

Security Metrics

What's Hot and What's Not

Outline

- Current State (4)
- What We Can Do (7)
- What PlexLogic is Doing
- Conclusions (1)

IT S & M: 2010

Key: **H** >90% **M** **L** <5%

Archer
Qualys
ArcSight

ProgramTools		
Ad Hoc	XLS, PPT	Report Features	Homegrown
Program	Homegrown	Datamart	Metrics Platform
Community	Market Reports	Homegrown	Cloud

Verizon
Veracode
OSF:DLDB

SharePoint
MySql
Drupal

Pentaho
Cognos
Hyperion

XX-ISAC
PlexLogic
ClearPoint

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What Others are Doing

Key: **H** >90% **M** **L** <5%

SecurityTools.....		
Ad Hoc	XLS, PPT	Report Features	Home
Program	Home	Datamart	Metrics Platform
Com-munity	Market Reports	Home	Cloud

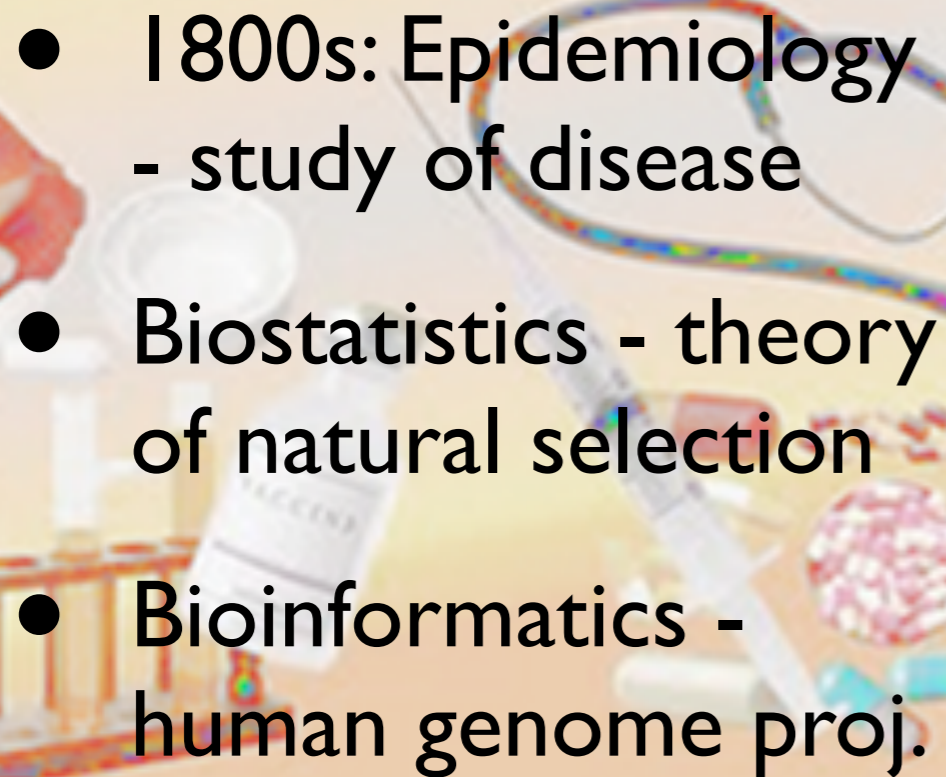
MedicineTools.....		
Ad Hoc	XLS, PPT	Report Features	Home
Program	Home	Datamart	Analysis Platform
Com-munity	Market Reports	Home Datamart	Cloud

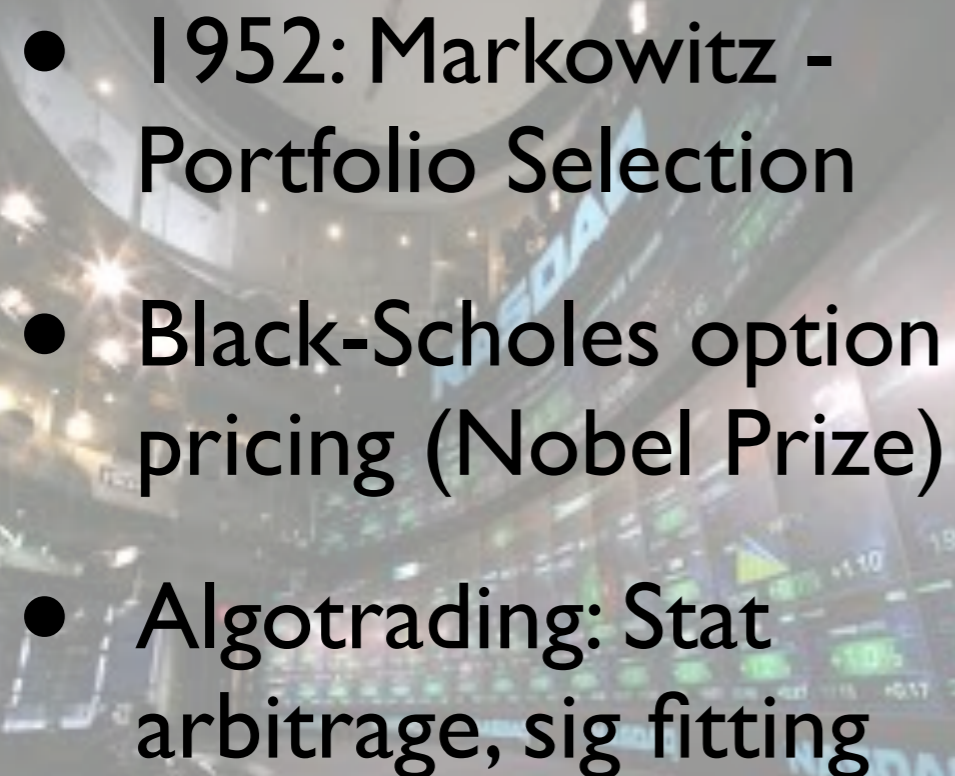
BaseballTools.....		
Ad Hoc	XLS, PPT	Report Features	Home
Program	Home	Datamart	Analysis Platform
Com-munity	Market Reports	Home	Cloud

