Symantec Endpoint Protection 12

Hundreds of Millions of New Pieces of Malware Mean You Have to Do Things Differently

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Product Management

Agenda

1. Challenges
2. How Symantec Endpoint Protection can help
3. Questions & Answers

Challenges

Threat Landscape
Key Trends

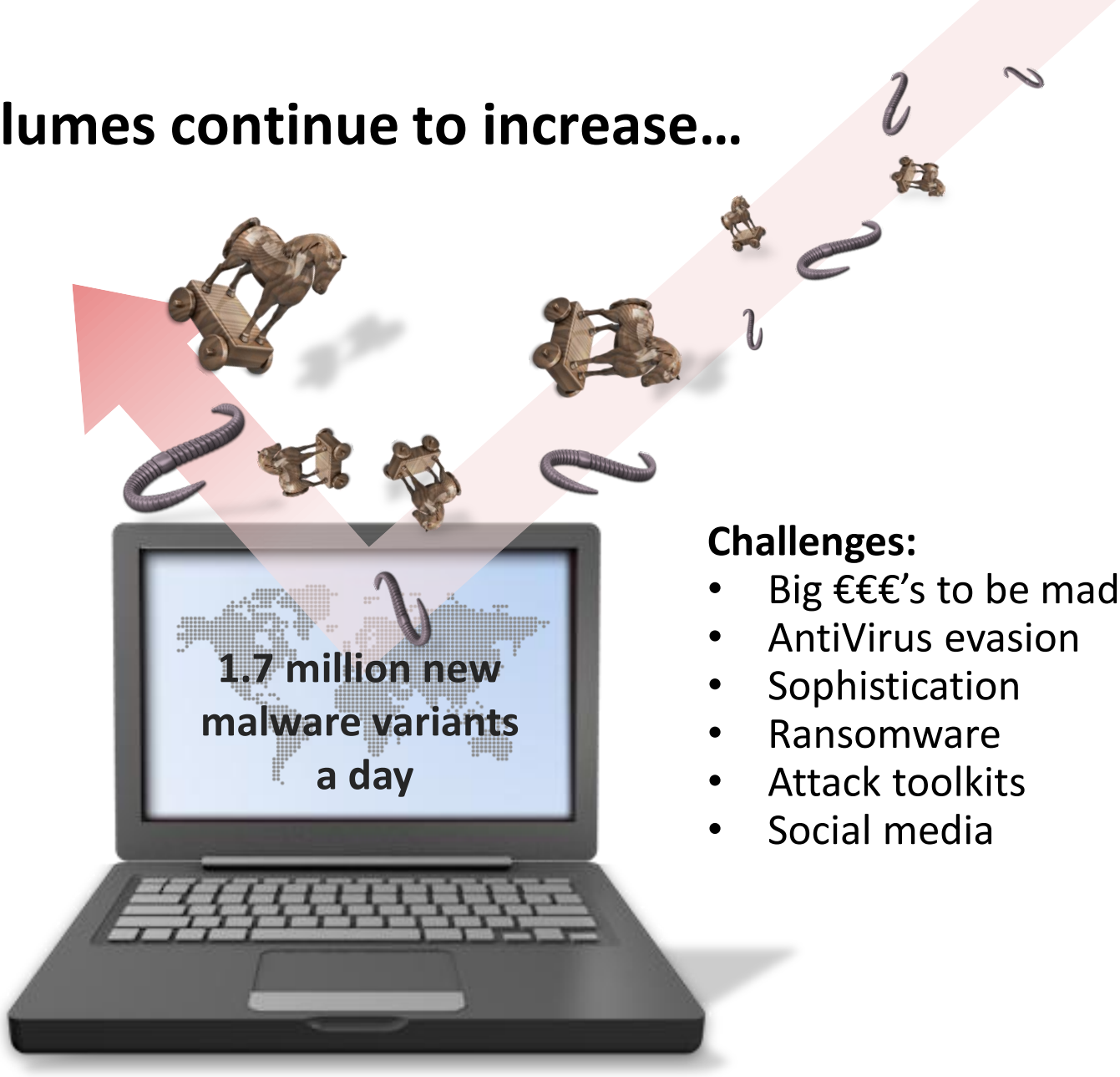
Malware Attacks 81% ↑

Targeted Attacks Expand

Data Breaches on Rise

Mobile Threats Expose All

