

IDC Security Conference



September 29, 2015
Croke Park, Dublin



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 102 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

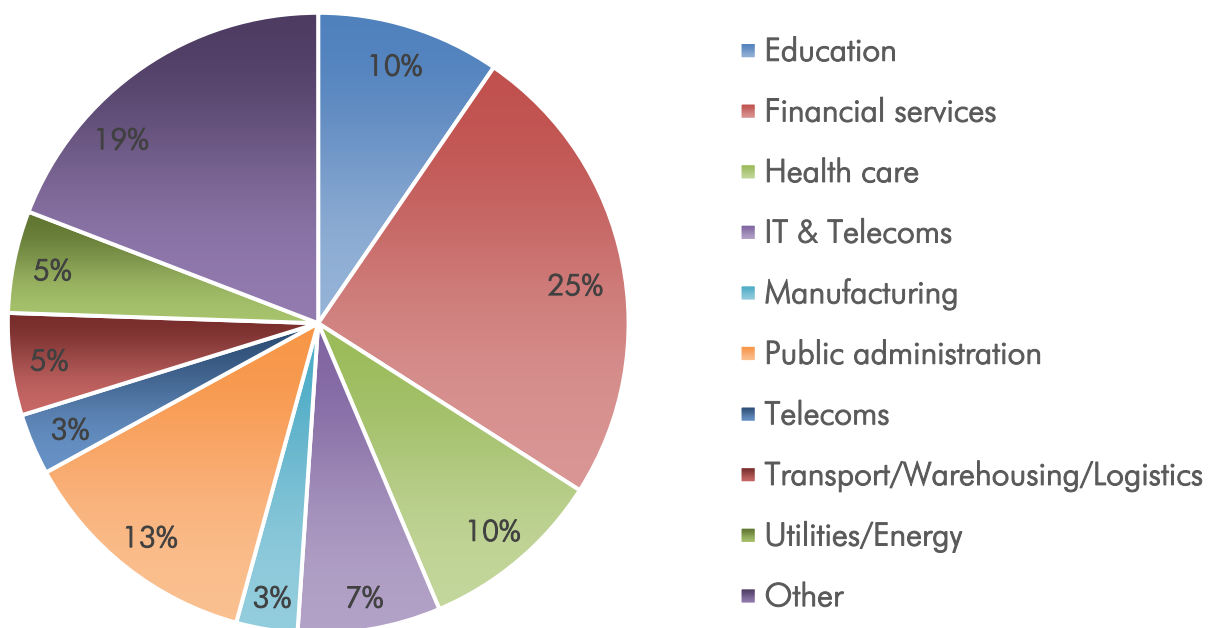




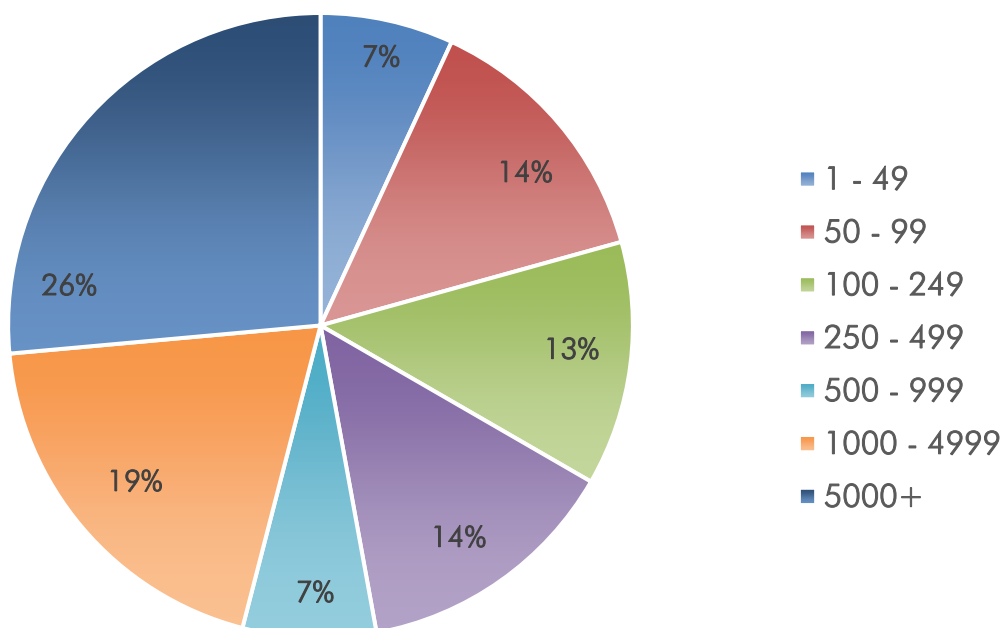
Who Attended

Based on 102 delegates

Industry Sector

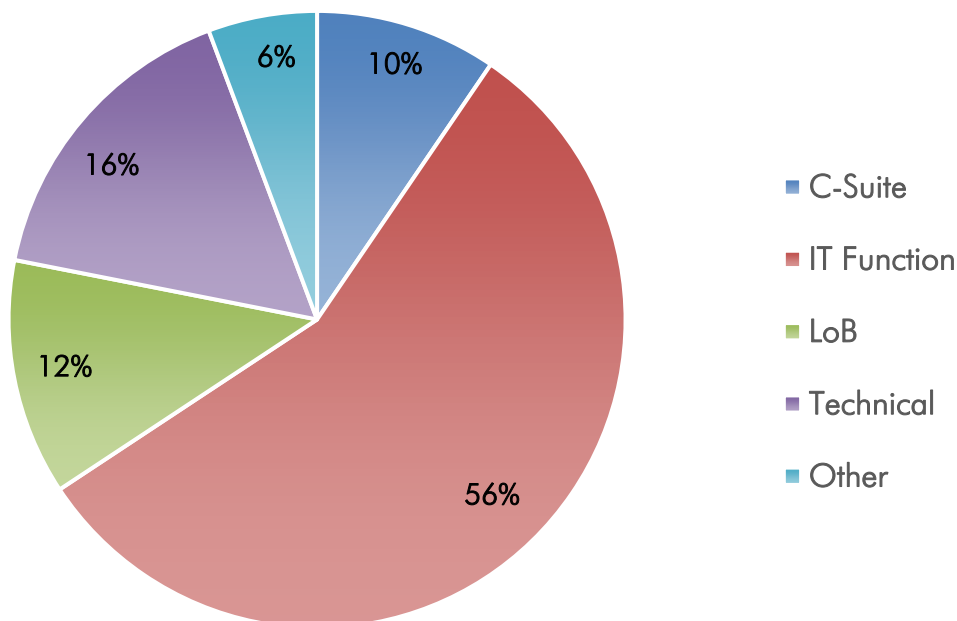


Company Nr of Employees





Job Title



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.





Security – What Matters?

During this session Martin Borrett, CTO of IBM Security Europe explored and explained that there has been a paradigm shift in cybercrime to an extent and level never seen before.

Martin continued outlining facts that businesses are adopting cloud and mobile technologies at unprecedented rates, and that this influx of new innovation, technologies, and end-points are pushing more business transactions outside company walls and are completely transforming enterprise security. The impact of this is that as the traditional network perimeters around the data center permanently dissolves, it is more difficult to defend company data from the increasing gaps in security, and to verify that users accessing data are protected.



Martin concluded that within enterprise security, the below applies:

- **Drivers:** Hacks, Insiders, Innovation...
- **Systematic, integrated maturity:** Transform security and move up the maturity curve
- **Empower the CISO:** Find a strategic voice

Top imperatives

- Optimize the security program
- Stop advanced threats
- Protect critical assets
- Safeguard cloud and mobile

The Convergence of Technology and InfoSec

CIO of Health Service Executive Richard Corbridge took the stage to explain the impact seen at the crossroads of technology and information security.

