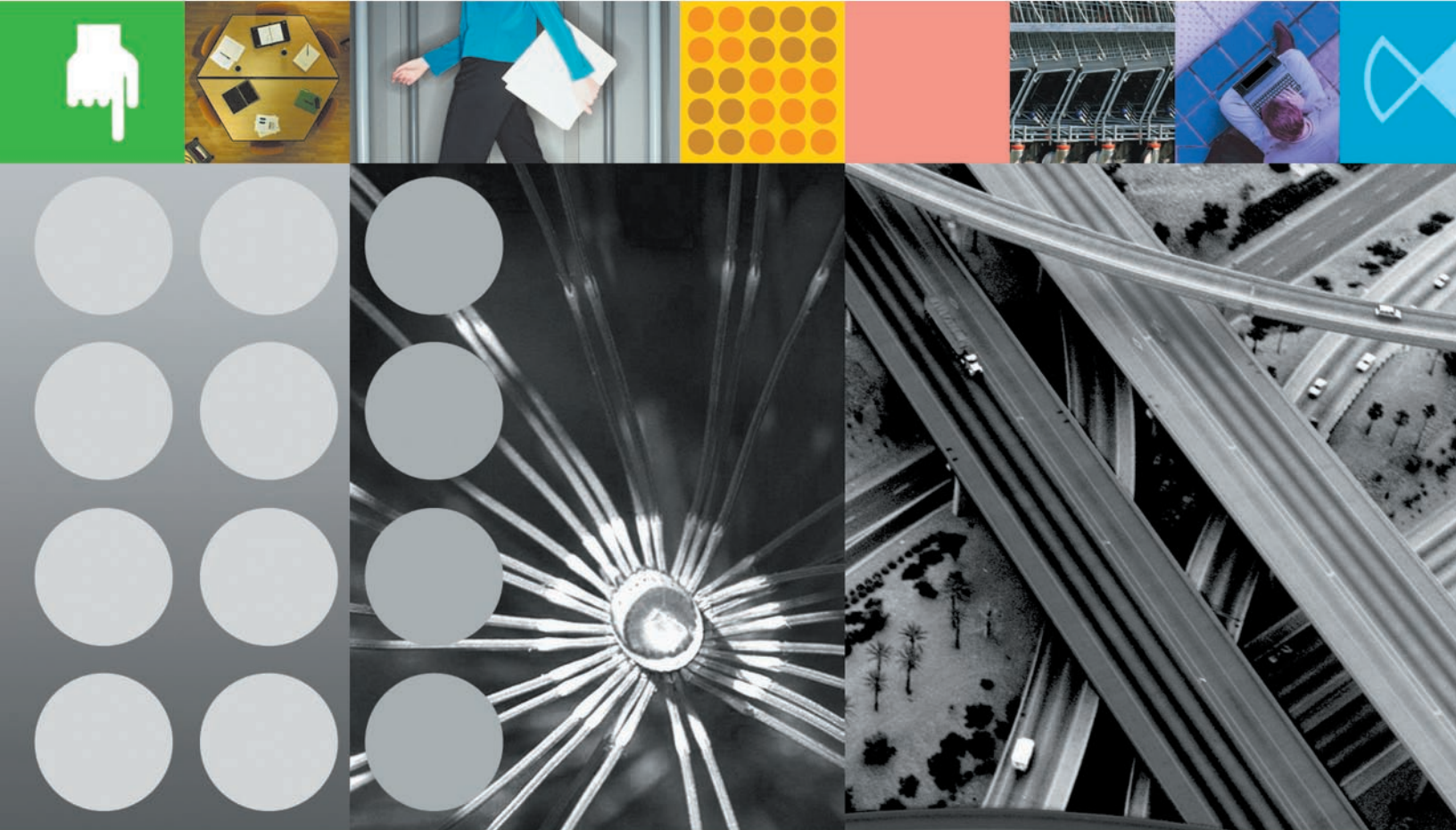


Security solutions  
To support your business objectives



**Implement security solutions that help protect your IT systems and facilitate your On Demand Business initiatives.**



**For an On Demand Business, security is not an option — it's a requirement**

IBM helps companies of all sizes, in all industries combine new technologies and business models to unleash new capabilities and customer experiences. Your customers and business partners demand these changes. The chance to streamline operations and capitalize on new revenue-generating opportunities makes business transformation exciting — and rewarding.