Malware volumes continue to increase…

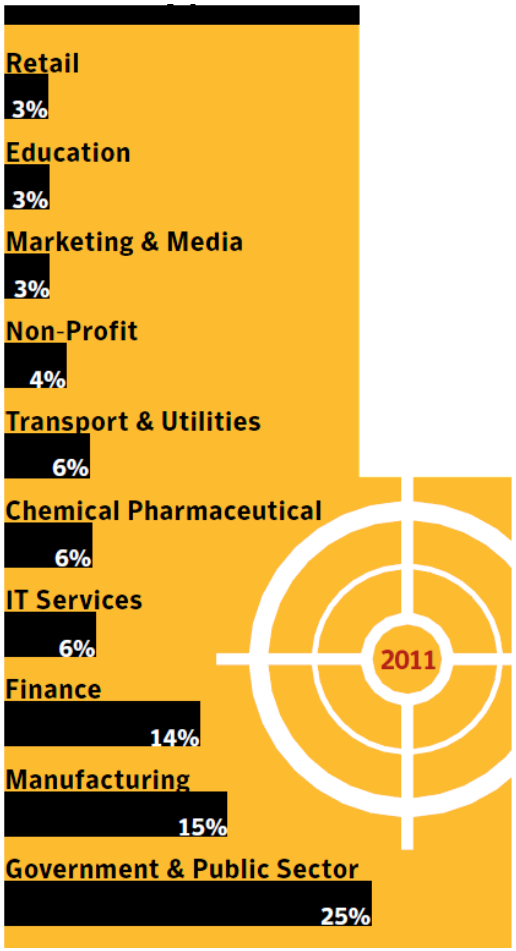


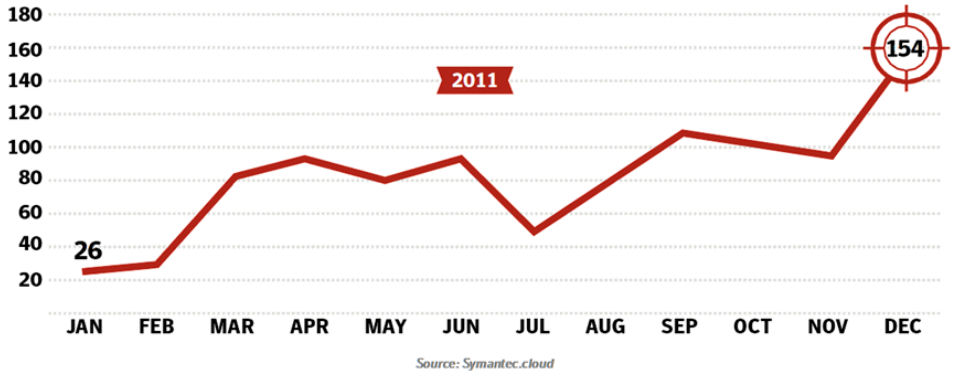
Challenges:

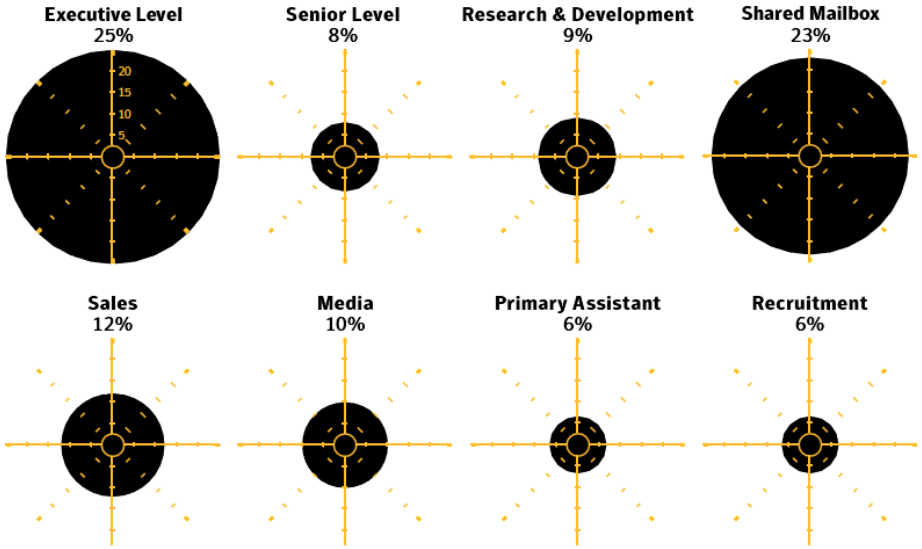
- Big €€€'s to be made
- AntiVirus evasion
- Sophistication
- Ransomware
- Attack toolkits
- Social media

Targeted attacks impact all

…& are on the increase







Data is the target, malware provides the means

Verizon Data Breach Report 2012: "**How does a breach occur?**"

69%

Of breaches involved malware
(+20% YoY)

