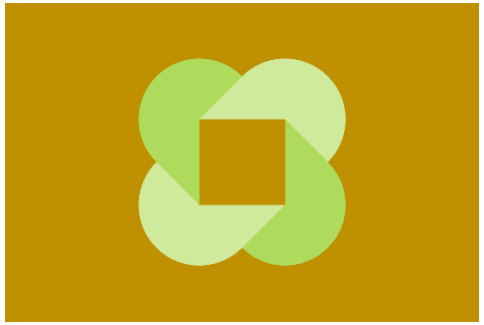
Agenda

Size of the prize

Why Symantec CASB



How to uncover an opp



How to engage to closure

The size of the prize

Gartner

- 5% CASB market penetration in 2016 rising to 85% by 2020
- by 2020 95% of cloud data losses due to employees
- By 2018, the 60% of enterprises that implement CASB will experience one-third fewer security failures.
- By 2018, 40% of Office 365 deployments will rely on third-party tools, increase from fewer than 10% in 2015.

Symantec

- 1000% CASB growth YoY in the UK, 3x growth Q on Q in the UK

- Average CASB deal size - $100k
- Average CASB deal time – 75 days

Strategic Planning Assumptions

Through 2020, 95% of cloud security failures will be the customer's fault.

By 2020, 85% of large enterprises will use a cloud access security broker platform for their cloud services, which is up from less than 5% today.

‘Market Guide for CASB’ October 20 2016:

Strategic Planning Assumptions

By 2018, 40% of Office 365 deployments will rely on third-party tools to fill gaps in security and compliance, which is a major increase from less than 15% in 2016.

By 2020, 50% of organizations using Office 365 will rely on non-Microsoft security tools to maintain consistent security policies across their multivendor "SaaSscape."

How to Enhance the Security of Office 365 15 November 2016:

Strategic Planning Assumptions

By 2018, the 60% of enterprises that implement appropriate cloud visibility and control tools will experience one-third fewer security failures.

By 2018, 40% of Office 365 deployments will rely on third-party tools to fill in gaps in security and compliance, which is a major increase from fewer than 10% in 2015.

CASB platforms deliver the best features and performance 24 February 2017

Why enterprises need CASB

> “Find what cloud apps my users accessing and how risky they are.”

Shadow IT

> “Allow me to see where sensitive data is going into SaaS apps and help me control sharing”

