

Security Vendors: Set for Online Battle

29.01.2010

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As the population of netizens balloon, so will the number of cybercrimes-- a challenge major security vendors vow to battle with products and strategies engineered to protect businesses and individuals alike. In this yearend special feature of Computerworld Philippines, four security vendors--Trend Micro, Sophos, eScan and Symantec--say in separate interviews, that emerging technologies such as Web 2.0, cloud computing, virtualization, and social networking have led them to intensify their efforts on curbing cybercrime. "As more companies conduct their businesses online, and more information, transactions and communications are posted online, threats and problems increases, like loss of data due to hardware failure and theft, stealing of confidential information, bogus online transactions, account phishing and spamming, among others will continue to rise exponentially," says Scott Gonzalo, managing director of Netplay, Inc., the distributor of e-Scan in the Philippines.

Similarly, Rob Forsyth, managing director of Sophos in Asia-Pacific, describes 2009 as the social media year for businesses globally, since more enterprises have begun to tap social networking and Web 2.0 to reach out to customers and to transform their brand and marketing strategies. "The Internet will continue to transform the way people work and play, and its pervasiveness will continue to blur the lines between consumer and enterprise technology with the growing sophistication of an average user," remarks Forsyth, adding that as enterprises discover new ways of integrating the social media platform in the business, employees are expected to continue initiating and implementing their own social media practices within the enterprise, which may prove unsettling to both network security and worker productivity, if a social media usage policy is not in place or adequately enforced among employees.

"Organizations will be increasingly concerned about malicious attacks originating from social networking sites, and the risks associated with users revealing sensitive and confidential corporate information online," Forsyth says. "Other than social computing, another major enterprise technology trend is cloud computing which will gain greater prominence in 2010." According to [Gartner](#), revenues from cloud computing will reach US\$14 million annually by the end of 2013. Typical cloud computing services provide common business applications online that are accessed from a web browser, with the software and data stored on the servers. "The growing adoption of cloud computing will drive the sharing of corporate data in never-before-seen ways and result in both the immediate exchange of information and increased vulnerabilities for enterprises," says Forsyth. Because of this, more powerful encryption policies and security technologies will be needed to safeguard data wherever it is stored.

Eric Hoh, vice president of Symantec, Asia South Region, tells Computerworld Philippines that attackers will continue to shift away from mass distribution of a small number of threats to micro distribution of millions of distinct threats. He says that many of the new strains of malware consist of thousands of distinct threats that come from known, unique families through a variety of methods such as file sharing, email and removable media. "These new and emerging threats have given rise to the need for new, complementary detection methods such as heuristics, behavior blocking and reputation-based security models."

ONLINE PROTECTION

To address online threats, eScan has unleashed three security software designed to support businesses that have online presence, and they are: the eScan Cyberoam Unified Threat Management (UTM), Cyberoam Endpoint Data Protection, and eScan antivirus. Gonzalo says Cyberoam UTM is a gateway security appliance that monitors incoming and outgoing traffic for threats like hacking, spamming, viruses and provides web content filtering. He claims it to be the first UTM that is identity based wherein the appliance provides the name and the IP address of its user who has breached security regulations unlike other appliance that only provides an IP address.

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