Richard began by explaining that there are 3 key factors that need to be considered:

- 1) **IT is not Security** - Failure to make this happen so SIRO is now a role of the CIO
- 2) **Infosecurity** - Perception of digital fabric, Identity as a security step, Paper vs Digital.
- 3) **Analysis and Story Telling** - How to make infosec real, engagement



Richard then finalised by outlining the key infosec journey (SIRO).





Educate Start

Simply 'understanding' what it means to have InfoSec in health!!
Awareness of the impact of the story.

Compile

Crowd sourced production of engagement from as many areas of delivery as possible.
Imagination, analogy and reality driven.

Believe

Peer review to ensure inherent believability' of the story.
Don't let it be from a galaxy far, far away!

Analyse

Drive outcome based analysis to understand predictive trends based on expert opinion.
Further develop systems to enable sharing of information to deliver insight.

Market

Re-Use as a product for InfoSec engagement.
InfoSec is share FIRST with care.

Utilise Keep going

Possibility to re-refresh, link to formal research organisations and publish.
Horizon scanning for the next opportunity..



Interview - 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



Quick Fire Takeaways

- A clear strategy is needed
- Advanced planning from the top down
- Outlining the business case – compliance to the board
- Internal and external communication is vital
- Awareness of security as a business issue
- Outsourcing security as a service
- Security awareness and education
- Challenges of security – ie. usability
- Data classification is key
- Security Vs. Privacy
- Identify the assets and risk
- Prioritize remediation



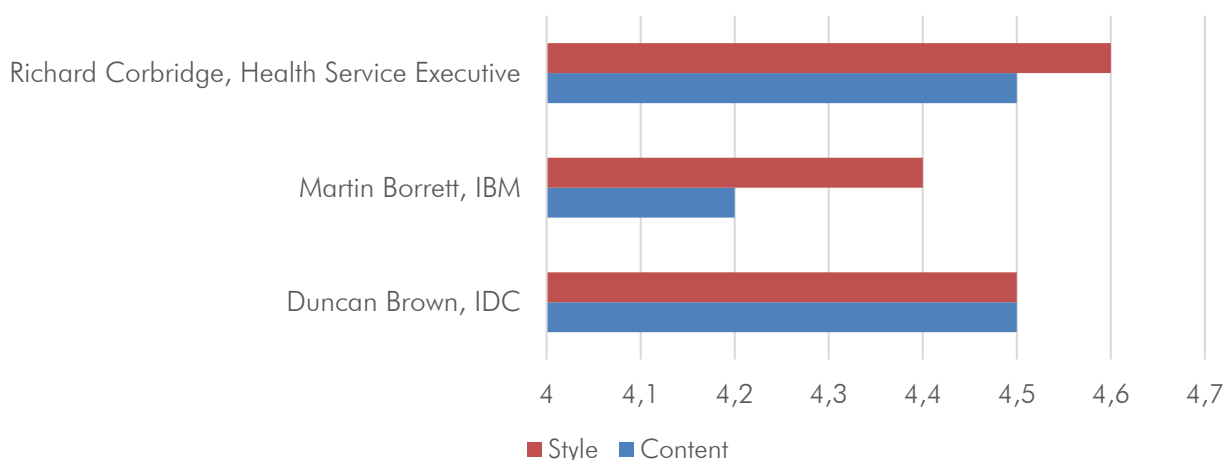


Conference Feedback

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)