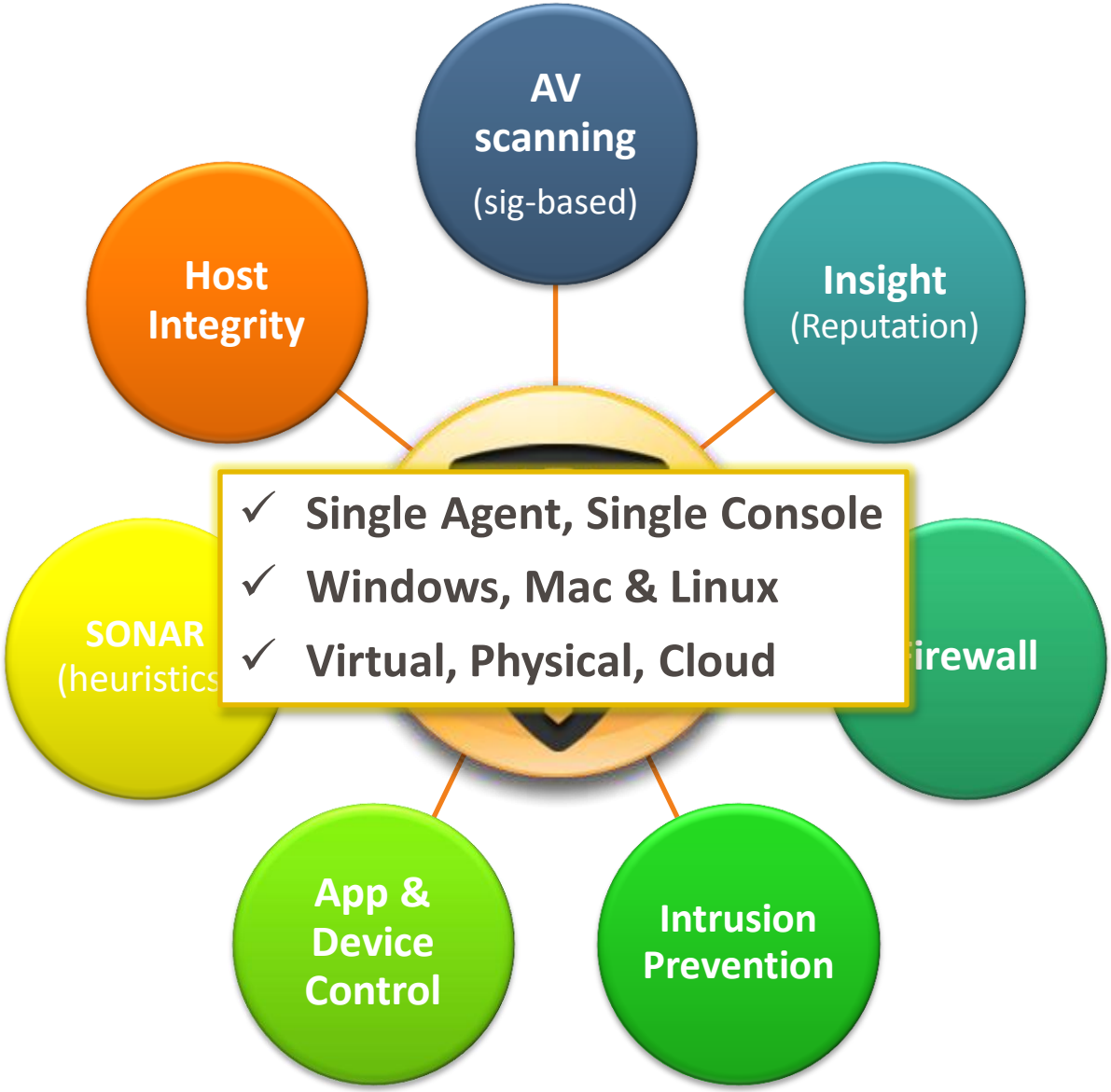
99%

Of record loss involved malware
(+15% YoY)

Not all endpoints are equal

Desktops/Laptops	Servers	Virtualisation	Mobile
			
▪ Large scale attack surface ▪ Performance-sensitive users ▪ Roaming frequently	▪ Availability and performance ▪ High value data ▪ Compliance ▪ Insider risk	▪ Density and IOPS ▪ High target value ▪ VM sprawl ▪ New vulnerabilities	▪ Fast proliferation ▪ Sensitive Data ▪ High risk of theft/loss

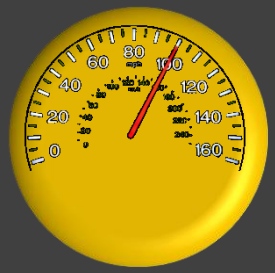
How Symantec Endpoint Protection can help


AV scanning
(sig-based)
Host Integrity
Insight
(Reputation)
✓ Single Agent, Single Console
✓ Windows, Mac & Linux
✓ Virtual, Physical, Cloud
SONAR
(heuristics
irewall
App & Device Control
Intrusion Prevention

