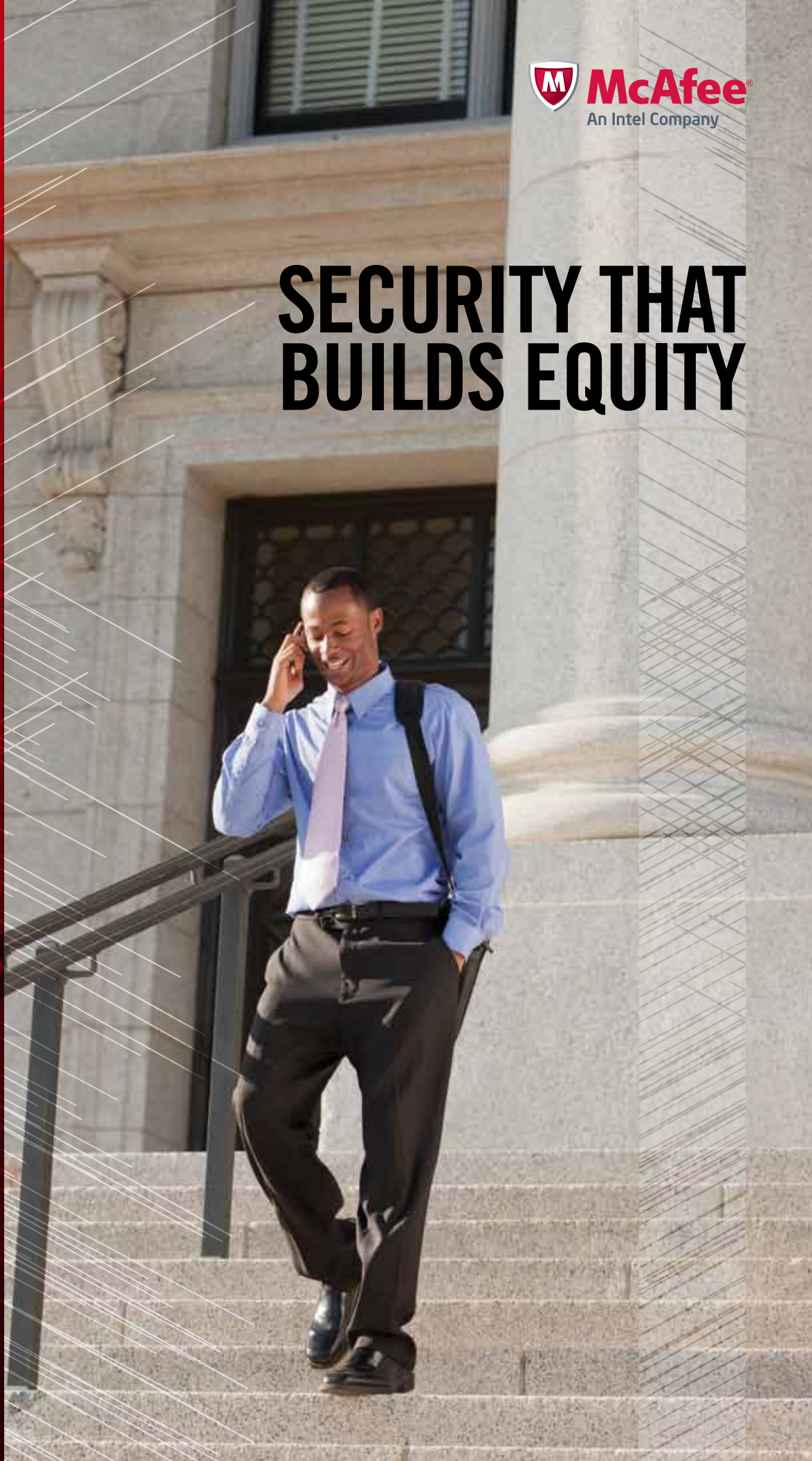


# SECURITY THAT BUILDS EQUITY

Security Connected for  
Financial Services



A man in a blue shirt and tie is sitting on a balcony, working on a laptop. The balcony has a stone railing. In the background, there is a large, classical building with columns and arches. The image is partially covered by a vertical strip of a grid pattern on the left side.

