

Perimeter-Based WAF Security: Who's Coming Into Your Network?

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Current Web Security Landscape



Shift in Web Security Mindset

- Infrastructure is widely available—who's managing inbound/outbound traffic?
- Security should be proactive, not reactive—shift to perimeter based mindset
 - Don't build higher walls, but build better gateways
 - Currently, web hosting providers deal with attacks after they've happened
 - Hosting providers have the most to lose—security as an afterthought to users

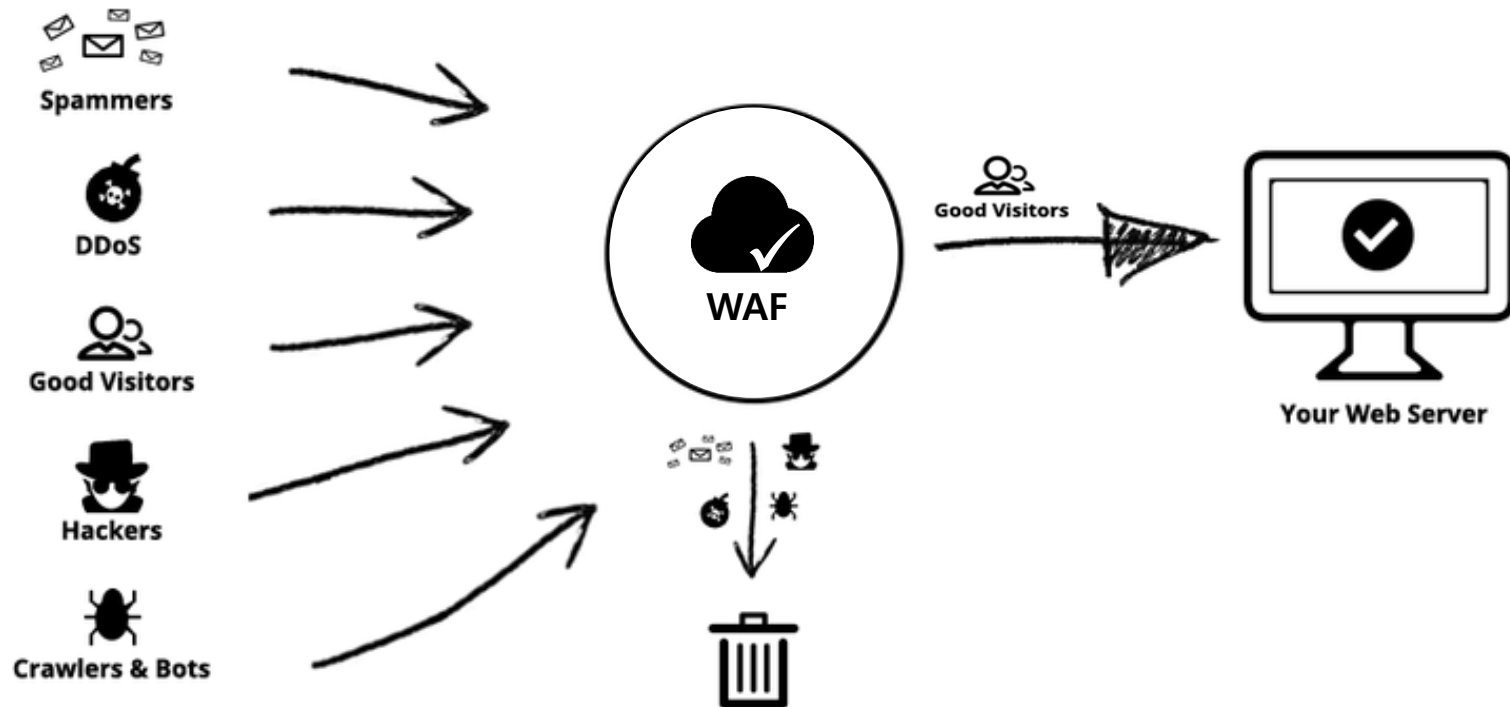
Growth of Hosted Cloud Services

- 58% of organizations in the UK believe that web hosting companies are the most likely to be cloud-based (Bloor)
 - Biggest barrier to entry for cloud services is and always will be security
 - Building trust from web hosting providers to end users
- Organizations heavily favor website up-time requirements, not web security
 - Instead, will lean on hosting providers to secure websites
 - Opportunity to build brand trust and increase market share/revenues
- Are hosting providers web security experts?
 - Web Application Firewalls (WAF) can be the tool to help facilitate this burden



What is a Web Application Firewall (WAF)

- Monitors, detects, and filters malicious HTTP/HTTPS web traffic (i.e. DDoS, SQL injections, identity theft, etc.) targeting OSI Layer 7—extracting sensitive data is the biggest motive for hackers
- From our experience, even the smallest websites can be targeted for attacks
 - Best to be proactive, not reactive before it's too late

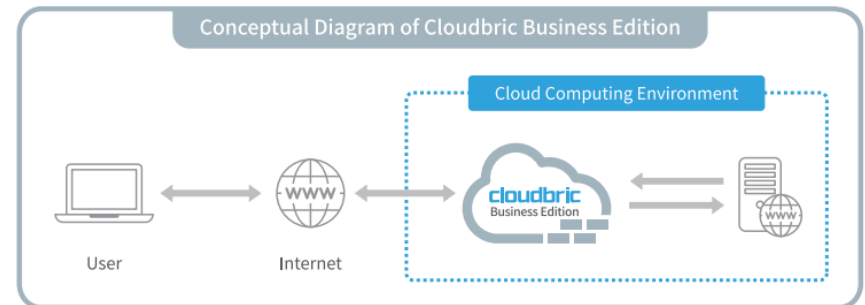


Benefits of WAF: Hosting Providers

In the past year, the no. of **web attacks reported by SMB websites increased by 74% (PwC)**. Don't view web security as a burden, not view it as an **opportunity**

Key Benefits

- **Increase market share/revenue** – web hosting market annual growth rate of 17% (1 or 2 websites created per minute), need for managed security services is also increasing
- **Eliminate customer complaints** – focus on building your business, minimize inefficient use of resources
- **Cleaner and safer network** – help block malicious web traffic/visitors that can infect shared infrastructure or networks
- **Offer comprehensive benefits** – security (WAF, DDoS protection, SSL, etc.) and performance (CDN)
- **Increase trust** – be known as a high performance and secure web hosting provider



How to Get Users On Board

Your customers will also greatly benefit from utilizing a WAF and its fully managed services. Here are some benefits to attract users

Key Benefits

- **Ease of use** – requires zero installation, setup, settings configuration, and regular signature updates
- **Cost effective** – cloud based WAF service vendors can provide enterprise level security at a fraction of the cost of enterprise hardware
- **Performance optimization** – WAF vendors can offer capable infrastructure to provide CDN optimize for speed and performance optimization
- **Compliance satisfaction** – satisfy PCI-DSS 6.6 standard regulation



Final Thoughts

According to PwC, the number of **web attacks reported by SMB websites increased by 74%** in the past year. Web security should be an individual's responsibility, but customers blame their hosting providers for inadequate web security/vulnerable infrastructure

Hosting providers shouldn't view this situation as a burden, but as an opportunity:

- Increase brand reputation, consumer trust, market share, and revenues
- Distribute comprehensive security and website performance optimization
- Web hosting market is growing rapidly, give customers services that they need and want before it's too late



74% increase in web attacks

TRUST FOR AN OPEN SOCIETY

t h a n k y o u

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Resources

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