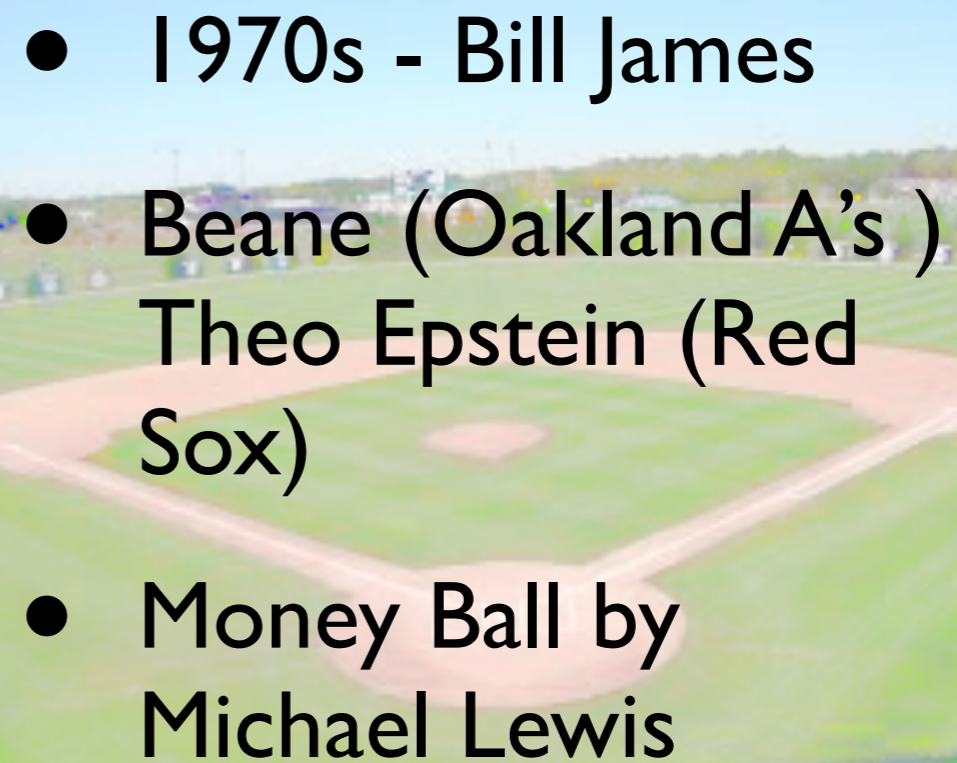
FinanceTools.....		
Ad Hoc	XLS, PPT	Report Features	Home
Program	Home	Datamart	Trading Platform
Com-munity	Market Reports	Home	Cloud

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Killer Apps

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- 1800s: Epidemiology - study of disease
 - Biostatistics - theory of natural selection
 - Bioinformatics - human genome proj.

- 
- 1952: Markowitz - Portfolio Selection
 - Black-Scholes option pricing (Nobel Prize)
 - Algotrading: Stat arbitrage, sig fitting

- 
- 1970s - Bill James
 - Beane (Oakland A's)
Theo Epstein (Red Sox)
 - Money Ball by Michael Lewis

- 1950s - Marketing analytics (Nielson)
- 1981 - Six Sigma: 3M, Boeing, GE, Motorola
- 1990s - Web analytics
- 2000: eHarmony - On-line match making

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State of Market: 2010

Key:  Good  Bad

- Metrics deliver value (but proven elsewhere)
- Vendors: Over promise
- Practitioners: Unrealistic expectations
- Business Culture: Sharing data (Tragedy of the Anti-Commons)
- We can get killer apps

How ???

