

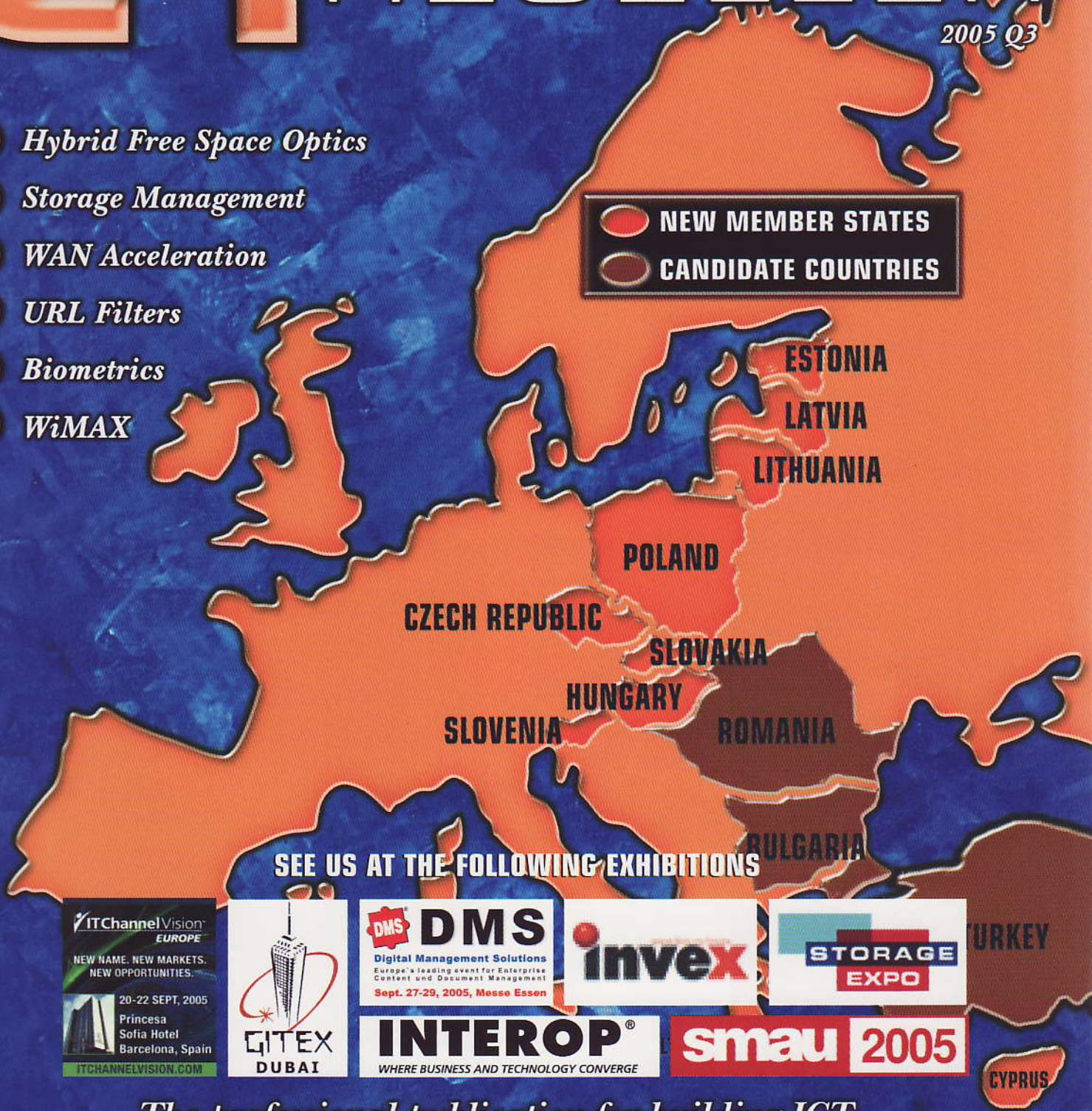


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# SECURING THE PERIMETER IS NOT ENOUGH

Gordon Benzie explains the demand-side economics and personal data theft issues arising from a perimeter-only approach to security.