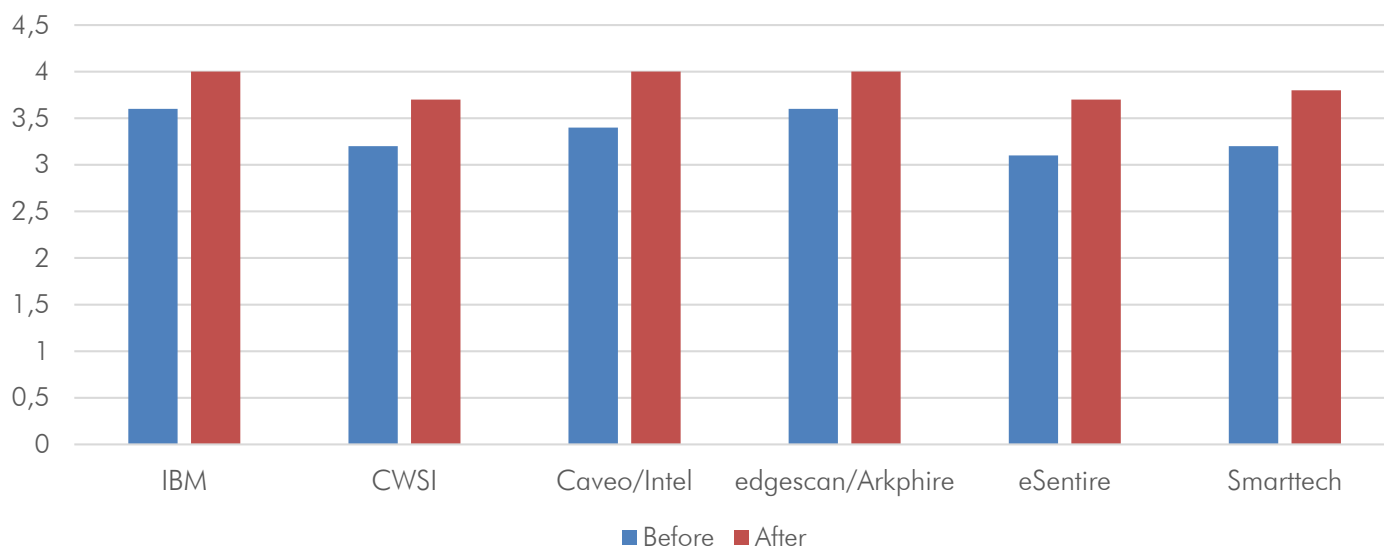
Speaker Evaluation



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:

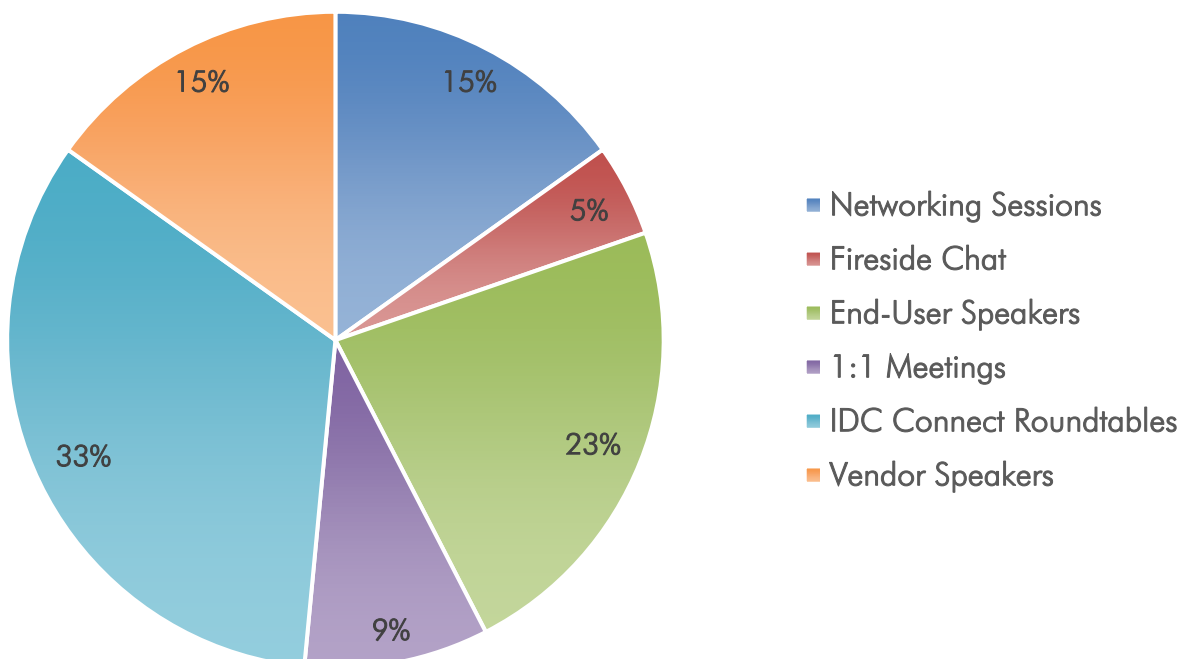
(5= very positive, 4= quite positive, 3= no opinion/unchanged, 2= quite negative, 1= very negative)