Shadow Data

Visibility | Data Security | Threat Protection

CASB 1.0

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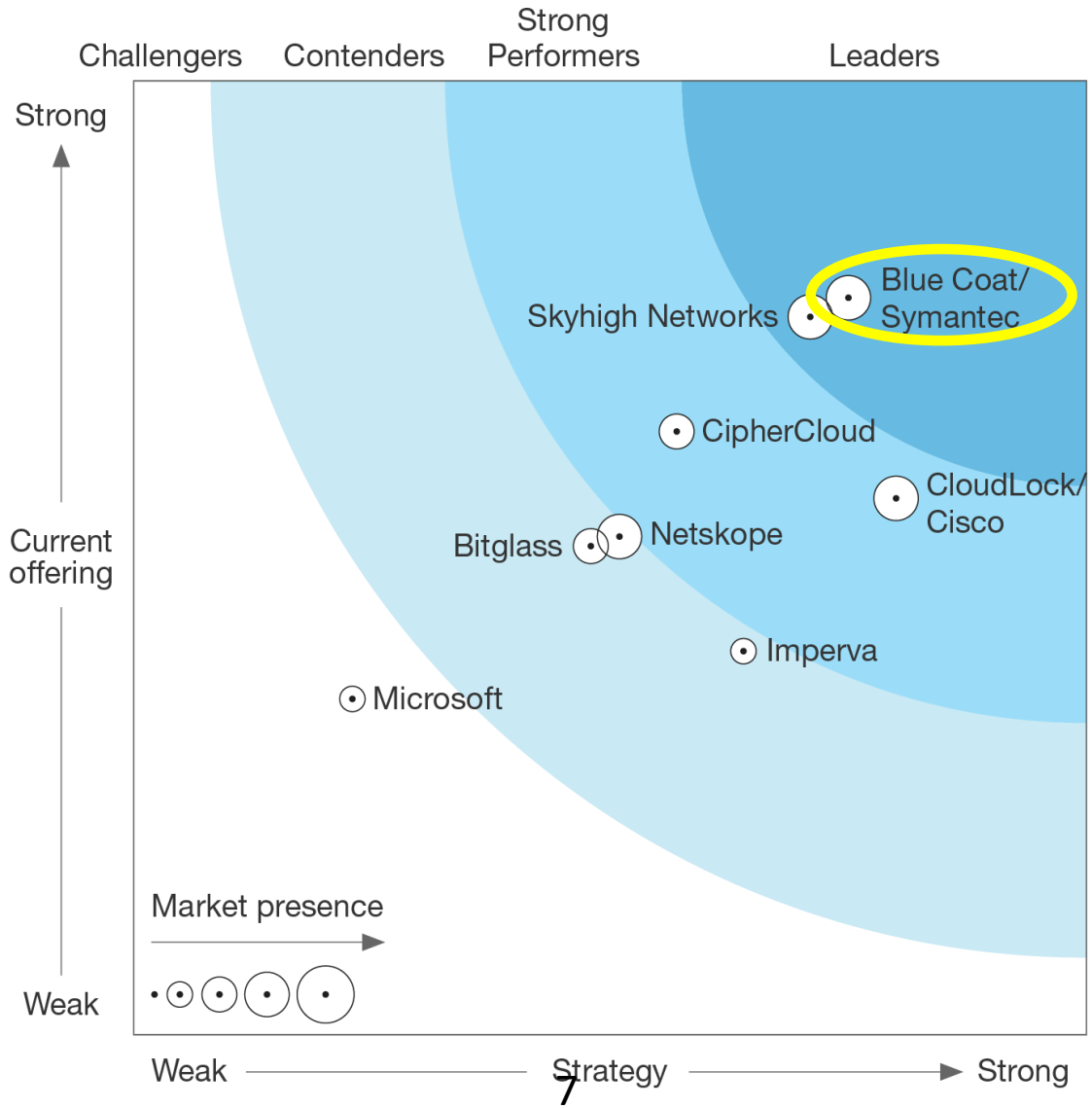
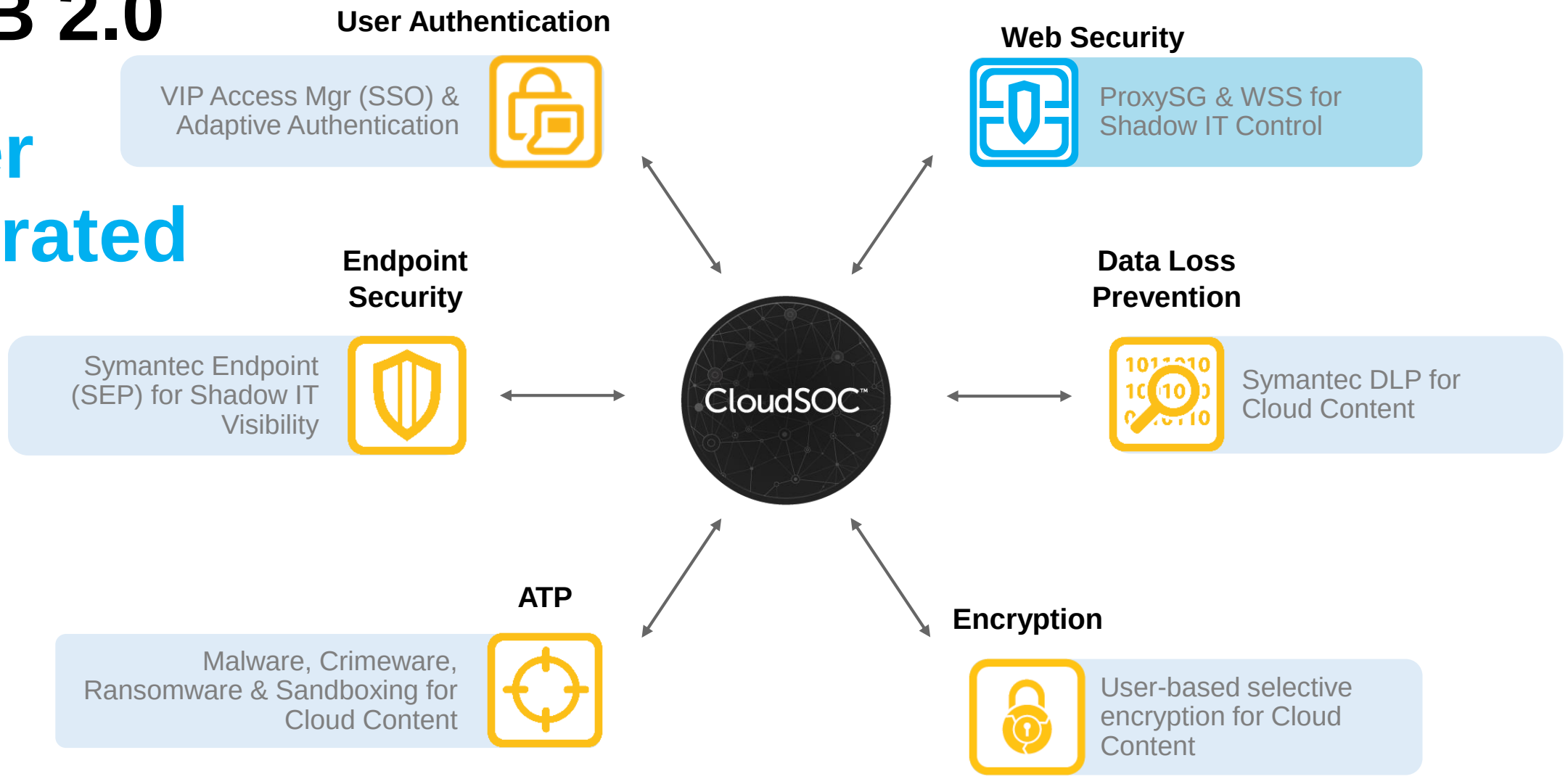
Symantec* Named a Leader with the Highest Score in Current Offering in Cloud Security Gateway (CASB)

