

IDC Security Conference



September 8, 2015
Victoria Park Plaza Hotel, London



Welcome

Dear colleague

Given the growth of technology, it is clear that IT Security has become more complex and vital to enterprises. With organisations faced with new challenges and threats on a daily basis, education and action is critical.

In September 2015, the Enterprise Security Conference connected 76 CIOs, VPs/Heads/Directors of Security, Architecture, IT and Operations with a host of industry solution providers and IDC analysts to help them find solutions to their enterprise mobility challenges.

This report outlines the themes and takeaways of this unique conference, whilst also analysing the demographic and seniority of the attendees who joined us on the day.

I hope you find this report useful, and look forward to seeing you in 2016.

Best regards



Ash Rashid
Events Director
IDC UK&I

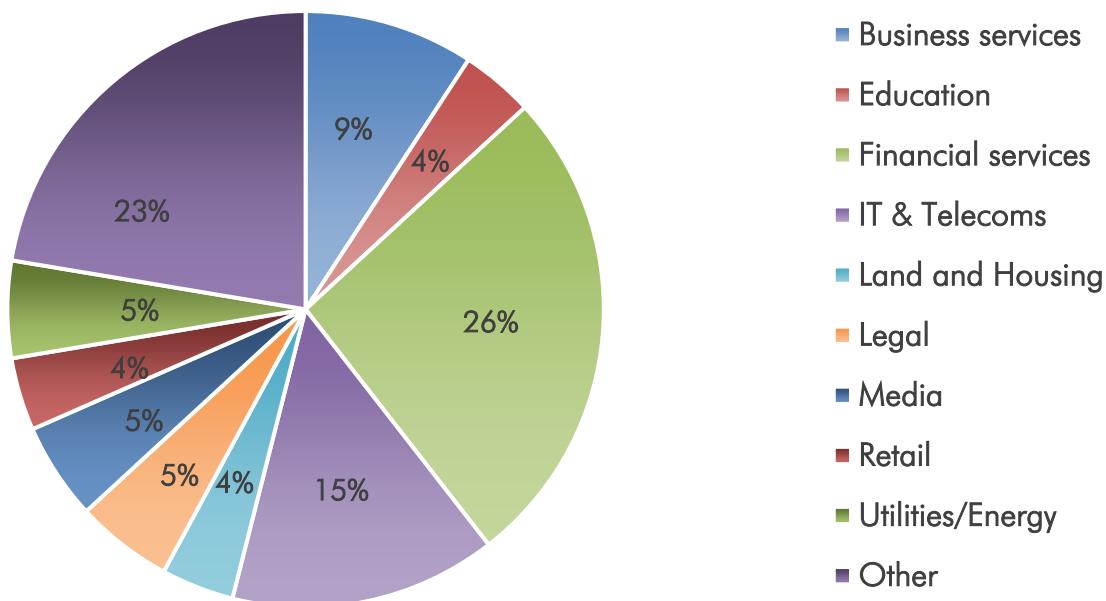




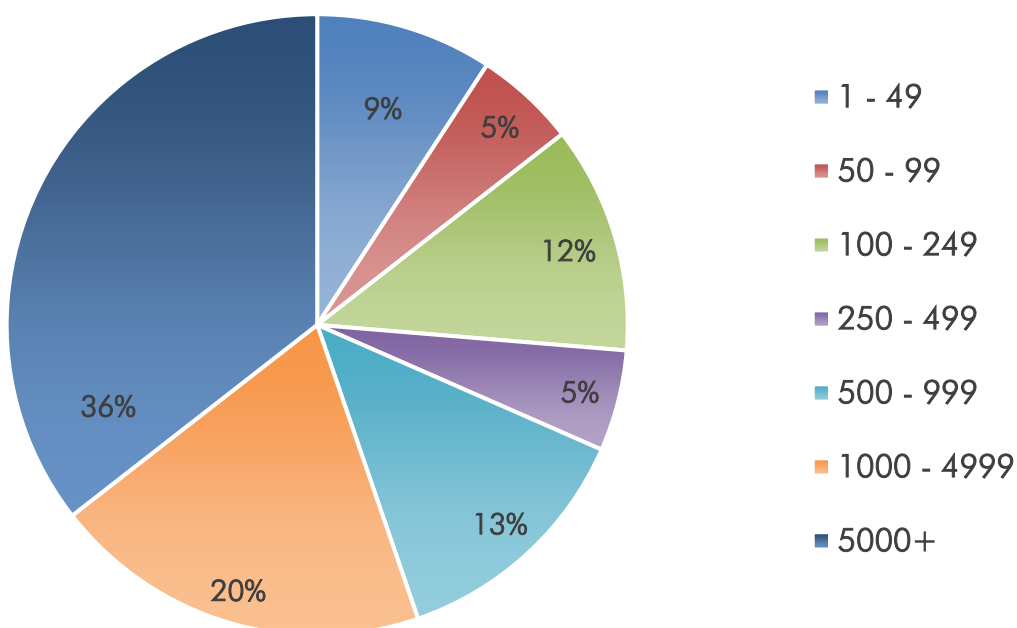
Who Attended

Based on 76 delegates

Industry Sector

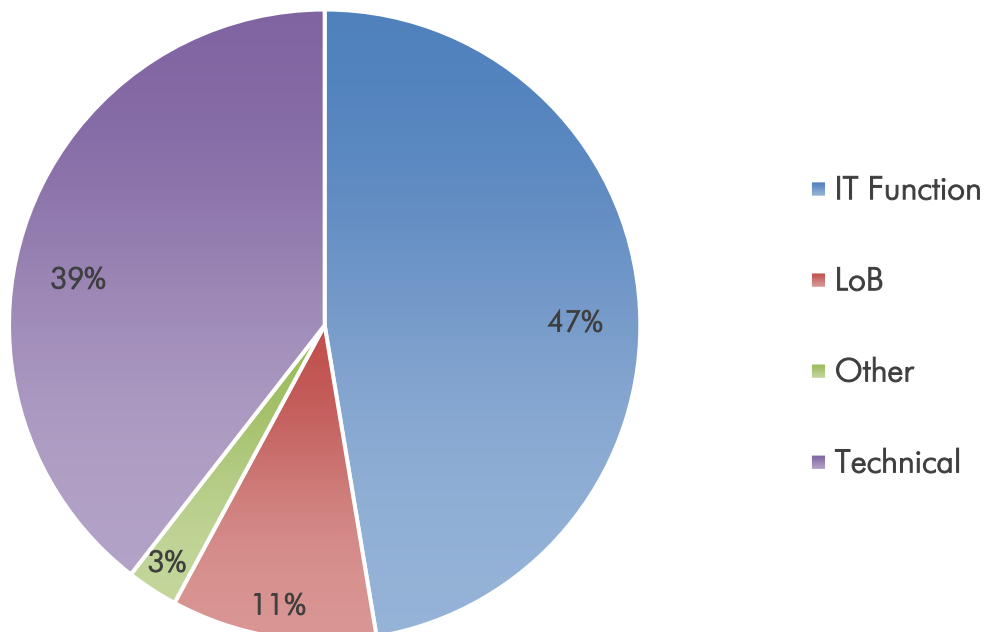


Company Size By Employees





Job Title



Take a look at our event highlight video:





Core Themes Roundup

Next Generation Security

Setting the scene for the day's proceedings, the keynote session from Head European Analyst Duncan Brown started with some startling figures.

- Global security incidents rose by 48%
- Over 50% of malware stays undetected by antivirus products
- PC infections have risen by a factor of 14.5 since mid-2012
- DDoS attacks doubled Q1 2014 to Q1 2015, yoy
- 75% of attacks spread from Victim 0 to Victim 1 within 24 hours
- Heartbleed was exploited within 4 hours of becoming public
- 317m new malwares created last year

Duncan concluded that enterprises needed more threat prevention, in addition to a shift from breach prevention to breach preparation.

The Convergence of Identity & Mobility Management

During this session Andy Bryars, Regional Sales Manager from Okta explored the continuous changes in the traditional IT landscape. By introducing and voicing some interesting real life statistics and examples, Andy outlined how collaboration, convergence and competition is driving the market – and security is a layer on top of those.



Andy finalised by outlining that end users must look at 3 core pillars whilst looking at security solutions:

- Enabling services that will allow your business to grow faster
- Increasing operational efficiency whilst decreases costs
- Secures my enterprise environment and satisfies compliance





Finding the Necessary Balance between Business Security, Innovation and Competitiveness

Director of Security Operations Centre Becky Pinkard of Pearson took the stage to explain the right-sized approach for risk (and budget) appetite.