Vendor Perception





Highlight of the Event



General parting remarks from attendees

Enjoyed the conference.
Well organised. The day
was very interesting

For someone new to IT
Security, I found the topics
and attendees very
educational

Very good networking,
getting different
perspective

Loved the interactive
format

Informative and insightful

Really enjoyed it!

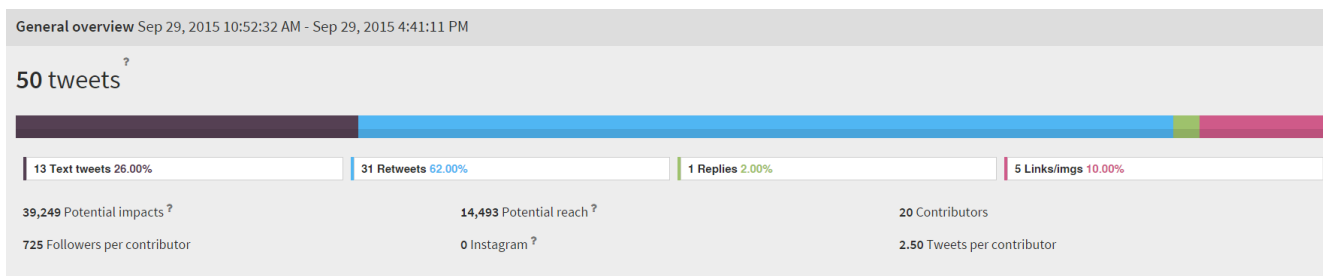
Very informative

Overall, very good with
excellent speakers



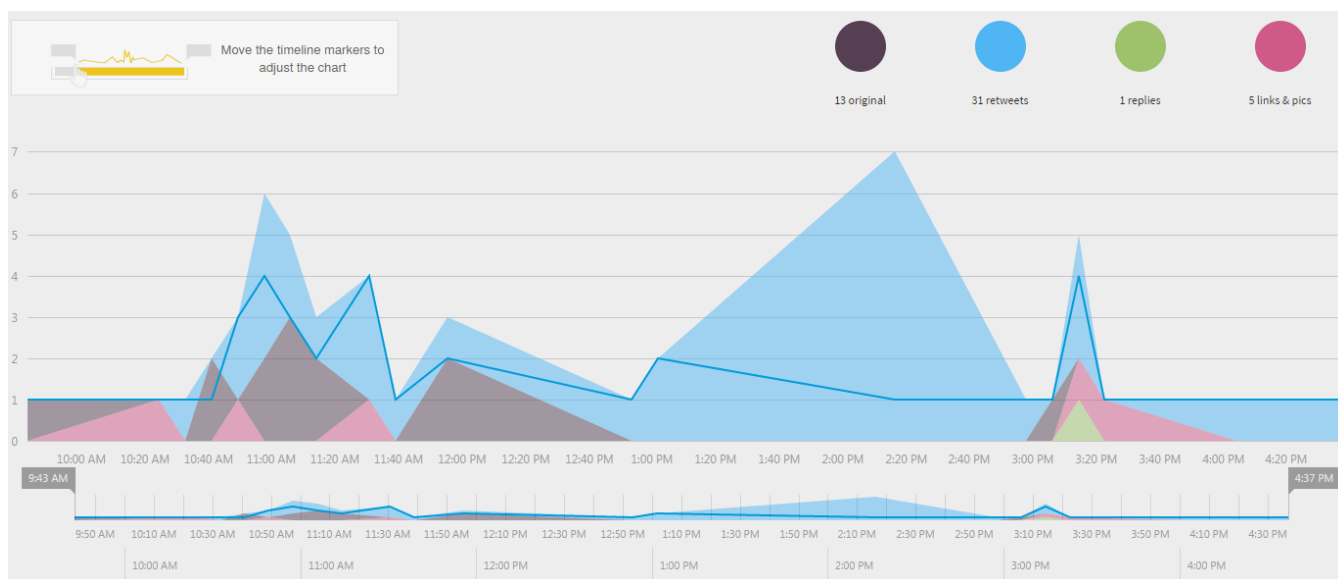


Tweet Reach for #IDCSecurity15



- 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 active [?]			Retweeters [?]			Original tweets [?]		
Contributor		Tweets	Contributor		Retweets	Contributor		Tweets
Duncan Brown @duncanwbrown		9	Duncan Brown @duncanwbrown		8	Paul Hearn @Paul_Hearn		6
IDC UK & Ireland @IDCUKI		7	IDC UK & Ireland @IDCUKI		6	Barry Young @barryyoung		3
Paul Hearn @Paul_Hearn		6	Kenny Berry @kennybb1		3	CWSI @CWSI_IE		2
David Cahill @afcdave143		5	David Cahill @afcdave143		3	Richard Corbridge @R1chardatron		2
Richard Corbridge @R1chardatron		3	Kate Fogarty @KateFogarty3		1	David Cahill @afcdave143		2
Barry Young @barryyoung		3	Simon McGarr @Tupp_Ed		1	Duncan Brown @duncanwbrown		1
Kenny Berry @kennybb1		3	Paul Conaty @ConatyPaul		1	IDC UK & Ireland @IDCUKI		1
CWSI @CWSI_IE		2	Karl O'Doherty @karlodoherty		1	Martin Borrett @borretm		1