An On Demand Business is an enterprise whose business processes — integrated end to end across the company with key business partners, suppliers and customers — can respond securely with flexibility and speed to any customer demand, market opportunity or external threat. To help maximize its business resilience and security — the ability to rapidly adapt and respond to opportunities, regulations and risks — an On Demand Business:

- *Maintains secure, continuous business operations.*
- *Acts as a highly trusted business partner.*
- *Enables its own growth.*

Security is crucial to an On Demand Business. Making applications and data available to business partners and customers creates risks and increases responsibilities to protect sensitive information across your enterprise. Furthermore, providing the right access levels to the right people while maximizing business continuity despite the

threats is a primary goal. To be more productive and to concentrate on your business priorities, it's important to help free your users from downtime — and your valuable IT staff from repetitive monitoring and security administration tasks.

That's why companies just like yours turn to IBM for a wide range of integrated security solutions — hardware, software and services — that help you:

- *Drive business agility.*
- *Integrate processes and information.*
- *Enable people and technology to concentrate on key business objectives.*

With IBM security solutions, you can leverage existing assets to help create a proactive, self-protecting on demand operating environment that addresses your immediate business goals — and can help you achieve additional On Demand Business objectives later.



*For IBM and its customers, security isn't an option — it's embedded in virtually everything we do.*



*“In security, the best defense is a good offense, and the more proactive you can be, the more secure you will be.”\**

**– Vic Wheatman,  
Gartner Inc.**

#### **A new definition of security for the On Demand Business era**

The demands and opportunities that drive On Demand Business initiatives force companies to reconsider the relationship between business and IT. Similarly, the challenges and rewards of security for the On Demand Business lead companies away from an outdated definition of security that was rooted in silos.

Generally, data security, network security and security policies each used to be administered separately. Application-level security was hard-coded into — and optimized for — specific applications on an individual basis. IT security was handled separately from physical security. And each one of these silos was managed with the help of a different vendor or proprietary solution.

An On Demand Business thinks of security differently because its perspective is focused squarely on achieving its business priorities — now and in the future. For the On Demand Business, security:

- *Represents not a cost but an investment in growth because it can strengthen key relationships and optimize productivity.*
- *Employs an enterprise-level view of managing resources formerly in silos to help maximize efficiency and consistency.*
- *Operates in a proactive, self-protecting fashion to help minimize the frequency, impact and resolution times of security events.*
- *Is designed to assess and address the greatest risks first to help minimize loss and liability.*
- *Aligns with business priorities to enable the right business systems, people and devices to help securely engage in On Demand Business processes and procedures.*

In other words, as a company becomes an On Demand Business, it should spend less time and money on security administration, reacting to threats after damage occurs, and audit requests. Instead, an On Demand Business should deploy automated, integrated security solutions to enable people, processes and technology to work together and advance the company's business objectives.



*“The information held within the UPS enterprise is of extraordinary value. We depend upon IBM to provide secure, automated and policy-based security solutions for our enterprise.”*

**– Jim Flynn,  
Information Security Systems Manager,  
United Parcel Service**

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**IBM security solutions can help your business achieve the following goals:**

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**Respond to changing business needs with agility**

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- Support growth, change and consolidation initiatives
  - Accommodate applications as they change and facilities as they move
  - Integrate with business partners, customers and acquired companies — and rapidly determine which parties have access to which resources
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**Protect your reputation and enhance trust in your brand**

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- Safeguard data privacy and integrity to minimize intellectual property loss and damage to business relationships
  - Maximize secure transactions and continuity of business operations to earn the confidence of your customers and partners
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**Optimize operational efficiency**

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- Simplify and coordinate identity management to help end users collaborate and be highly productive
  - Leverage centralized views of security status, tools that facilitate administrative best practices and self-protecting, autonomic capabilities to enable skilled IT staff to focus on high-value tasks
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**Gain a company-wide view of risks to contain costs**