Becky's findings were that enterprises need to better understand the depth and breadth of their infrastructure, in order to successfully be able to map and monitor critical users and data assets. Becky concluded that in today's world it is vital to perform the basics solidly and consistently, whilst picking your IT security battles based on their enterprise risk profile



Identity is a New Parameter

Centrify's CTO Barry Scott, dived into the topic of the traditional Enterprise perimeter, and how the barriers between inside and outside a company has changed. Barry outlined how data, systems and applications may be anywhere; and so are users, but are enterprise intranets safer than the Internet? The consensus was that they are like for like, meaning you need to secure access to resources, and specifically what is trying to gain access – the user's identity.

The session also covered how when properly managed, the combination of Identity, the device being used and the target apps or servers, provide a complete Enterprise security policy for end and privileged users.

A Secure Connected Enterprise

Dragan Pendic, Chief Security Architect from Diageo shared his experiences and key takeaways on how to tackle security measures whilst enabling a connected enterprise. Some of his recommended key takeaways are:

- Improvements in security require a mindset and a culture change
- Security is a product - TREAT IT LIKE ONE!
- Genuinely understand limitations of current security technologies and controls
- Make the new technology & security concepts digestible, relevant and realistic





Security for the Agile Enterprise

Fortinet' Systems Engineering Manager, Paulo Rodrigues, mentioned that in order to become ever more efficient and competitive, enterprises are transforming their IT environments to achieve more flexibility, agility and efficiency, whilst reducing costs and footprint.

Paulo then brought to the table the fact that with Cloud technologies being at the heart of this transformation, the security aspects enterprises must consider to fully harvest the benefits of private and hybrid clouds, are extremely critical.



Quick Fire Takeaways

- Identity is key
- The industry in relation to IT security is showing a lack of standards
- It is very easy to get lost within your own enterprises internal drivers, however it is also key to keep an eye on external drivers
- End user engagement is critical as they are the enterprise bloodline
- Security solutions must be flexible and expandable – with the future in mind
- Ensure that secure access is the easiest option for users, but you must also ensure the level of security and access that you're giving
- Enterprises need to have clearer security policies for data and cloud solutions and strategies
- Enterprise's security architecture must cater for the inevitable move to the cloud

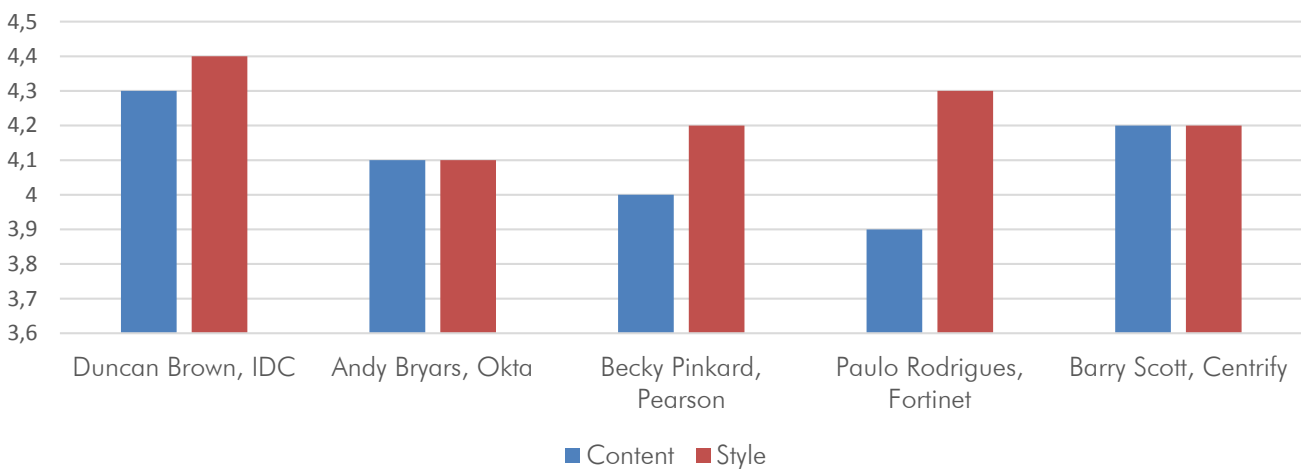


Conference Feedback

We asked all delegates in attendance to evaluate the presentations and speakers from the event, the responses are below:

(5= excellent, 4= good, 3= acceptable, 2= below expectations, 1=poor)