INNOVATE

- Better Models
- Automation
- Early Adopters

Models

Key: **H** >90% **M** **L** <5%

- Counts, Percents, Ranks
- Leverage Visual Analytics
- Mimic IT Management
- Mimic Medicine
- Mimic Finance
- Mimic Economics

Automation

UseCasesTools		
Ad Hoc	XLS, PPT	Report Features	Homegrown
Program	Homegrown	Datamart	Metrics Platform
Community	Market Reports	Homegrown	Cloud

2003: Sigma
2005: ClearPoint

2008: MetricsCenter
2010: ClearPoint

Platform Feature Set

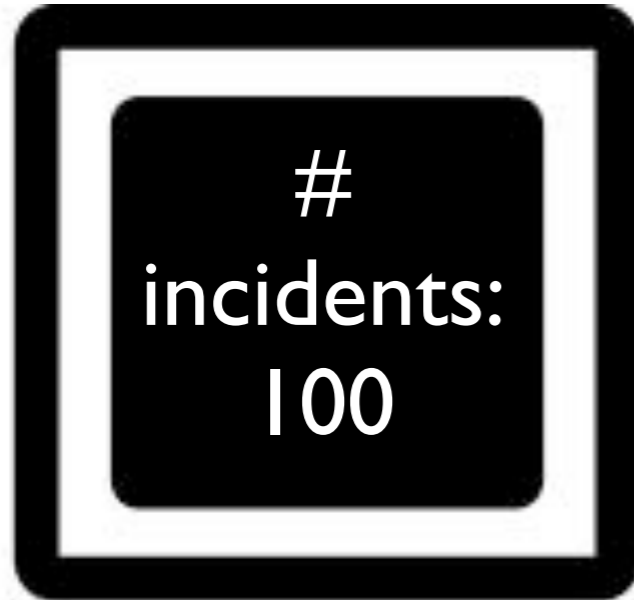
Importance: **H** **M** Provided: **Y** **N**

Feature		CPM	HG	IMHO
Public Dashboards				
Re-Usable Implementation				
Ad Hoc Investigation	Excel		Excel	
Metrics Design Studio			Excel	
Metrics Catalog				
Content Mgmt (RSS, Rating,...)				
Lifecycle/Workflow				
Multi-Tenant/Community				
Anonymization				
OLAP, Models, Dynamic Viz				
RDBMS, Static Rpts, Counting				

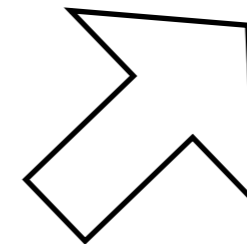
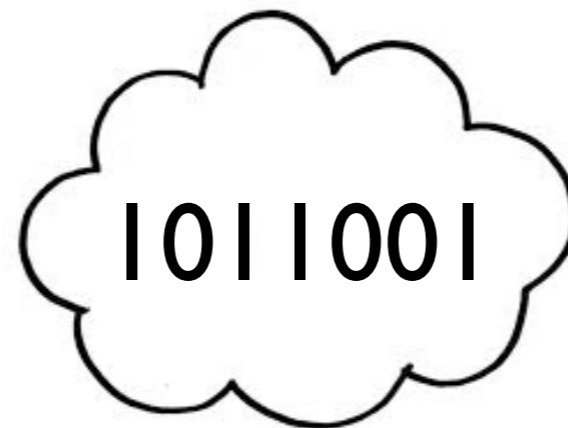
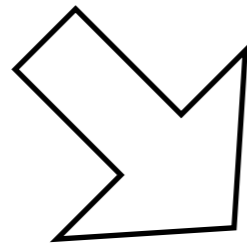
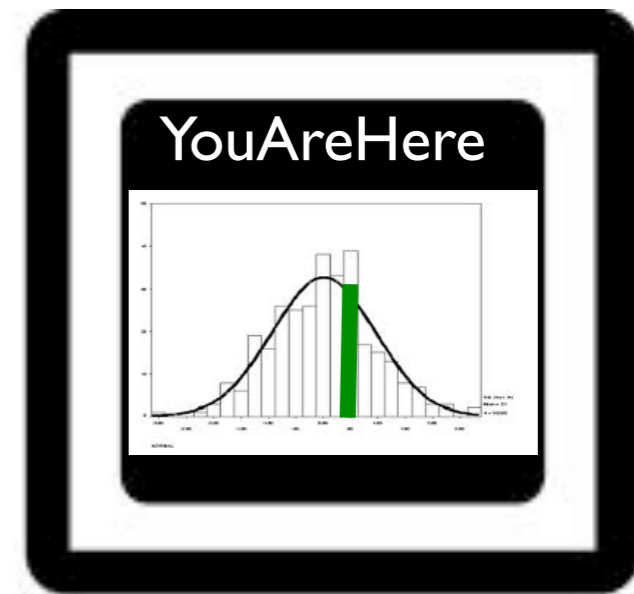
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Anonymization

Submitted



Re-Identified



Anonymized

Anonymization: - / +

- NP Hard
- Subject to attack
- Skepticism
- Used widely
- Attack defenses exist
- Exists as COTS

Public Dashboards

- Open Security Foundation

<http://www.opensecurityfoundation.org>

- Verizon DBIR

http://www.verizonbusiness.com/resources/security/reports/2009_databreach_rp.pdf

- Veracode SOSS

<http://www.veracode.com>

- MetricsCenter Dashboards

<http://www.metricscenter.net>

Conclusions

#1: Killer apps

#2: Innovation

#3: Regulation

Adoption is slow
but will spike

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