## Safeguard Your Assets

Security should provide leverage for your business, fending off attacks while reducing risk and operational costs so that your business can take advantage of significant opportunities. It should help you lead the charge in protecting IT assets and sensitive personal and corporate information from abuse, while finding opportunity in technological innovation. It should ease the pain of regulation, including the latest mandates for enterprise-wide risk management and even stronger data protections. Looming ever larger, hacktivism and targeted attacks require swift identification and proactive countermeasures against threats, cutting off malicious actors at their first point of contact.

McAfee connects security and compliance systems into an integrated, automated, and intelligent framework for contextual, real-time risk management. The Security Connected approach demonstrates how security products and services work together to reduce risks while minimizing barriers to business agility. Built on more than two decades of proven security practices, the Security Connected framework can help commercial and private banks, investment services, asset and hedge fund management, stock brokerages, insurance, and conglomerates. Regardless of segment, size, or geography, your company can get more from your security investments, including:

- Improved risk and security postures
- Protection of critical and changing infrastructures
- Security aligned with business initiatives
- Improved ROI with less chaos

## Improve Your Security Posture to Enable Business

Your security solutions must support business imperatives such as meeting increasing regulation, optimizing business processes, and enabling constant innovation. Under the burden of state disclosure laws, national and international mandates, and internal governance, siloed network, endpoint, and content security solutions simply cannot scale. The Security Connected framework from McAfee offers real-world integration of multiple products, services, and partnerships to provide centralized, efficient, and effective risk mitigation while aligning with business needs and enabling businesses to excel.

### End isolation

The Security Connected framework tears down silo walls by centrally managing network, endpoint, and content solutions for integrated visibility and control across all business processes—not just the isolated perspective of each independent system. Because of the sheer size of most IT environments in financial services, when the silo walls are removed, an optimized security strategy can take advantage of prioritized information to benefit IT and the business overall.

### Handle every situation

Through the power of global threat intelligence, McAfee lets you connect a real-time understanding of the world outside—threat, reputation, and vulnerability data—with a real-time understanding of the systems, information, and activities inside your business. Integration synthesizes internal asset value, active countermeasures, and external risk factors into one environmental risk value that your enterprise can use for analysis, threat detection, and appropriate, automated blocking. You can feed in whatever data streams you have, such as unstructured data logs or physical building information. McAfee systems organize this data so that you have the content and context you need for a deeper, broader picture of trends and red flags and the best basis for managing risk.

### Get ahead

Dynamic risk intelligence encompasses situational awareness and command and control operations that activate countermeasures ahead of threats. It means:

- Embracing new business initiatives without adding to the IT burden
- Making better informed decisions more quickly, with organization-wide visibility
- Reducing resources and errors associated with manual compliance tasks
- Streamlining operations with integrated analytics, prioritized responses, and fewer consoles

The Security Connected framework helps you achieve optimized security each day, enabling new financial services and relationships while reducing risk, driving compliance, and realizing operational efficiencies.

“When I learned that McAfee had packaged all this endpoint, data, and network security functionality together, it was music to my ears. Other vendors tried to compete ... but they couldn’t even come close to what McAfee offered—in functionality, ease of use, or price.”

—Carl Cooley  
Vice President of  
Information Technology  
Community South Bank

McAfee® Global Threat Intelligence™ delivers the industry's most comprehensive, real-time threat protection, providing McAfee products with deep visibility into current and emerging online dangers to activate deployment of countermeasures ahead of threats. It leverages millions of sensors and more than 350 researchers across more than 30 countries to predict, discover, research, and remediate threats across network, endpoint, and information solutions.