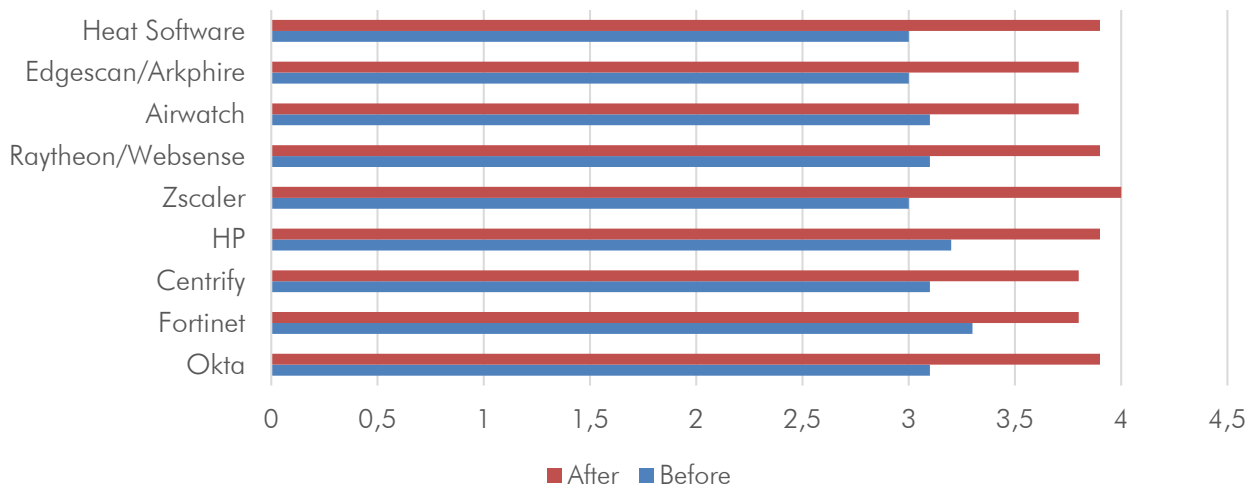
Speaker Evaluation



We asked the delegates if their perception of the vendors' ability to help them overcome their challenges relating to enterprise security had become more positive, negative or unchanged following the conference. The responses are below:

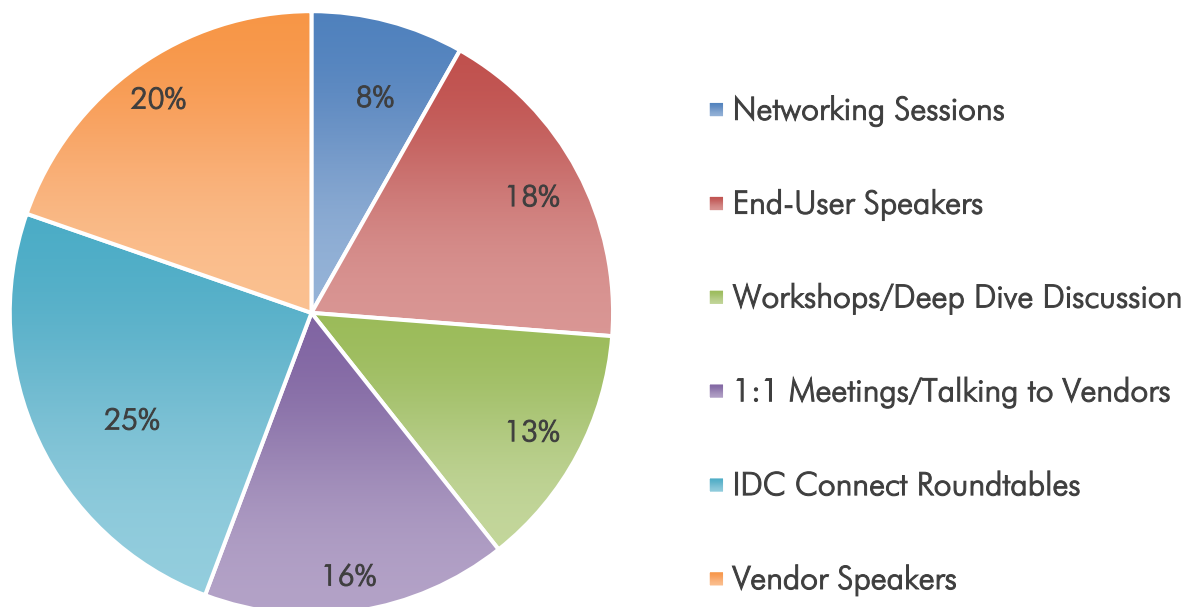
(5= very positive, 4= quite positive, 3= no opinion/unchanged, 2= quite negative, 1= very negative)

Vendor Perception





Highlight of the Event



General parting remarks from attendees

Super Content and thought leadership

Brilliant networking opportunities with a great crowd

A very well organised event

First time visitor...Loved the content!