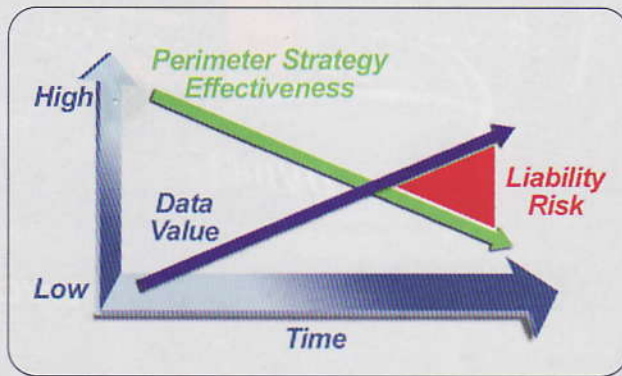
Not long ago, personal data on customers and partners was considered a business tool – very much like the humble paperclip – every organisation had lots, and individually they had no real intrinsic value. The rise of e-commerce has created a new paradigm, as personal data has now become an electronic identity used to purchase nearly anything online – including personal data itself.

E-commerce is over a \$70 billion business and, with that kind of money in play, inevitably there are opportunities for criminal activity. In this case it takes the form of identity theft, and has resulted in a thriving black market for personal data, with individual records selling for between \$7 and \$100, depending on content.

This has had a significant impact to IT managers, as they now have the job of 'protecting the electronic paperclips'. Companies are required by law to protect personal data, and the normal perimeter-based security is just not enough. In fact, the 2005 FBI/CSI Cybercrime report identified that over half of all attacks come from inside the organisation, which dramatically reduces the effectiveness of a perimeter-only defence.

This trend of increasing data value and declining effectiveness of the perimeter-only defence has combined to create a liability risk for today's organisations – see figure 1.

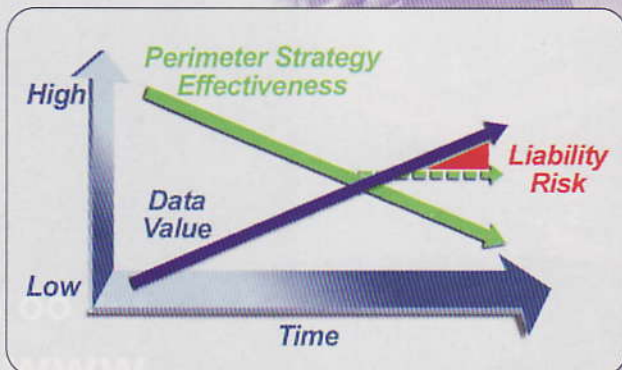
**FIGURE 1: LIABILITY RISK ARISING FROM PERIMETER-ONLY SECURITY**



If sensitive customer or financial data is exposed within an organisation, not only are you in contravention of the law, but you risk a drop in market value, a loss in customer confidence and lawsuits from the affected parties.

To reduce this liability, you need to change the slope of one of the lines on the graph. The market determines the value for stolen data, putting it beyond your control. However, improving security effectiveness is possible by securing inside the perimeter – see figure 2.

**FIGURE 2: REDUCED LIABILITY RISK FROM INTERNAL SECURITY MEASURES**



Traditional security technologies designed to secure traffic outside the perimeter do not work well inside: it creates bottlenecks and does not scale well.

Applications inside the perimeter require any-to-any access in order to function. Only a few of them can provide privacy and integrity through built-in encryption.

A new option now exists: EpiForce, Apani Networks' innovative software system, which encrypts data flows within

the network perimeter, adding a new layer of security to sensitive data. By automating the deployment and management of security policies throughout the enterprise, EpiForce provides point-to-point encryption coupled with machine-level access control to secure any-to-any communications. The EpiForce system is compatible with legacy applications to facilitate network-wide deployments.

The fight between network administrators and hackers will continue ad infinitum – organisations will secure their assets, and thieves will try to steal them. Securing inside the perimeter with EpiForce will improve your security profile and assist in thwarting attacks – especially those from the inside – making your data much harder to steal.

**DETAILS**

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