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The Inevitable Attack

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Your network is going to be attacked.

There's no doubt. It's not if, it's when. You can't stop it, and you can't prevent it – someone, somewhere, is going to attempt to get whatever they can from you.

And even if you kick them out – even if you fix your holes and fine-tune your firewalls – there's a good chance they'll gather strength and come at you again. The first attack could be nothing but reconnaissance, gathering information for a more focused, more coordinated, and more successful second attack.

Cyber attacks are a booming industry. The average data breach costs an American company $5.9 million dollars. 38 percent of companies are attacked again after a first attack, and a skilled attacker has access to a compromised network for a median of 243 days.

These are multi-billion dollar Fortune 500 companies that are being brought to their knees. Target. Adobe. JP Morgan Chase. Home Depot. Sony. Even the American government.

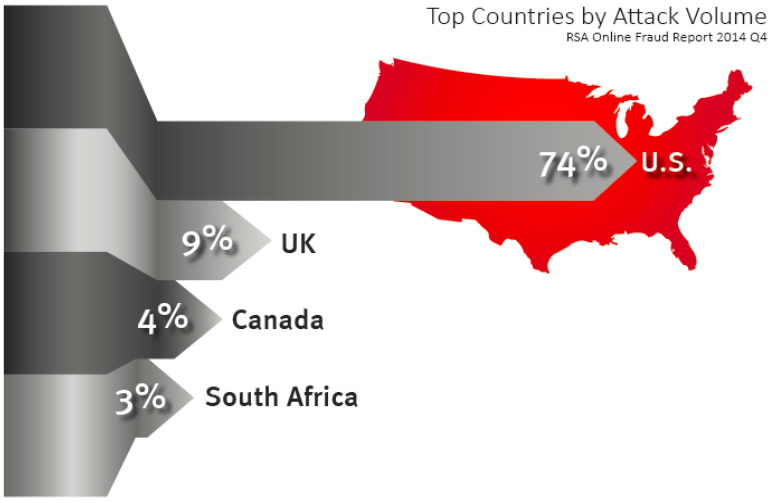
Hackers know what they want – and they know how to get it.

RSA knows what hackers want, too. They've been on the receiving end of a cyber attack. And after reviewing the state of network security in their own organization – and across the globe – they knew something had to change.

"Protecting a network is a lot like staying healthy. Your goal shouldn't be to go through life without ever getting sick or having an infection. It's unrealistic to attempt to protect yourself from everything. The real goal is to make sure you don't die when you do get sick," said Jason Rader, Chief Security Strategist for RSA.

"You gather all of your resources and use all your tools – medicine, doctor visits, taking your temperature – and you analyze the situation, deal with the most critical systems first, and your body gets better. Network security these days is not about not getting sick. It's about analyzing and responding to threats as soon as possible based on the risk they present to your organization. There's no silver bullet product you can buy. That's just not how we can approach it anymore."

So RSA developed a new way to secure networks. Security professionals need more than preventative measures. There are too many disparate moving parts in a modern IT setting. To verify a compromise



or uncover true breach activity, analysts have to comb through network logs, countless alerts, user access, and system configurations. They have to be able to find out how attackers got through and what data has been exfiltrated. It can take months of effort to know the severity of an attack. RSA created a way to pull all your network's resources together to quickly identify, classify, and respond to threats in real time.

It's called RSA Security Operations – SecOps for short. Its power comes from its flexibility. SecOps takes all of your network data, logs, and other information feeds and puts it into a single cohesive setting. Once it's configured, it can analyze and discern how critical a threat is. Most importantly, SecOps allows you to see threats happening in real time.

Fighting network breaches isn't just about keeping threats out of your network. A true secure perimeter is no longer possible. You have to take a more measured approach. You can quickly diagnose and recreate exactly how a breach occurs, then activate security protocols and mobilize resources to stop it. SecOps makes your network smarter.

With SecOps, your network is in the hands of security professionals. It lets users see how attackers gained entry, what assets they're targeting, and the attack methods they're using. You can see where network traffic originates. From there, you can trigger workflows around the affected targets and start automated security procedures to secure your network.

Most importantly, you can shut an attack down before it destroys you from the inside out and begin to remediate the exploited assets attackers compromised during the breach.

RSA SecOps puts network security in your hands and lets you turn the tables on attackers. Take the next step in securing your network and let intelligence drive security.

Thanks to RSA for technical contributions to this article. To learn more about RSA visit, www.emc.com/rsa.

For more information about how RSA SecOps can help your organization remediate even the most complex security breach **call 800.246.4908 or visit www.accudatasystems.com/rsa-secops.html.**