Really helpful staff, great presenters

Great venue

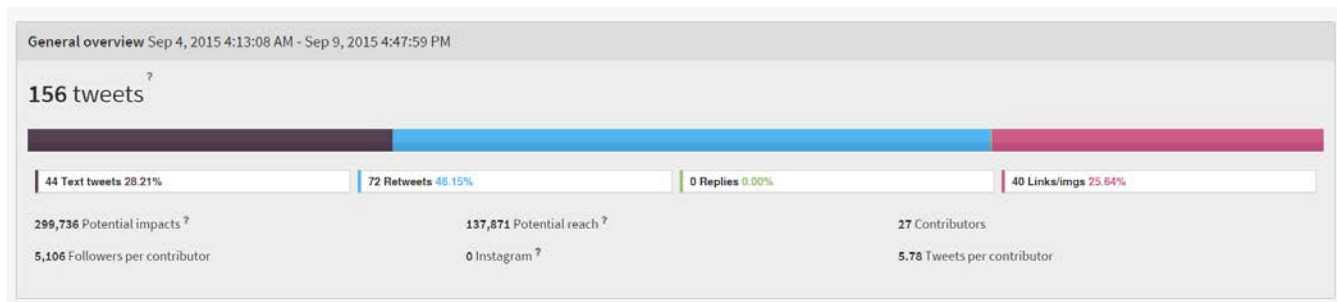
Excellent as always!

Great content, pitched at a good level



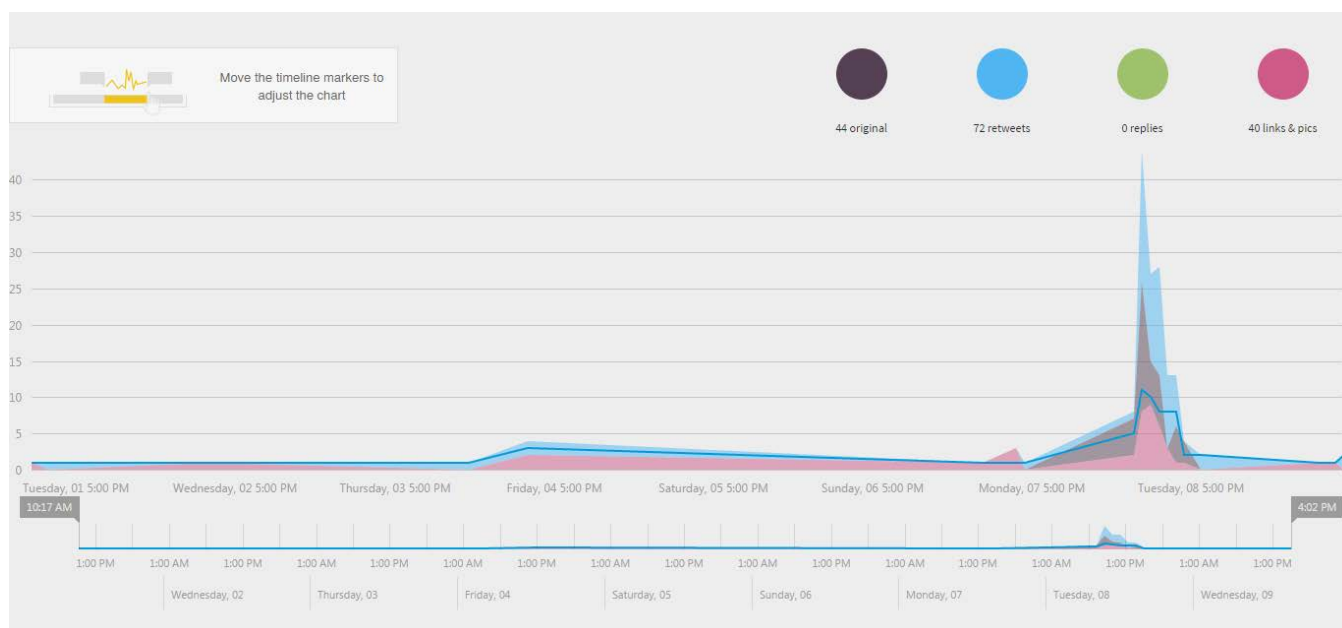


Tweet Reach for #IDCSecurity15



- Potential reach: # of unique users that could have seen the hashtag
- Potential impacts: # of times somebody could have seen the hashtag

