BRINGING THE POWER OF MAN AND MACHINE TOGETHER

ERNO DOORENSPLEET

IBM SECURITY

EXECUTIVE SECURITY ADVISOR

X-FORCE COMMAND CENTER

@E_Doorenspleet

#ITNEXTSUMMIT

IT NEXT SUMMIT

473.372 Visitors
13 Days

HILL V WORLD

GENTLEMEN'S SINGLES						
FINAL CENTRE COURT	R. Federer [1]	00	4	6	6	5
	R. Nadal [2]	15	6	3	3	4

GET INVOLVED!

@ WIMBLEDON

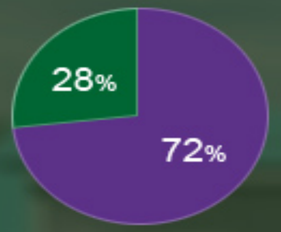
QUESTION

Federer is one game up, in the fourth set. So who's going to win the 2014 Final, Federer or Nadal?

If you are on the hill at Wimbledon, tweet your answer using #THEHILL

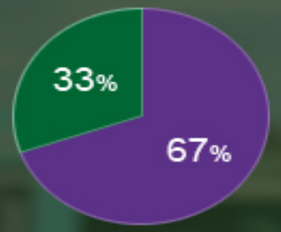
If you are not at the Championships, tweet your answer using #THEWORLD

THE HILL SAYS



FEDERER

THE WORLD SAYS



NADAL

FAN PHOTOS

#WIMBLEDON #THEHILL #WIMBLEDON 2014

Andy Burns

THE HILL

LIVE VIDEO | TIME-LAPSE (60s REFRESH)

