Social Networking in the Enterprise:
A Delicate Balance Between Security and Enablement

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Agenda

- About Palo Alto Networks
- The Rise of Social Networking
- Social Networking Usage Patterns
- Top Social Networking Threats
- Demo
- Recommendations
About Palo Alto Networks

• Palo Alto Networks is the Network Security Company

• World-class team with strong security and networking experience
  - Founded in 2005 by security visionary Nir Zuk

• Builds next-generation firewalls that identify / control 1,000+ applications
  - Restores the firewall as the core of the enterprise network security infrastructure
  - Innovations: App-ID™, User-ID™, Content-ID™

• Global footprint: 1,500+ customers in 60+ countries, 24/7 support
Social Networking is Not a Fad

- Hundreds of millions of people use social applications every day
  - Facebook has over 400 million users
  - LinkedIn has over 60 million users
  - Social bookmarking applications have roughly 10M users each
  - YouTube is the 3rd most popular website on the Internet
- Sales, marketing, public relations, human resources, product teams, and business development all see opportunity
Use in the Enterprise is Consistent; Intensity Up

- Application Usage and Risk Report – Spring 2010
  - 357 organizations – up from 214
  - Strong representation worldwide
  - All industries represented

- Bandwidth consumed by Facebook, per organization, a staggering 5 GB
  - Most common social network – heavy business and personal use
  - Over 400M users – not lost on threat developers

- Bandwidth consumed by SharePoint and LinkedIn up 14% and 48% respectively
Social Networking is A Hotbed of Risk

- Productivity
- Compliance
- Business Continuity
- Operations Costs
- Data Loss/Leakage
- Brand Damage
Applications Are The Threat Vector

- US$3.8M stolen from small school district in New York State
  - Zeus banking trojan stole credentials, enabled transfers
  - All but US$500K recovered
- Increasingly, new and old threats using social networks
  - Social network-specific (e.g., FBAction, BoFace)
  - New life for old threats (e.g., Zeus/Zbot)
- Huge user populations, high degree of trust, liberal use of SSL
- Can’t control the transmission vector, can’t control the threat
  - Legacy firewall? IPS? URL Filtering?
Top Social Networking Threats

- Social networking worms
- Phishing bait
- Trojan vector
- Data leaks
- Shortened/obfuscated links
- Botnet command and control
- It’s a data source
- Cross-Site Request Forgery (CSRF)
- Famous people ad impersonation

IT Roadmap
CONFERENCE & EXPO

Palo Alto Networks
the network security company™
Recommendations

◆ Policy
  • Gather
  • Listen
  • Redefine

◆ Model – re-think or refine
  • Blindly blocking is out
  • Safe enablement is your new mantra

◆ Controls
  • Visibility and control of applications, users, and content is key
  • “Allow, but…” controls are critical
Learn More...

- See a product demo in our booth (#417)
- Visit us online:  www.paloaltonetworks.com
- Call us for a complimentary network security assessment: 866.320.4788
Thank You

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