edgescan @edgescan		1	Edward Mountaine @emountaine		1	edgescan @edgescan		1
David Kennefick @DavidKennefick		1	Ev McGuinness @EvMcG1		1	Nilima Patwardhan @NilimaP		0

Most popular [?]			Highest impact [?]			Top photographers [?]		
Contributor		Followers	Contributor		Impacts	Contributor		Photos
Simon McGarr @Tupp_Ed		3,803	IDC UK & Ireland @IDCUKI		11,977	IDC UK & Ireland @IDCUKI		1
Richard Corbridge @R1chardatron		2,915	Richard Corbridge @R1chardatron		8,745	CWSI @CWSI_IE		1
IDC UK & Ireland @IDCUKI		1,711	Paul Hearn @Paul_Hearn		4,314	Martin Borrett @borretm		1
Eoin Keary @EoinKeary		1,433	Simon McGarr @Tupp_Ed		3,803	edgescan @edgescan		1
Paul Hearn @Paul_Hearn		719	Duncan Brown @duncanwbrown		2,907	Duncan Brown @duncanwbrown		1
Martin Borrett @borretm		644	Kenny Berry @kennybb1		1,785	Nilima Patwardhan @NilimaP		0
Nilima Patwardhan @NilimaP		611	Eoin Keary @EoinKeary		1,433	Barry Young @barryyoung		0
Kenny Berry @kennybb1		595	David Cahill @afcdave143		1,275	Paul Conaty @ConatyPaul		0
Karl O'Doherty @karlodoherty		575	Martin Borrett @borretm		644	David Cahill @afcdave143		0
BCC Risk Advisory @BCCRiskAdvisory		324	Nilima Patwardhan @NilimaP		611	Kenny Berry @kennybb1		0





Sample Tweets



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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