First Forrester Wave in Cloud Security Gateway



CASB 2.0

Hyper integrated



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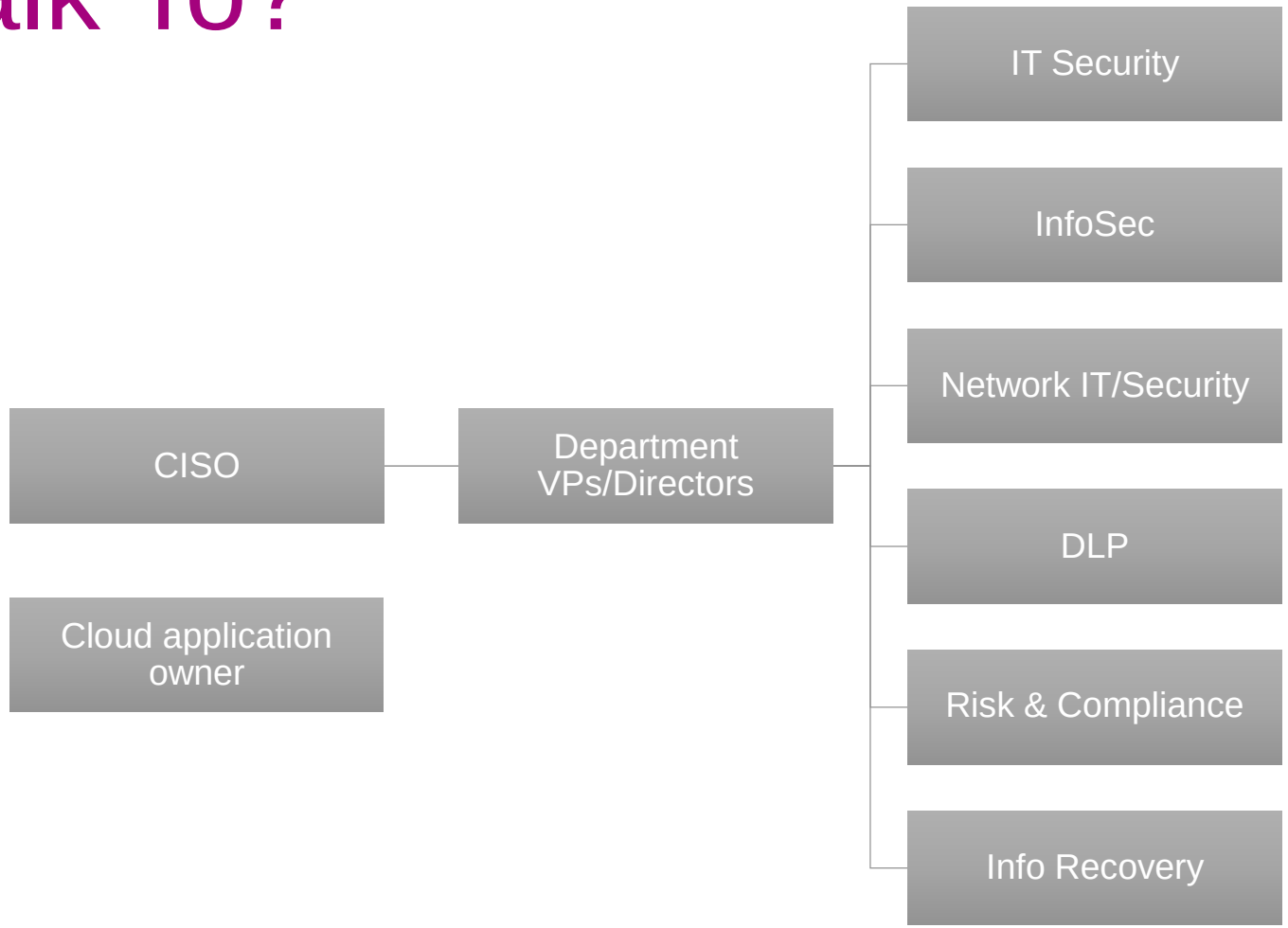
Who Should You Talk To?