### Defend Against Persistent Attacks

Escalating financially focused fraud, hacktivism, and malware demonstrate that operational security teams must be vigilant. You must detect and act on any hint of misbehavior, unusual activity, reconnaissance, or espionage, getting first alerts to potential external threats as well as internal threats. And you need to watch every entry point: "As more consumers and businesses use mobile devices for banking, attackers bypass PCs and go straight after mobile banking apps."<sup>1</sup>

### Layer protection around your assets

Since the perimeter is porous, today's best practices wrap protection around each asset: data centers, laptops, and trading floors. McAfee helps you protect data at rest, in motion, and in use. We connect these controls with proactive protections that you can layer throughout your network— intrusion prevention systems at trust zones, access controls, application-aware firewalls to restrict activities based on identity, and gateways that filter for sensitive data in encrypted content. On each endpoint, protection begins beyond the operating system with hardware-assisted security in McAfee Deep Defender. We protect all the way up the stack to keep your data safe from offenders— both outside and inside your organization. A common management platform connects all your protections for the most effective risk mitigation.

### Add security intelligence

McAfee Global Threat Intelligence (McAfee GTI™) helps fend off attacks against your entire infrastructure: mobile devices, data centers, and everything in between. We constantly analyze enormous volumes of threat data, including malware and reputation information across emails, URLs, IP addresses, domains, files, and more. This information feeds the McAfee product family, slashing the time it takes to protect every customer and every system against emerging and zero-day threats.

### Use risk to drive decisions

Leveraging this intelligence, McAfee Security Management products capture, normalize, and correlate event, vulnerability, compliance, and risk data. By synthesizing data from diverse sources, including McAfee Security Innovation Alliance partners, you can monitor and manage events with a unified, synchronized dashboard. Behind the scenes, diagnostic services work constantly to assess the changing environment and launch automated responses or generate alerts based on risk and event thresholds, asset values, and organizational priorities. As the most relevant threats are made highly visible, you can act instantly to adjust policies and countermeasures to protect your most valuable assets.

The finance and insurance industry experienced the largest percentage of data breaches in organizations with over 1000 employees.

—2012 Verizon Data Breach Investigations Report



### Protect Your Changing Business

Every IT team is being asked for more—more access to data, more mobile devices, more services, more efficiency, more social media. The Security Connected framework from McAfee allows organizations to say “yes” to these trends without sacrificing security or compliance. We help you build a simple and secure foundation for managing increasingly complex situations. Demonstrating maximum flexibility, McAfee controls are all managed through the Security Connected framework, making virtualization, cloud computing, mobility, and other trends possible—efficiently, effectively, and securely.

### Get more from virtualization

McAfee virtualization solutions focus on enhancing protection without affecting availability or causing performance issues. We offer anti-malware optimized for virtual sessions, including anti-malware that can be implemented at the source of your most vital information—your storage layer. If you are moving to or considering the cloud, virtualization gives you flexibility to provision, grow, and expand. McAfee can enhance the security and visibility that is critical to this IT consolidation, enabling a new way of delivering secure services. For example, you can achieve strict change management and zero-day protection at the virtual machine level, regardless of who is managing the underlying virtualization infrastructure.

In addition, database monitoring, vulnerability management, and industry-leading security incident and event monitoring can augment any virtualization initiative. Protection is about understanding how the data flows through the environment—through all the layers—and not just about the specific element that has been virtualized.

### Move ahead with mobility

McAfee offers integrated solutions within the Security Connected framework that help securely enable mobility, including enterprise mobility management, network access control, data loss prevention, and encryption. These centrally managed solutions let you exert consistent control over mobile, physical, and cloud services to reduce risk and meet compliance obligations.

### Visibility

A 2012 survey<sup>2</sup> showed that 35 percent of optimized organizations present security performance metrics to the board of directors. Visibility—both deeply into systems and broadly across controls and processes—allows accurate and timely analysis, effective response, and confidence in the face of expanding scrutiny.

"If we could quantitatively measure risk avoidance—avoidance of damage to BOCI's reputation, goodwill, and customer trust—McAfee's easy-to-manage, integrated security platform would show a high return."