TWEETS TODAY

66,542

TWEETS TOTAL

1.232M

#WIMBLEDON #FINAL #FEDERER #NADAL #THE HILL #WEATHER #TENNIS

THE WORLD

TRACKING NUMBER OF TWEETS #THEWORLD

SENTIMENT

R. FEDERER 92%

R. NADAL 78%

FACTOID

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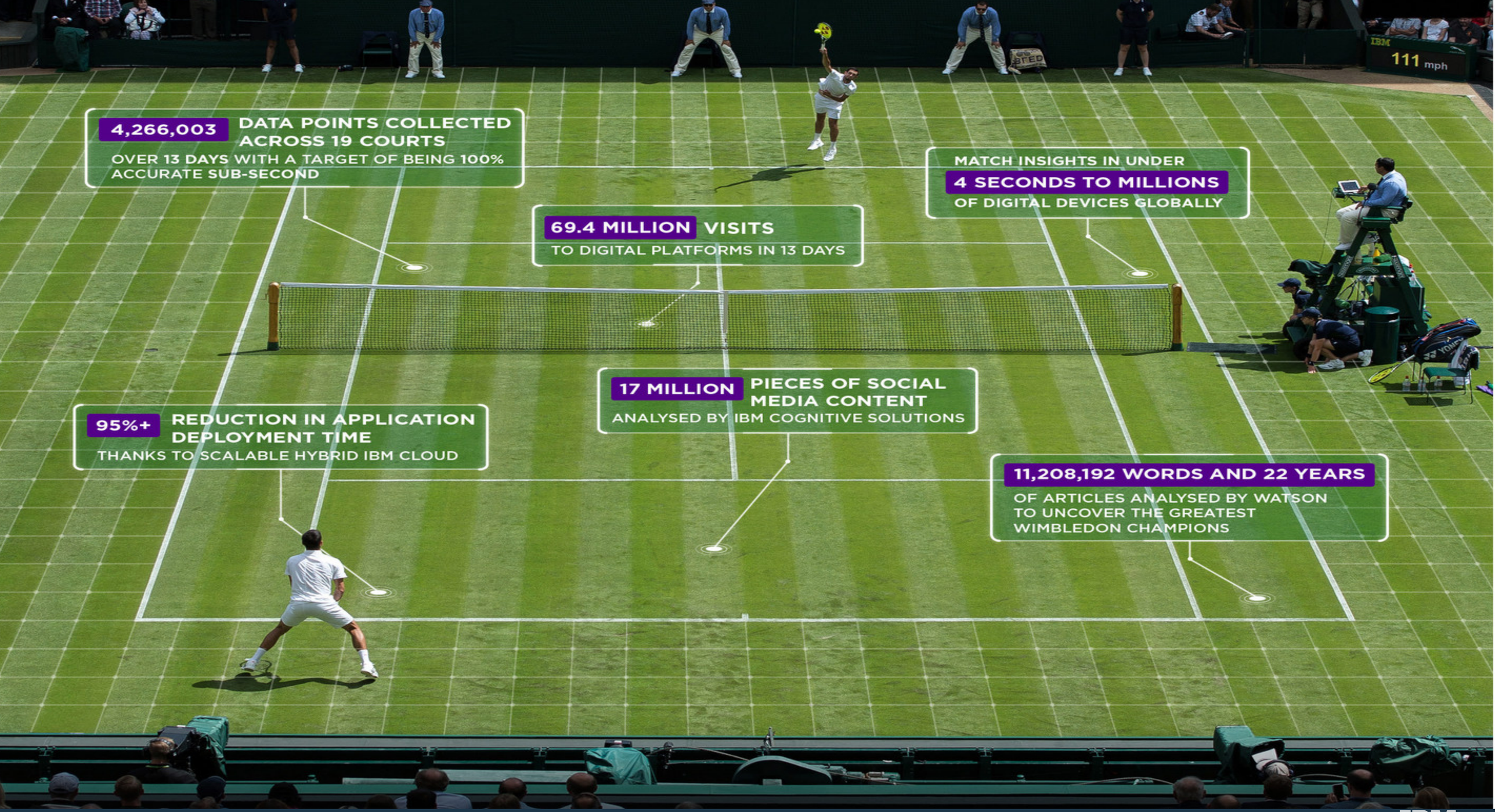
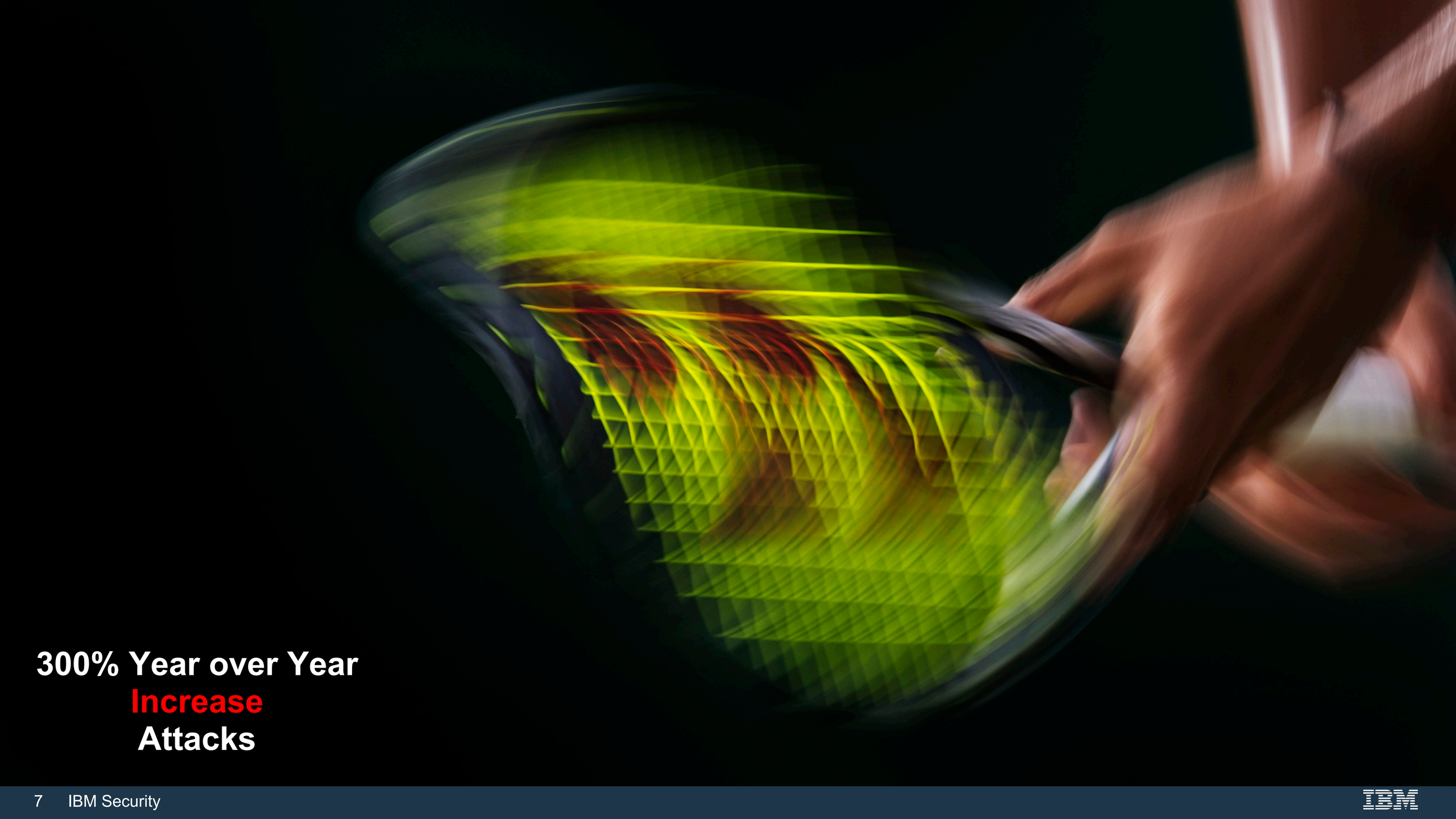
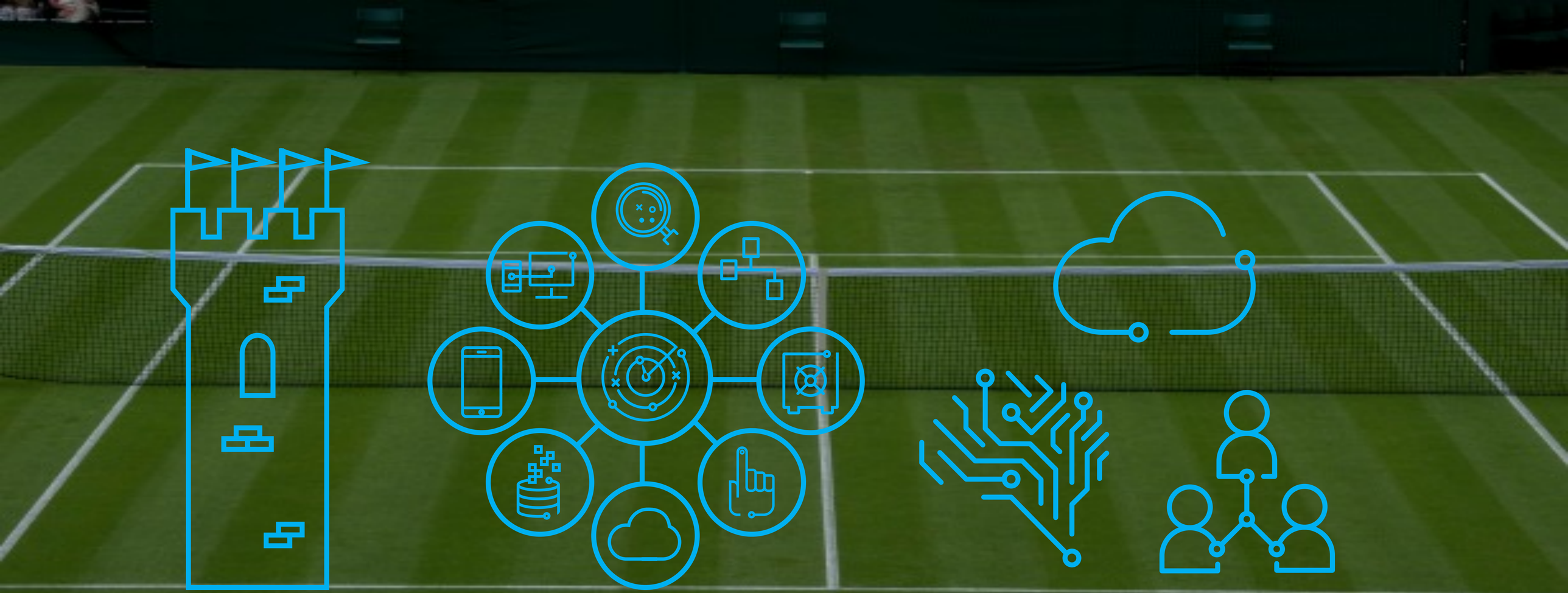