- Go as high as you can:
  the final decision is made or approved at the executive layer or CISO
- Often one department is the Buyer:
  who it is usually depends on use case
- Many departments can influence the Buyer:
  leverage the relationships you have
- After purchase: the trio who does most of the work to run the solution
  - IT Security Analyst
  - Network Security Architect
  - DLP Manager



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Working Together to Secure the Cloud Generation

Your Conversation Starter

"Can we help you make sure you are not?"

"Are you using or planning to adopt any cloud apps?"

answer:
"I don't know"
Or
"No"

answer:
"Yes"

"What cloud apps do you use?"

"Are you doing anything to make sure confidential data shared in that app doesn't get exposed?"

If Office 365, Google Apps, Box, Dropbox, or Salesforce…

"I'd like to give you a free Shadow IT Risk Assessment."

"You likely have some cloud app use in your organization. On average, organizations discover they are using 928 cloud apps.

We've had customers certain they were not using cloud apps, who discover thousands of apps in use by their workforce."

"Take a look at CloudSOC Audit and ProxySG/WSS with AppFeed, and the integration with SEP."

"I'd like to offer a free Shadow Data Risk Assessment for one of these apps."

"Take a look at CloudSOC Securlets & Gateway, and integration with DLP, VIP, & ICE."

Working Together to Secure the Cloud Generation

"Do you already use any Symantec or Blue Coat products?"

answer

:SWG

Secure Web Gateway

If ProxySG or WSS…

"Would you like to discover and control use of Shadow IT in your organization?"

"On average, organizations discover about 928 cloud apps in use."

Introduce App Feed concept:

- Gain visibility of 20K+ apps,
- Control use of these apps,
- Leverage existing ProxySG hardware vs. purchasing new boxes from CASB vendors,
- Harness CloudSOC for more in-depth analysis

"I'd like to give you a free Shadow IT Risk Assessment."

"You can leverage your ProxySG and/or WSS with CloudSOC CASB for visibility and control over the use of cloud apps."

Introduce AppFeed and CloudSOC Audit.

answer

:DLP

"Would you like to extend your DLP to govern confidential data in cloud apps?"

"On average, organizations have 25-27% of cloud-stored files and emails that are exposed."

Introduce Quick DLP Benefits Overview:

- Extend your existing DLP policies to the cloud without any modifications
- Leverage single console to manage DLP on prem and in cloud
- Avoid inefficiencies of ICAP solutions from 3rd party CASBs

"What apps do you use?"