Symantec Endpoint Protection 12 – Focus Areas

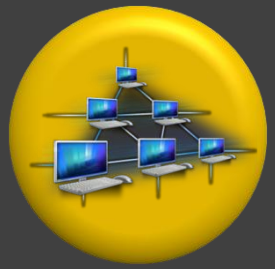
Unrivaled Security

- Reputation-based, signature-less, zero day protection



Blazing Performance

- Up to 70% reduction in scan overhead
- Smarter Updates



Built for Virtual Environments

- Optimized for virtual
- Higher VM densities
- vShield integration

Symantec Endpoint Protection 12 – Proven

8.5mil
Endpoints

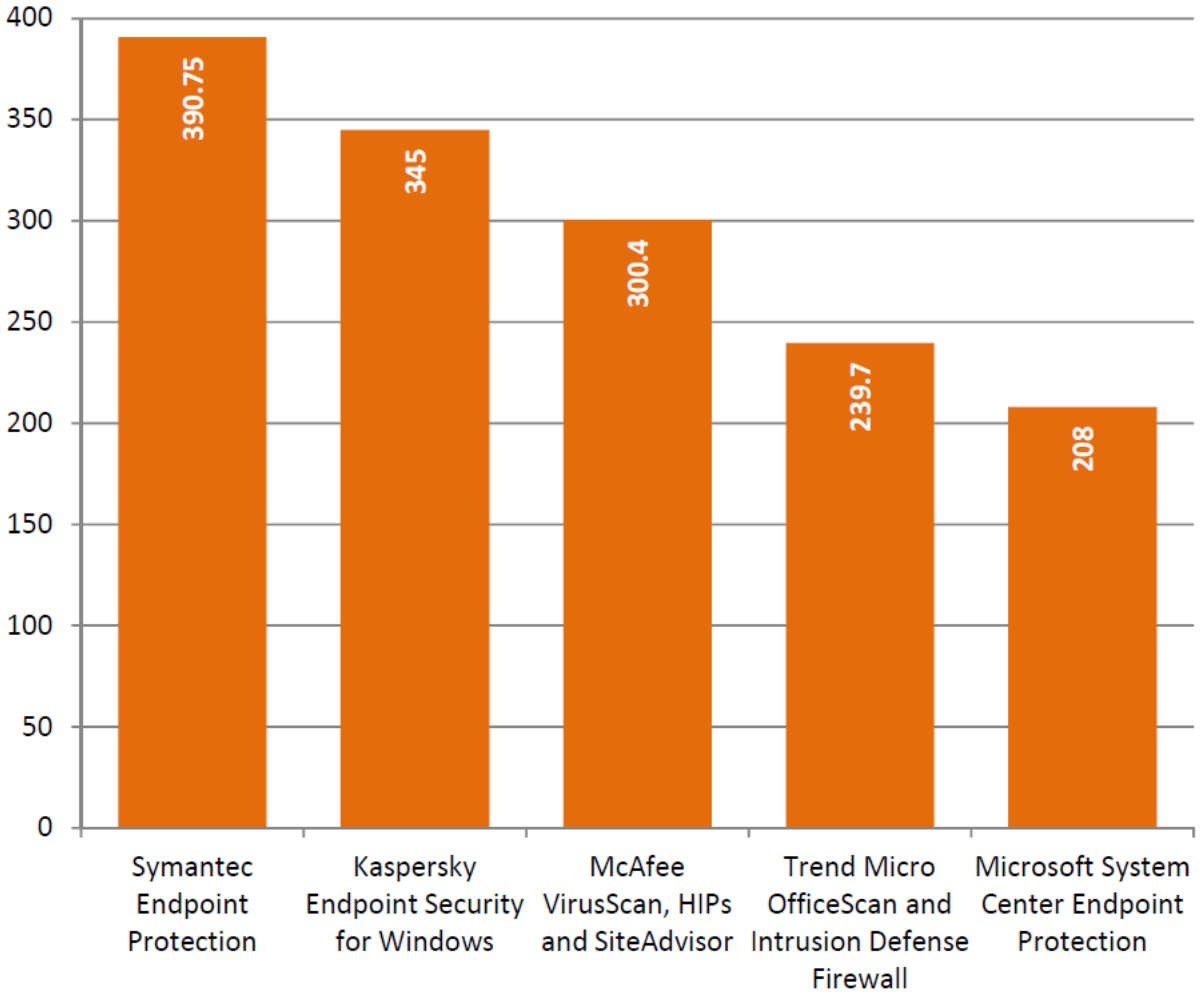
#1
Protection Performance

0
Hotfixes

#1
Gartner MQ Market Share

Dennis Labs: Endpoint Protection effectiveness test

Published October 2012



Symantec only vendor to receive:

DENNIS AAA TECHNOLOGY LABS

- This is a purely neutral, non-vendor sponsored test.
- Score takes into account number of false positives.

Symantec Endpoint Protection 12
Customer feedback on real world experience

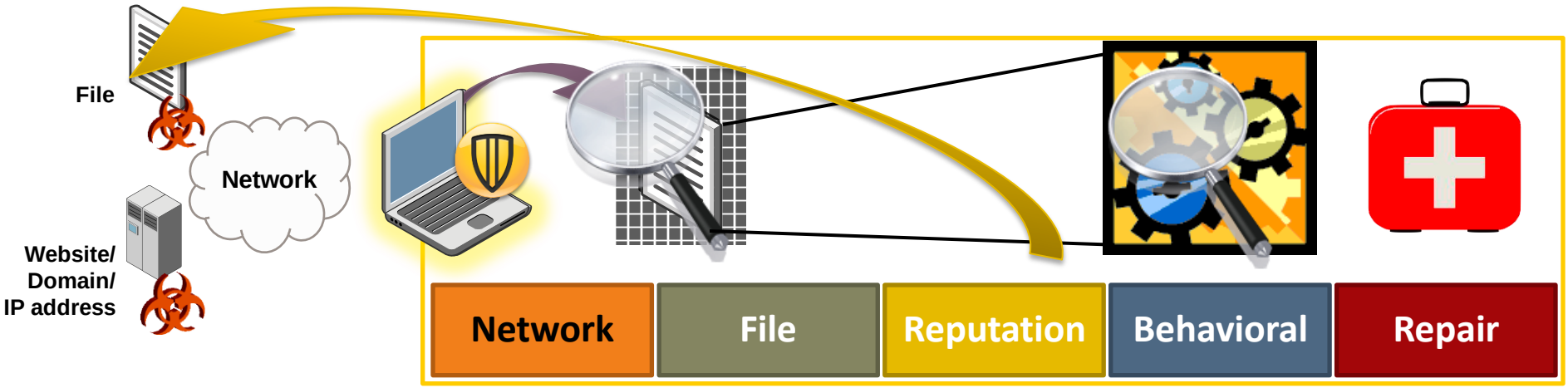
Computacenter

- 11,000 users worldwide
- Upgrade from SEP 11.x
- *"The SONAR 3 and Insight functionality in Endpoint Protection 12.1 is flawless. Our consultants' laptops are starting much more quickly and running faster."*
  - Martin Rutkowski, Computacenter

Ford Motor Co.

- 180,000 nodes deployed globally across 402 sites.
- Moved from competitor to SEP 12.1 due to performance and protection effectiveness issues.
- Major end-user satisfaction increase due to performance gains during scans, boot time and everyday usability.

Multiple complimentary protection layers



1 Network-based Protection

Stops malware as it travels over the network and tries to take up residence on a system

- Protocol aware IPS
- Browser Protection
- Patch mitigation

2 File-based Protection

Detects and cleans malware that has already taken up residence on a system

- Auto Protect
- Heuristics (Malheur)

3 Reputation-based Protection

Establishes information about entities e.g. websites, files, IP addresses

- Domain Reputation
- File Reputation (INSIGHT)