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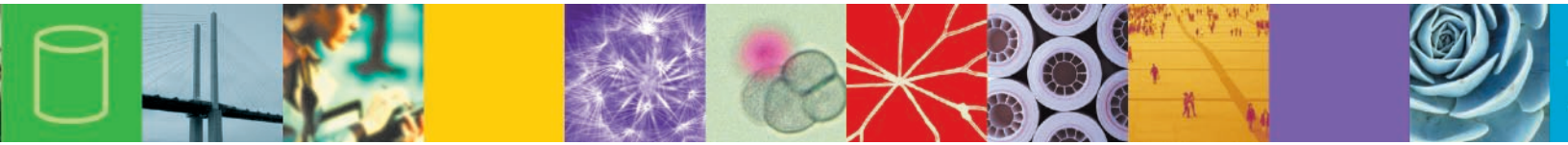
- Identify the exposures to loss and liability that have the greatest potential business impact — dollar loss, downtime, contract penalties, compliance with regulations or other business policies — and address them first
  - Sense when internal and external changes impact enterprise-wide risks and respond accordingly
  - Protect your systems and networks from threats, not only by sensing threats before they happen, but also through integrated, closed-loop responses across your IT infrastructure
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**Identify and maintain security compliance**

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- Facilitate comprehensive, simplified management of risk, regulatory compliance and business controls
  - Provide a centralized policy auditing mechanism while helping to minimize staff and compliance costs
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### Security for the On Demand Business delivers extensive benefits

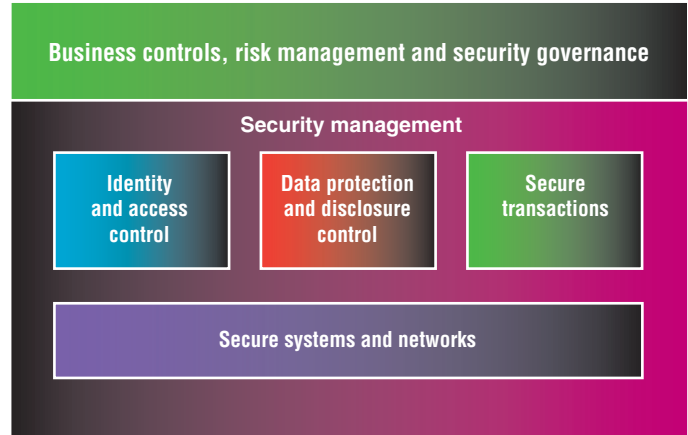
IBM's wide range of security-enabled products — hardware and software — and security service capabilities are helping companies just like yours.

The first step is to identify the type of security solution that can have the greatest business impact. That can mean minimizing your largest security risks or facilitating your biggest business opportunity. The following section helps you start to identify the security elements on which your organization can concentrate, based on the nature of threats and the damage they can do to your business.

### Elements that provide security to an On Demand Business

Security needs typically vary based on the nature of the organization's business. How extensive is its Web presence? What level of protection does it require as it extends its business processes to consumers or partners? Even the number and variety of an organization's resources can make "basic operational security" mean something different.

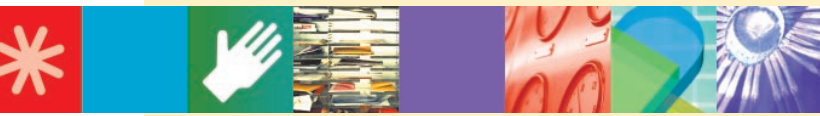
Because IBM recognizes that your approach to security should reflect the specific priorities of your business, IBM provides a number of different entry points you can use for the security of your On Demand Business:



A typical security infrastructure suitable for an On Demand Business consists of a mechanism to drive your security policies and management with business controls, risk management and security governance; a central view from which to manage, monitor and audit IT security; a strategy to manage identities, protect data and secure transactions; and a foundation of security-rich systems and networks.

- Business controls, risk management and security governance: policies and objectives designed to enable a business to drive its business objectives into IT security processes through an integrated, umbrella IT security management system.
- Security management, monitoring and auditing: enabling proactive sense and response to vulnerabilities, threat events, forensic analysis of security breaches that do occur and auditing for regulatory compliance and other business purposes.

*IBM experts can perform a company-wide security assessment to help you prioritize your risk situations and business opportunities.*



*Each security element depends on successfully integrating with your existing IT infrastructure – making IBM’s breadth and experience incredibly valuable for your security initiatives.*

- Identity and access control: *central management of the life cycle of identities (from provisioning to updates to deletion) and application of access policies to those identities – all in alignment with business priorities.*
- Data protection and disclosure control: *policy-based processes and capabilities within the computing infrastructure to control who can access particular data and for what reason.*
- Secure transactions: *leveraging the identity infrastructure and access control policies to achieve an appropriate level of confidentiality, integrity and authenticity for every level of transaction, from interdepartmental connections to exchanges with institutions outside the enterprise.*
- Secure systems and networks: *enterprise IT systems and networks with embedded security capabilities required for an end-to-end solution.*

Any of these elements — or some combination of them — can serve as a starting place for your security initiatives in support of your On Demand Business objectives.