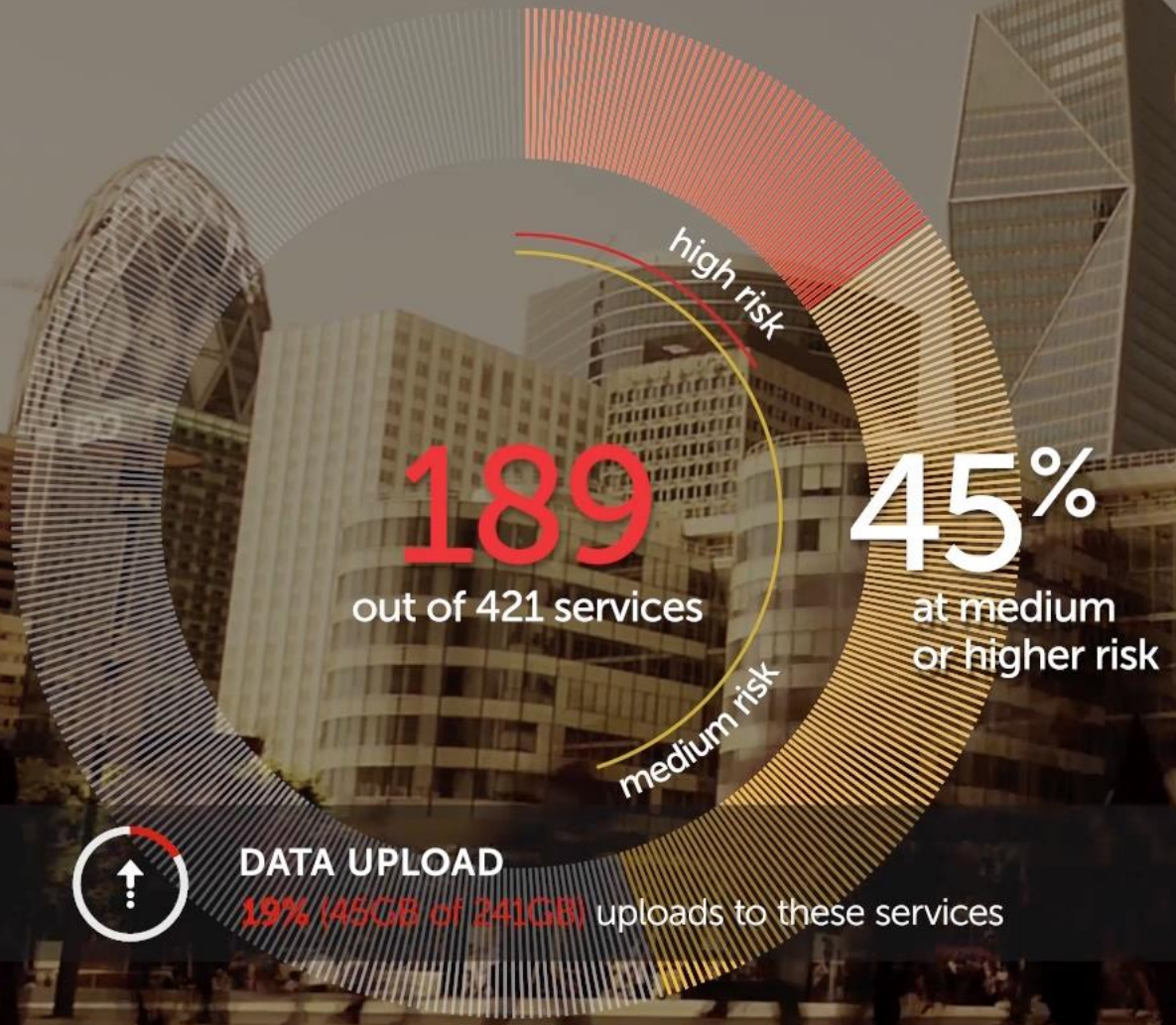
"I'd like to give you a free Shadow Data Risk Assessment."

If use Office 365, Google Apps, Box, Dropbox, or Salesforce…

"You can remediate exposures and extend your existing DLP to the cloud with CloudSOC CASB for data security."

Introduce CloudSOC Securlets & Gateway and DLP Cloud integration, be sure to mention integration with VIP, & ICE too.

Shadow IT Risk Assessment



DATA UPLOAD

19% (46GB of 241GB) uploads to these services

Analytics on your cloud app risks and compliance issues

App usage anomalies across your organization

What apps you should sanction and what apps you should block

Shadow Data Risk Assessment

EXPOSURES

6395	3409	12047
Internal	External	Public

RISK TYPES

PCI	124
PII	27
HIPAA	107
Source Code	142
Virus/Malware	9

External and public content exposures, including compliance risks

Inbound risky content shared with employees (e.g. malware, IP, etc)

Risky users and user activities

CASB Campaigns-in-a-box

3 Email Series – Download from

http://info.exclusive-networks.co.uk/Think-You-Know-Symantec-Campaigns.html

Maintain control & compliance - protect privacy in the cloud

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RESELLER LOGO

Your Future
in the Cloud is Secured

Download the White Paper Here

Are you concerned about staying ahead of continuous and evolving threats (both intentional and unintentional) to your cloud-based infrastructure?