4 Behavioral-based Protection

Looks at processes as they execute and scans for malicious behavior

- Heuristics (SONAR)
- Runs in real time

5 Remediation Tools

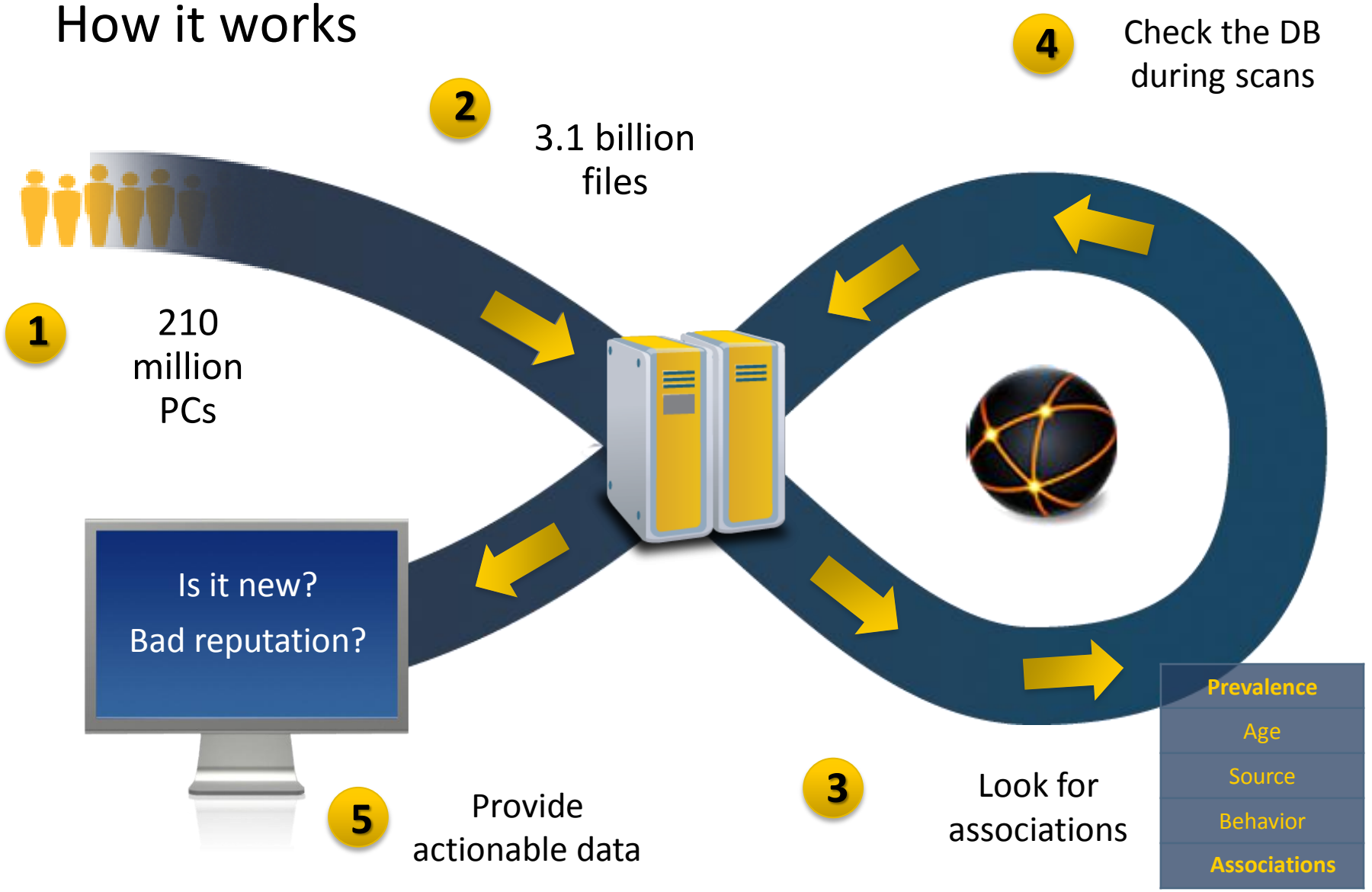
Aggressive tools for hard to remove infections

- Boot to a clean OS
- Power Eraser

Automatic “hands-off” protection for exploits targeting 3rd party software

Insight: True reputation based protection

How it works



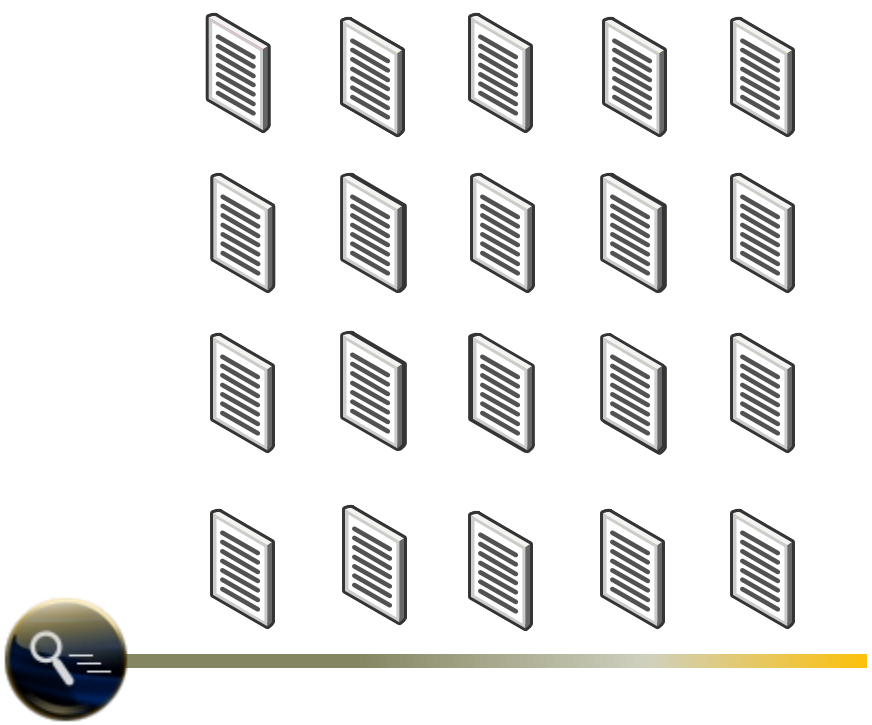
SONAR: Endpoint behavior-based heuristics
A day in the life of… (19th March 2012)