—Philip Wong  
Senior Vice President  
IT Bank of China International

### Tap into a wealth of data

Connecting the broad McAfee portfolio of network, endpoint, and content controls, McAfee Enterprise Security Manager, our security and information event management platform, provides real-time information and visibility to help you understand events as they touch any part of your environment. McAfee Enterprise Security Manager works with McAfee ePolicy Orchestrator® (McAfee ePO™) software to create a shared management infrastructure. It's an affordable and efficient way to integrate, maintain, and report on diverse security systems and proactively manage the policies that enable compliance and security. This cross-product command and control core offers end-to-end visibility across network, endpoint, and content controls. The resulting solutions address new trends and integrate with existing security and compliance controls.

### Improve ROI of resources

With Security Connected, financial services organizations can dedicate fewer employees to tactical security operations and instead reallocate employees to strategic, proactive initiatives. We also help reduce costs associated with breaches, such as regulatory fines, legal costs, public relations, brand damage, lost shareholder faith, lost customers, and, ultimately, lost revenue.

### Eliminate the unexpected

McAfee automation removes many of the human variables in security to increase the likelihood of success and optimize your valuable security resources. For example, McAfee offers powerful change control and application control solutions to prevent intentional and unintentional changes, such as unauthorized programs, malware, or out-of-policy system modifications, from affecting operations. Your users can have constant access to the data and resources they need as you avoid security-related disruptions.

### Take Charge

The financial services industry is demanding security solutions that support business imperatives, such as increasing regulation, optimization, and flexibility. Siloed solutions simply cannot scale when you take into consideration network, endpoint, and content security, state disclosure laws, national and international mandates, and internal governance. The Security Connected framework from McAfee offers real-world integration of multiple products, services, and partnerships to provide centralized, efficient and effective risk mitigation while aligning with business needs and enabling businesses to excel.

Use the Security Connected framework to optimize security as you grow your business:

- Embrace virtualization, mobile devices, and other business initiatives, but ensure that the right controls and visibility are in place for confidentiality and compliance
- Connect your data streams into a correlated, contextual dashboard that enables visibility and risk-based incident response
- Use real-time diagnostics to assess the changing environment and launch automated responses or generate alerts based on risk and event thresholds, asset values, and organizational priorities
- Create a command and control layer for managing policies, deployment, and reporting more simply and efficiently

McAfee can help you extract more value from security investments while enabling the improved risk posture and cost-effective security that are central to an optimized Security Connected approach.

### View Your World in Context

Correlation of data enables deeper understanding of event sequences and their ramifications on risk and assets. This understanding can help guide timely security investments—in instant mitigations as well as effective new layers of protection. With the Security Connected framework, your organization moves:

- From non-contextual to contextual analysis, so that information is immediately relevant and actionable
- From static reports to real-time queries that mine data for insight
- From temporary information storage to persistent storage for both forensics and compliance archival

### Security Connected Resources

The Security Connected framework from McAfee enables integration of multiple products, services, and partnerships for centralized, efficient, and effective risk mitigation. Built on more than two decades of proven security practices, the Security Connected approach helps organizations of all sizes and segments—across all geographies—improve security postures, optimize security for greater cost effectiveness, and align security strategically with business initiatives. The Security Connected Reference Architecture provides a concrete path from ideas to implementation. Use it to adapt the Security Connected concepts to your unique risks, infrastructure, and business objectives. McAfee is relentlessly focused on finding new ways to keep our customers safe.

**Download the latest resources at [mcafee.com/securityconnected](http://mcafee.com/securityconnected).**

### About McAfee

McAfee, a wholly owned subsidiary of Intel Corporation (NASDAQ:INTC), is the world's largest dedicated security technology company. McAfee delivers proactive and proven solutions and services that help secure systems, networks, and mobile devices around the world, allowing users to connect safely to the Internet, browse, and shop the web more securely. Backed by its unrivaled global threat intelligence, McAfee creates innovative products that empower home users, businesses, the public sector, and service providers by enabling them to prove compliance with regulations, protect data, prevent disruptions, identify vulnerabilities, and continuously monitor and improve their security. McAfee is relentlessly focused on constantly finding new ways to keep our customers safe.



<sup>1</sup> *McAfee 2012 Threats Predictions*

<sup>2</sup> *Risk and Compliance Outlook: 2011*, commissioned by McAfee and conducted by Evalueserve