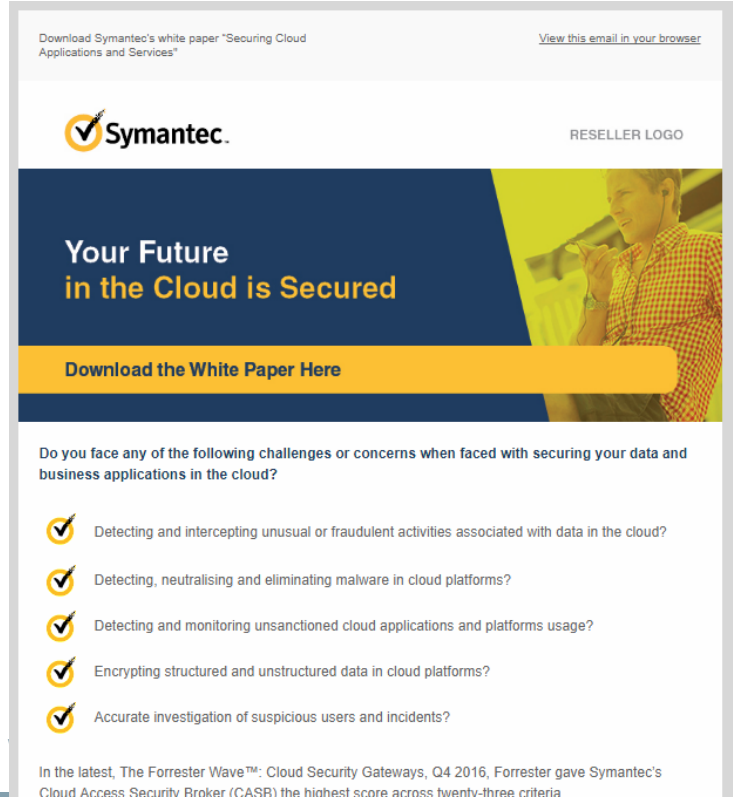
Do you have line of sight into and control over shadow IT?

Would you like integrated solutions that enable you to look holistically at your organisation, across regions, applications and business functions?

Symantec's Cloud Access Security Broker (CASB) can provide you with this visibility, control and protection, and empower you to confidently leverage cloud applications and services.

You can not only adopt secure, safe, compliant cloud-based infrastructures, but also gain critical visibility into shadow IT governance over data in cloud apps, and protection against threats targeting cloud accounts.

Key benefits of CASB include:


Download Symantec's white paper "Securing Cloud Applications and Services"

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Your Future
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Do you face any of the following challenges or concerns when faced with securing your data and business applications in the cloud?

- Detecting and intercepting unusual or fraudulent activities associated with data in the cloud?
- Detecting, neutralising and eliminating malware in cloud platforms?
- Detecting and monitoring unsanctioned cloud applications and platforms usage?
- Encrypting structured and unstructured data in cloud platforms?
- Accurate investigation of suspicious users and incidents?

In the latest, The Forrester Wave™: Cloud Security Gateways, Q4 2016, Forrester gave Symantec's Cloud Access Security Broker (CASB) the highest score across twenty-three criteria

Get a better understanding of CASB. Request your consultation today.

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Don't be terrified of
IT and data protection

Request a CASB Consultation

For businesses, knowing your users can access the cloud from everywhere is liberating. For those in charge of IT and data protection, it can be terrifying.

But it doesn't have to be.

With an integrated approach, like Symantec's Cloud Access Security Broker (CASB), you can keep critical data, apps and systems secure, across web, Internet, email and SaaS, and across private, public and hybrid environments. With Symantec and (INSERT PARTNER NAME), you have visibility, control and protection of your entire ecosystem.

Request a CASB consultation and understand more about:

- The use of shadow IT in your organisation
- How to remediate exposures and extend your existing DLP to the cloud
- How to identify risky content shared with employees, such as malware
- How to identify of your riskiest users

Request a CASB Consultation

Kind Regards

Reseller Contact Name here