- Detected **106,829** files on **55,841** unique machines
- Which competitors had detection for these malicious samples?
  - Kaspersky – 24.3%
  - Microsoft – 16.7%
  - McAfee – 1.7%
  - Trend – 0.00126%
- Enabled as **block by default**, extremely low false positive rate
- Blocked zero day attacks such as Aurora, Stuxnet and Elderwood

Monitors close to 1400 behaviours (bad & good), in real time

Why Scan Everything, when you can scan a Fraction?

Typical Approach



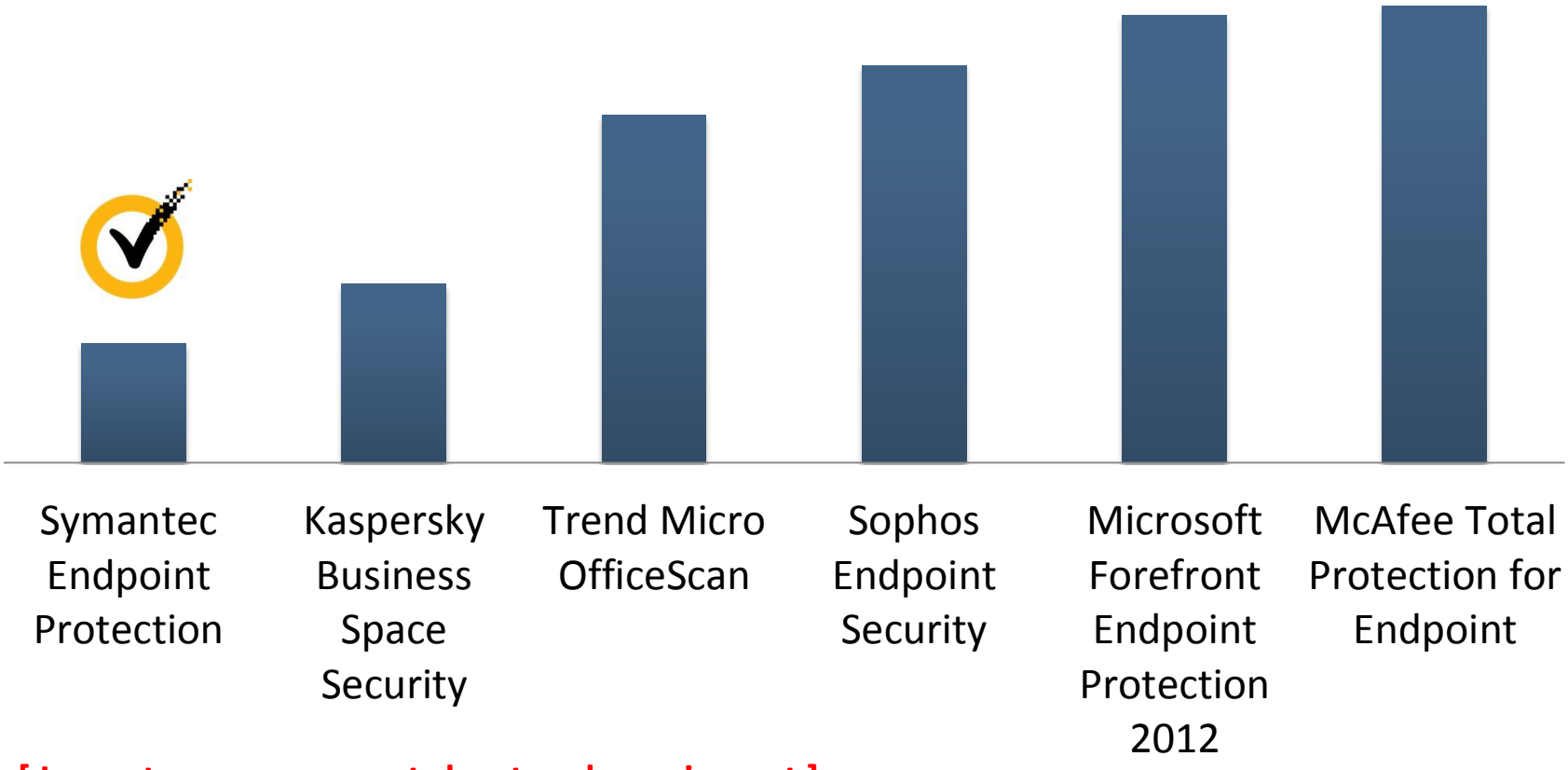
Scans *every* file

SEP 12.1

Only scans new & untrusted files

Best-in-class performance, for user productivity

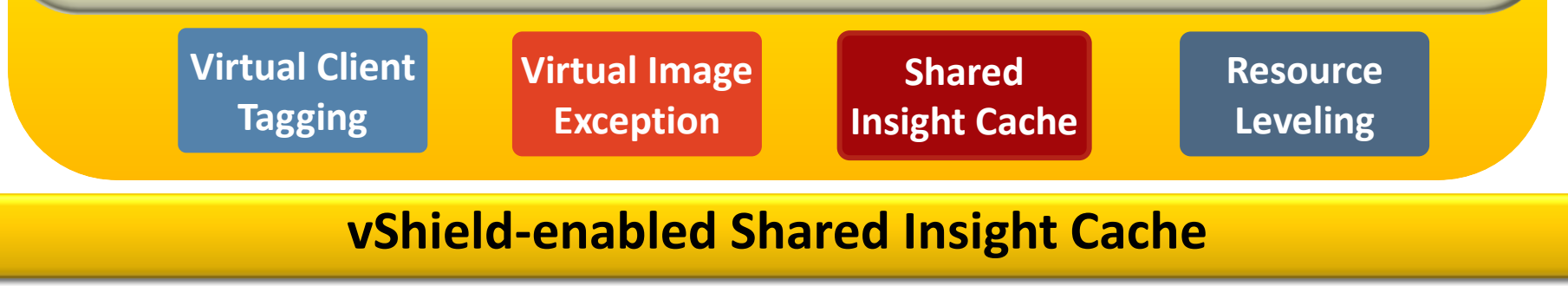
Passmark Enterprise Endpoint Protection Benchmark



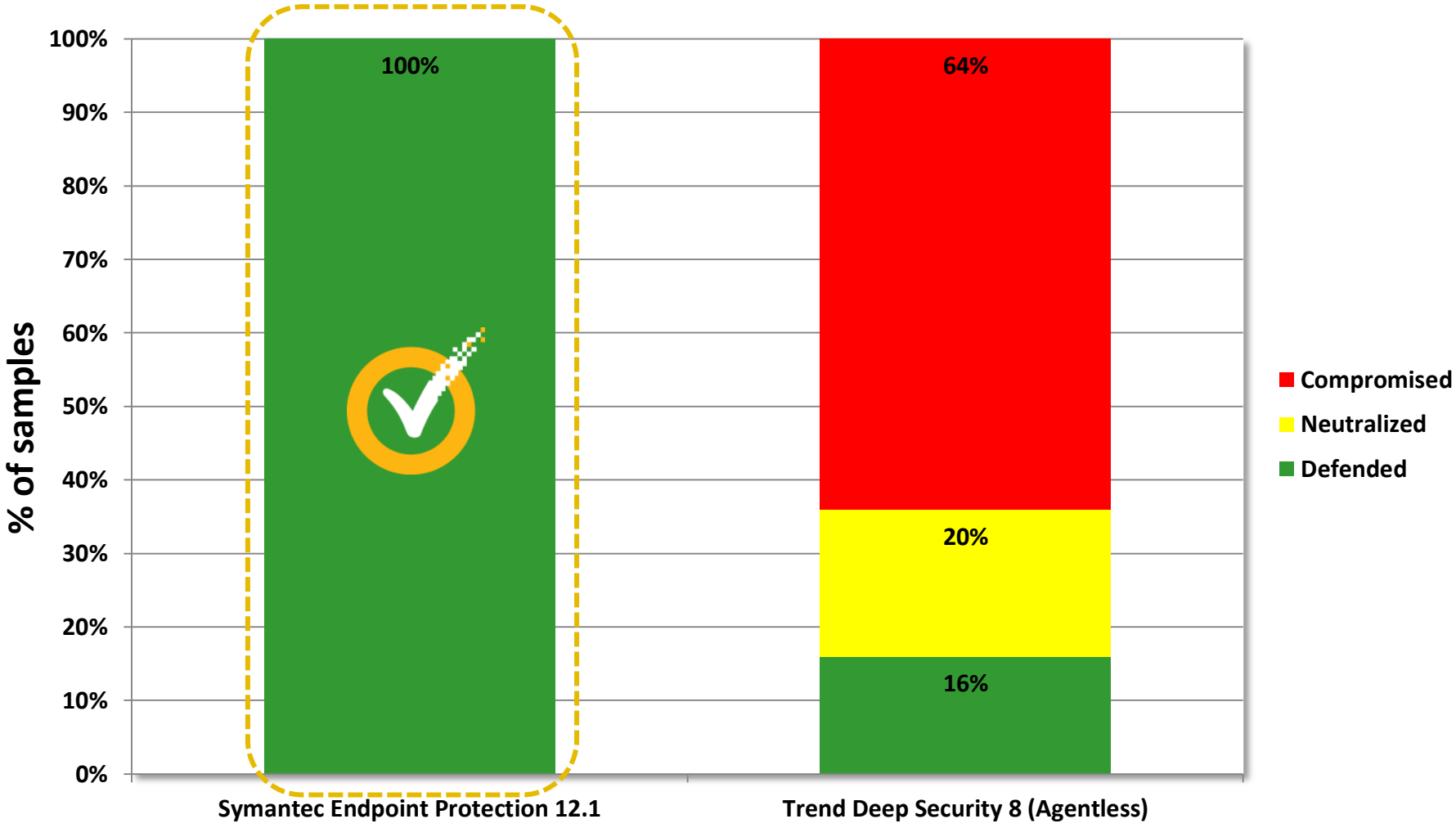
[Lowest score represents least end user impact]