4,266,003 DATA POINTS COLLECTED ACROSS 19 COURTS
OVER 13 DAYS WITH A TARGET OF BEING 100% ACCURATE SUB-SECOND
69.4 MILLION VISITS
TO DIGITAL PLATFORMS IN 13 DAYS
MATCH INSIGHTS IN UNDER
4 SECONDS TO MILLIONS
OF DIGITAL DEVICES GLOBALLY
17 MILLION PIECES OF SOCIAL MEDIA CONTENT
ANALYSED BY IBM COGNITIVE SOLUTIONS
95%+ REDUCTION IN APPLICATION DEPLOYMENT TIME
THANKS TO SCALABLE HYBRID IBM CLOUD
11,208,192 WORDS AND 22 YEARS
OF ARTICLES ANALYSED BY WATSON TO UNCOVER THE GREATEST WIMBLEDON CHAMPIONS
IBM
111 mph

54.250
Tennis balls used

Brand Protection And Availability


300% Year over Year
Increase
Attacks

200 Million Security Incidents And Attacks



LAYERED DEFENSES

INTELLIGENCE and INTEGRATION

COGNITIVE, CLOUD, and **COLLABORATION**

20% of Security data is structured data and readable by computers.

200K+
Security events viewed each day

75K+
Reported software vulnerabilities

80% of Security data is unstructured, created for humans, and inaccessible to traditional systems.

720K
Security blogs per year

180K
Security related news articles per year

10K
Security research papers per year

Watson for Cyber Security

Watson's ability to reason and learn from unstructured data.

How Watson for Cyber Security works

STRUCTURED DATA	UNSTRUCTURED DATA	WEB CRAWLER
5-10 updates / hour!		100K updates / week!

Billions of Data Elements

X-Force Exchange
Trusted partner feed
Other threat feeds
Open source

Research
Websites
Blogs
News

Breach replies
Attack write-ups
Best practices
Course of action

Millions of Documents

Massive Corpus of Security Knowledge

10B elements plus 4M added / hour
1.25M docs plus 15K added / day

IBM Security

THANK YOU

Erno Doorenspleet
Executive Security Advisor
@E_Doorenspleet

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Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, misappropriated or misused or can result in damage to or misuse of your systems, including for use in attacks on others. No IT system or product should be considered completely secure and no single product, service or security measure can be completely effective in preventing improper use or access. IBM systems, products and services are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective. IBM does not warrant that any systems, products or services are immune from, or will make your enterprise immune from, the malicious or illegal conduct of any party.