Activities/Contributors





Contributors

Most popular [?]		Highest impact [?]		Top photographers [?]	
Contributor	Followers	Contributor	Impacts	Contributor	Photos
Websense, Inc. @websense	77,236	Websense, Inc. @websense	77,236	IDC UK & Ireland @IDCUKI	19
Fortinet @Fortinet	21,498	IDC UK & Ireland @IDCUKI	74,404	HEAT Software @HEAT_Software	3
Centrify @Centrify	13,271	Fortinet @Fortinet	42,996	Howard Smith @smithh	1
HEAT Software @HEAT_Software	4,550	IDC EMEA @IDC_EMEA	22,132	Michael R. Lorek @mnemonicCloud	1
alyswoodward @alyswoodward	3,102	Howard Smith @smithh	21,551	BCC Risk Advisory @BCCRiskAdvisory	1
JOIN LABOUR UK+OK! @Global_Britain	2,235	HEAT Software @HEAT_Software	18,200	Okta EMEA @okta_EMEA	1
IDC EMEA @IDC_EMEA	2,012	Centrify @Centrify	13,271	Duncan Brown @duncanwbrown	0
IDC UK & Ireland @IDCUKI	1,691	Duncan Brown @duncanwbrown	4,485	Chris Sutcliffe @chrisjsutcliffe	0
Eoin Keary @EoinKeary	1,414	Michael R. Lorek @m_lorek	3,586	alyswoodward @alyswoodward	0
AirWatch Europe @AirWatchEurope	1,392	alyswoodward @alyswoodward	3,102	IDC EMEA @IDC_EMEA	0

Most active [?]		Retweeters [?]		Original tweets [?]	
Contributor	Tweets	Contributor	Retweets	Contributor	Tweets
IDC UK & Ireland @IDCUKI	44	Duncan Brown @duncanwbrown	14	IDC UK & Ireland @IDCUKI	32
Howard Smith @smithh	23	IDC UK & Ireland @IDCUKI	12	Howard Smith @smithh	22
Duncan Brown @duncanwbrown	15	IDC EMEA @IDC_EMEA	10	Michael R. Lorek @mnemonicCloud	12
Michael R. Lorek @mnemonicCloud	14	Michael R. Lorek @m_lorek	10	Carl Leonard @carlLsecurity	4
Michael R. Lorek @m_lorek	11	edgescan @edgescan	3	HEAT Software @HEAT_Software	4
IDC EMEA @IDC_EMEA	11	Okta EMEA @okta_EMEA	3	Okta EMEA @okta_EMEA	3
Okta EMEA @okta_EMEA	6	Fortinet @Fortinet	2	Chris Sutcliffe @chrisjsutcliffe	2
HEAT Software @HEAT_Software	4	Michael R. Lorek @mnemonicCloud	2	BCC Risk Advisory @BCCRiskAdvisory	1
Carl Leonard @carlLsecurity	4	Archana Venkatraman @archanatweets	1	Duncan Brown @duncanwbrown	1
edgescan @edgescan	3	AirWatch Europe @AirWatchEurope	1	AirWatch Europe @AirWatchEurope	1

Sample Tweets



BCC Risk Advisory @BCCRiskAdvisory · Sep 8

Pop by our stand at #IDCSecurity15 to understand why #fullstack #SaaS rocks!



3 2



IDC UK & Ireland @IDCUKI · Sep 8

Some conclusions & feedback: "The identity is key when it comes to cloud applications" #IDCSecurity15



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IDC
Analyze the Future



UK & Ireland

UKI Conference Calendar 2016

Enterprise Digital Architecture Conference

March 22 • London



Enterprise Big Data & Analytics Conference

April 14 • London



Enterprise Mobility Conference

June 9 • London



Financial Services Forum

June 21 • London



Enterprise Security Conference

September 8 • London



Enterprise Security Conference

September • Dublin



Executive Healthcare Forum

September 29 • London



Enterprise Cloud Conference

October • London



For further sponsorship enquiries please contact:



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