Optimised Performance in Virtual Environments
Without sacrificing protection…

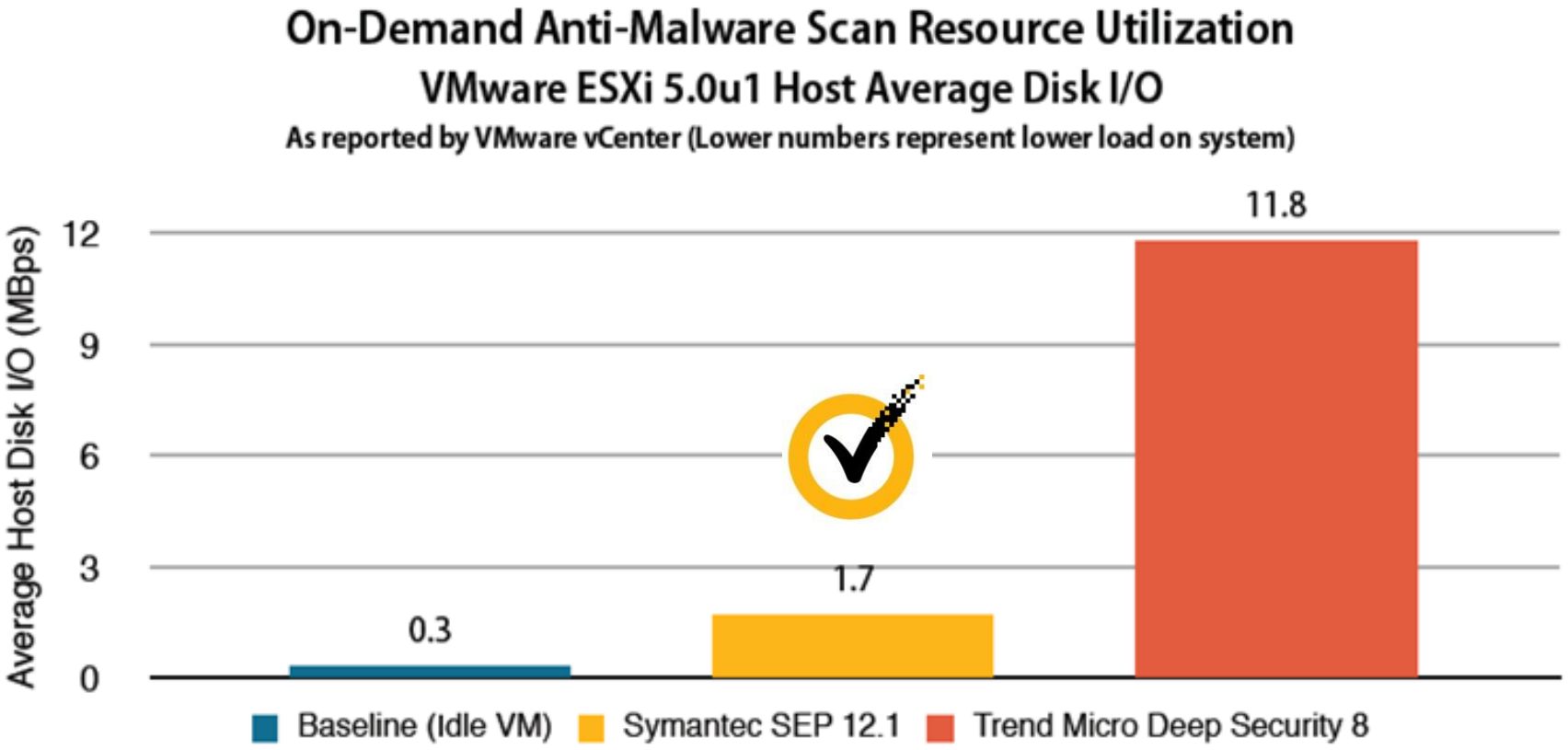
- **Eliminate** scan activity with ***Insight*** and ***Virtual Image Exception***
- **De-duplicate** remaining scan activity with ***Shared Insight Cache***
- **Smooth out** remaining scan and update activity with ***Resource Leveling***



SEP 12 vs. Trend Micro Deep Security 8
Protection Effectiveness



SEP 12 vs. Trend Micro Deep Security 8
Virtual Machine Performance



Symantec Endpoint Protection 12.1.2 (RU2)
What's New

Platform Support
- Windows 8, Windows Server 2012
- VMware vShield Integration
- Mac OSX Mountain Lion

Enhanced Management
- Group Update Provider Roaming
- Further optimisations for VDI
- Remote Monitoring & Mgmt

Enhanced Protection
- Attacks across encrypted channels
- Enhanced IP/Domain Reputation
- Social media based attacks

Lower total cost of ownership
- Centrally recover orphaned clients
- Updated self diagnostics & help tool
- Expanded software for auto-replace

Windows 8
Primary threat vectors are still a problem

- Drive-by Downloads/Web Attacks
- Social Engineering
- Bots and Botnets
- Misleading Applications
- Social Media Attacks
- Malicious URLs
- 0-day Malware
- Network Worms
- USB Key Infections
- Crypted and Packed Malware
- Malicious PDFs and Office Documents
- Unpatched Vulnerabilities

Windows 8
Compatibility & Windows Style Support

- **Toaster Notifications**
  - Only approved way to deliver critical notifications from desktop apps to Windows Style is via “toaster” notifications
  - SEP will support toaster notification
- **Windows Style App Remediation**
- **Early Launch Anti Malware (ELAM)**
  - Driver support

Wrap-up

Unmatched Protection	• Leading threat intel and protection technologies (such as Insight) keep you ahead of the curve
Keep TCO down	• Designed to provide out of the box value and integration with minimum config
From brand you can trust	• #1 Security Software company • Protect 99% of fortune 500

Related Sessions of Interest

Time	Topic	Location
Next	IS B04 SEP 12 Customer Panel: Experiences of migration to SEP 12	This room
Wednesday 9:00-10:00	IS B10 Securing your virtual data centres: the future of endpoint and server security	114
Wednesday 10:30-11:30	IS B08 The anatomy of modern attacks	127/128
Wednesday 17:15-18:15	IS B14 Are you getting the Most From Symantec Protection Suite	TBC
Thursday 9:00-10:00	IS B09 SONAR, Insight, Skeptic and GIN – The Symantec secret sauce	TBC

Thank you!

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