

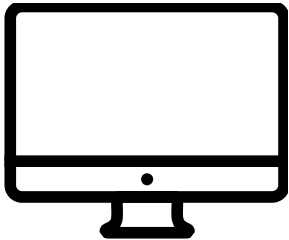
# Why fighting cyber security won't work without the cloud?

Ville Lindfors 16.6.2015

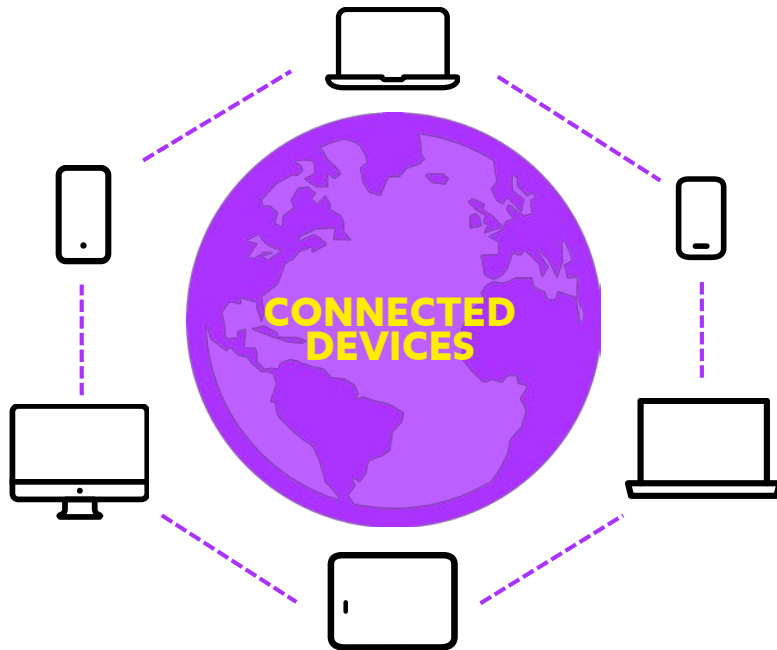


**And how your  
laptop keeps  
your fridge  
cool!**

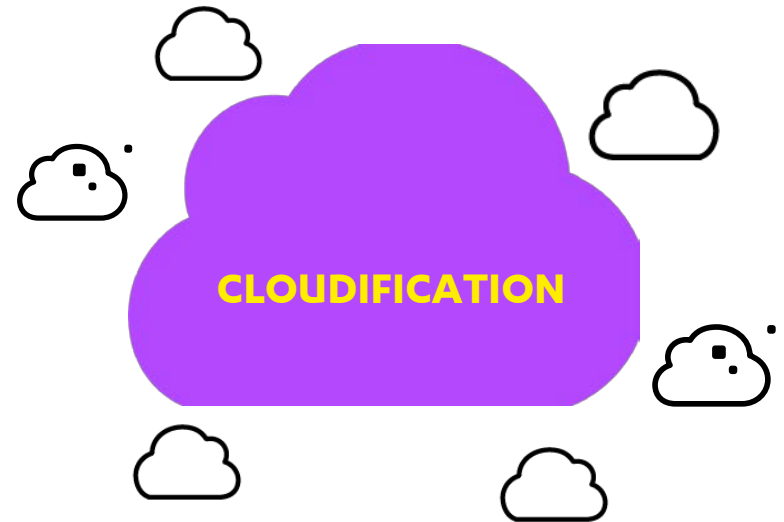
# INDIVIDUAL DEVICES ARE BLIND TO CYBER THREATS



# TRENDS



Mobility and vast variety of connected devices is changing the Internet landscape rapidly.



Most of the data and services will be in the cloud - or rather, many clouds.

# F-Secure Security Cloud

# Cyber evolution, not revolution

- F-Secure evolution of security from 2009
  - <https://youtu.be/cYiX8ATZmQk>
- More than 7 years of experience in cloud
- More than 25 years in security business

# Tens of millions of sensors

## 7.5 billion reputation queries per day

- F-Secure Security Cloud is a cloud-based digital threat analysis system operated by F-Secure Corporation.
- It consists of a constantly growing and evolving knowledge base of digital threats fed by data from client systems and automated threat analysis services.

# Privacy preserving by design

## Filters and anonymizes

- Data accumulated from a large number of client nodes allows us to build an accurate, real-time picture of the global threat situation.
- This approach also allows us to faster utilize recently gathered threat intelligence to protect customers.



**Servers**

**Laptops**

**Mobile phones**

**Tablets**

- More capable endpoints can rely on a combination of local engines and Security Cloud services.
- More limited devices can rely solely on the Security Cloud for threat detection. This approach is used to reduce CPU, memory and network bandwidth usage on a client device.

**Fridges**

**Light bulbs**

**INDIVIDUAL  
ORGANIZATIONS  
ARE BLIND TO  
CYBER THREATS**

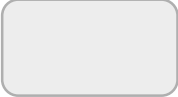

# Advanced Threat Protection

- What if you could have this for your organization?
- Total control and visibility within your organization
- Backed by the F-Secure Security Cloud
- Normal behavior, the baseline, defined by the Security Cloud and your organization
  
- Your private anomalies detected against the baseline


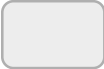
# Defender's Dilemma vs Intruder's Dilemma

- The intruder only needs to exploit one of the victims in order to compromise the enterprise
- The defender only needs to detect one of the indicators of the intruder's presence in order to initiate incident response within the enterprise

# SUMMARY



**INDIVIDUAL  
DOTS  
ARE BLIND**





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THE DOTS**

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**SWITCH  
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FREEDOM**