#### **Leverage the breadth of IBM security expertise and solutions**

To help you understand and address security challenges for an On Demand Business, IBM offers an extensive portfolio of security solutions:

- *General and industry-specific business processes and infrastructure services to help you assess, plan, implement and manage secure infrastructures.*
- *Security-enabled software, including risk management, policy and compliance software for integrated management.*
- *Security-rich hardware platforms.*
- *A growing list of government security evaluations.*
- *Integration with a strong business partner ecosystem.*

This section enables you to learn more about the components of the IBM solutions and the security value you can achieve by deploying them.

#### *Services, flexible payment and delivery*

With solutions ranging from assessments and design to implementation and management services — and the ability to deliver industry-specific security solutions such as identity management, data integrity, threat management and security governance — IBM Global Services has the skills and expertise to assist enterprises making the shift from traditional security to security for the on demand world. Services include analysis to pinpoint greatest risks of business damage; planning to focus on the logical next steps for people, process and technology that can have the greatest benefit; implementing integrated, closed-loop solutions to close gaps; managed services options; and auditing and continual improvement. These services seek to both protect business value from threats and enhance flexibility to take advantage of business opportunities.

### *Security-enabled software*

IBM software offers a strong security management portfolio that you can use to provide proactive, integrated security management in your business, including security event management, security policy and compliance management, identity management and remediation. Additionally, IBM software provides security-rich solutions that help you:

- *Integrate data and content.*
- *Optimize collaboration and human interaction.*
- *Develop software and systems.*
- *Manage and integrate transactions.*

### *Security-rich hardware*

From personal computers with IBM ThinkVantage™ technology to IBM @server® offerings (and the operating systems that run on them), IBM hardware includes an array of security capabilities you can use to:

- *Facilitate identity authentication, including single sign-on.*
- *Maximize data security, both in storage and in transit.*
- *Enforce and refine security policy.*
- *Identify and dynamically recover from intrusion and data corruption.*

### *Security-rich networks*

Capitalize on the IBM partnership with Cisco to achieve a highly secure network as well. Because IBM and Cisco integrate security solutions from their respective portfolios, you can build a network that protects the enterprise from unwanted users and noncompliant devices — in alignment with robust security policies. Take advantage of Cisco end-point security capabilities for intrusion prevention and secure connection.



*IBM routinely submits products – hardware and software – for third-party security validation with existing and emerging standards.*

### *Partner ecosystem*

The security of your On Demand Business can depend not just on your IBM security solutions but also on a wide range of products, services and technologies throughout your enterprise. With IBM security solutions, you can integrate your current security infrastructure with security elements that enable you to deliver end-to-end security value. IBM solutions:

- *Rely on open standards to interact seamlessly with other vendor solutions.*
- *Enable your systems integrators to smoothly incorporate IBM solutions into their environments.*
- *Facilitate centralized management of solutions across your enterprise.*





### **Integrate IT security with your enterprise**

The bottom-line and brand-image impact of IT security have gained the attention of those at the highest corporate levels. But IT security alone does not fully address the security needs of an On Demand Business. In fact, integrating physical security (badges and readers, video surveillance, biometrics and more) with the supporting computing infrastructure (servers, connectivity and support staff) can enable you to realize

tremendous economic efficiencies.

Furthermore, when you develop and enforce security access policies that address both IT and the physical world, you can maximize the overall effectiveness of your security implementation.

### **For more information**

To learn more about IBM security solutions and integrated solutions from IBM, contact your IBM sales representative or visit [ibm.com/security](http://ibm.com/security)

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For more information on security evaluations for IBM products, see [ibm.com/security/standards/st\\_evaluations.shtml](http://ibm.com/security/standards/st_evaluations.shtml)

The IBM home page on the Internet can be found at [ibm.com](http://ibm.com)

\* Source: Gartner Inc. *The Future of Enterprise Security*. September 2004.



*In short, the scope of today's security challenges and opportunities continues to grow. To implement a security solution that can contribute to the success of your On Demand Business initiatives, find a business partner with the experience you can rely on when you protect your mission-critical systems. Turn to a business partner with a broad range of integrated hardware, software and services to address your immediate security needs – and to position you for those that you tackle in the future. Choose IBM security solutions.*