



TRUSECURE

Information Security:

*A Practical Solution For
Senior Management*

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For a hard copy, please call **1-888-396-8348**.

Introduction

"DOT COM" IS THE BUZZWORD FOR THE 90s. For some companies it means expanding existing distribution and communications with customers, partners, and suppliers. For others, it means enabling entire businesses to form seamlessly in an environment without boundaries. In such a complex and competitive environment, how does today's senior management verify and substantiate their investments in information security? Many employ third party services like ICSA.net's TruSecure to establish a sound, cost-effective security framework and to validate their investments. TruSecure delivers what you need—improved security with decreased intrusion. TruSecure is a practical, manageable and ongoing approach to ensuring that your security investments provide the protection you expect and the protection

your customers demand. Our TruSecure customers received startling results — an average security improvement of over 87 percent during the first quarter of implementation and no reported breaches after certification.

How is today's senior management expected to know whether their investments in information security are working?

"CUNA Mutual Group was concerned about protecting our [sic] Internet site, www.cunamutual.com, from any outside threats that may come in through the Internet. In order to ensure the integrity of our

customer's information, CUNA Mutual Group's Information Security, Technical Services, and Electronic Commerce teams worked with ICSA.net to identify and mitigate potential security threats. To CUNA Mutual, the TruSecure Certification means that we keep our Internet site safe and secure for our employees, partners, and customers."— *Jill O'Brien, Lending Marketing Director, CUNA Mutual Group.*

Are Your Security Investments Working?

In May 1999, ICSA.net conducted a study of 54 corporate sites that had implemented traditional security technologies and policies to mitigate risk. The study showed that:

- 60 percent were susceptible to denial of service attacks
- 80 percent did not know what services were on their network and visible over the Internet
- 80 percent had insufficient security policies
- 70 percent of sites with firewalls remained vulnerable to known attacks

How Can Senior Management Help?

ICSA.net research found a disconnect between the objectives of many companies' senior management and their information security needs which ultimately impede the success of their security efforts. Senior

management can bridge this gap by incorporating these security concerns into the overall business strategy:

1. Understand the enormous task of securing information on a corporate network that constantly changes.
2. Help information security managers align your security tactics with the current business objectives of your virtual enterprise. Traditional security practices restrict access and rely on static hardware and software environments. Today, information security must be dynamic and enabling and still provide security.
3. Help Information Security Managers understand the need to maximize security investments by focusing on mitigating important risks. All risks are not created equal. There are millions of threats and vulnerabilities postulated or known to impact computing systems or data. An attempt to solve all of these potential problems will waste time and money and provide limited results. Traditional security practitioners, if given the chance, will strive for the unattainable, perfect security, regardless of the cost.
4. Proactively validate your security investments.

The typical approach to security fails in a web-enabled environment.

Approach	Problem
Point Solutions	Frequently mis-configured incomplete
Restrictive policies	Users circumvent
System design	Degrades over time

ICSA.net: World Class Security Expertise

ICSA.net understands how today's security products work in multi-vendor environments because we test and certify security products from the most recognized companies in the world. Over 120 organizations such as Ascend Communications, Check Point Software Technologies, Cisco Systems, Compaq, IBM, Lucent Technologies, MCI WorldCom, Network Associates, and Sun Microsystems, look to the ICSA Labs' certification programs to provide the standards that ensure their products provide effective risk reduction.

Why do these world class companies rely on ICSA.net? Because we understand the real risks and deploy a dynamic methodology for testing and certifying product performance against these risks. Software and hardware companies worldwide depend on ICSA Labs' certification to continuously verify the efficacy of their security solutions.

TruSecure: Certification Evolution-From Products to Your Organization

In order to appropriately deal with the rapid pace of technology development and to provide meaningful benefits, TruSecure methods have to be more innovative than standard security methodologies. TruSecure does not focus on eliminating all postulated risks, but rather on achieving significant risk reduction that is both practical and manageable. TruSecure's innovative methodology is based on resistance to threats and risks rather than being wholly based on fundamental design, engineering principles or on underlying technology.

Ellen Carney, Director and Principal Analyst for GartnerGroup's Network Integration and Support Services in North America states that "enterprises need to be mindful that optimal security is not a function of how many dollars are invested in an information security solution, but rather that the solution can be implemented and adhered to practicably by the enterprise and its employees." The TruSecure solution is built on a framework that identifies the important risks and that continuously addresses these real and evolving threats.

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-Ellen Carney, GartnerGroup's Dataquest.

Fact: ICSA Labs' certified commercial security products are lab-proven to mitigate risk. Unfortunately, many commercial security products such as firewalls, VPNs and antivirus software, are often being implemented incorrectly or incompletely. In our May

1999 study, we found that two-thirds of the companies assessed made mistakes in simple things, such as installing unnecessary services, running unpatched or outdated software and allowing excessive trust relationships.

While perfect security is diametrically opposed to enabling access across a virtual enterprise, ICSA.net knows that better security is always possible when an organization knows how to do it. TruSecure is about attainable security, leveraging existing investments and providing a sound, practical framework to follow. TruSecure dramatically improves the implementation of your existing security while decreasing its intrusion in everyday life. TruSecure also enables the deployment of new Internet technologies.

Randy Kahn, Executive Vice President of Home Account, a vendor of Internet financial services solutions, relies on TruSecure to assuage consumers concerns about banking on the Internet. "Security and data privacy are the foremost concerns consumers have expressed about banking over the Internet. Obtaining ICSA.net's TruSecure certification enables Home Account to allay those fears for both our clients and their customers," Kahn states. Home Account also leverages TruSecure certification to stay at the forefront of their industry — "being the first in our industry to attain this level of independently verified security lends further credibility to our position as the market leader."

TruSecure helps companies, such as the NRL Federal Credit Union, validate their security investments to their constituency. Barbara Ganley, Vice President of Marketing at NRL said, "At NRL Federal Credit Union, we are very concerned with the security and integrity of our member's records. ICSA Certification provides us, our Board of Directors and our membership with continuous confidence in our security measures."

TruSecure is about reducing risk with practical controls...The TruSecure methodology systematically applies effective controls over five distinct areas which will reduce the incidence or impact of the risks identified by our cost model.

TruSecure: Understanding the Cost of Security Related Events

TruSecure focuses on return on investment and the protection of valuable information assets. ICSA.net knows that understanding how to allocate and budget for information security is like trying to hit a dartboard attached to a moving train. The target can be difficult to spot and is constantly changing. This is where ICSA.net's vast experience in understanding critical risks comes into play. ICSA.net has developed a risk cost model that analyzes thousands of particular kinds of costs related to security, or the lack of it, and classifies them in three broad categories:

1. The cost of computer security-related breaches or events.
2. The cost of controls or safeguards designed to mitigate computer security-related breaches or events.
3. Other costs (like insurance, or computer security status briefings) which are only incidentally related to adverse security events and security controls.

Like all aspects of your business, understanding the cost of security events is critical to evaluating how effectively your security expenditures are performing and whether or not particular risks should be mitigated or tolerated.

Information Security: A Practical Solution For Senior Management

TruSecure incorporates these cost considerations in its methodology to ensure a complete analysis of the risks and the areas of a network that are potentially vulnerable to threats. Integrating this cost-based risk analysis with holistic controls establishes a practical method for TruSecure customers to focus their investments and security control decisions.

TruSecure: Ongoing Synergistic Controls

TruSecure is about reducing risk with practical synergistic controls. Controls are the techniques, tools or methodologies that reduce the likelihood or impact of a given risk. The TruSecure methodology systematically applies effective controls over five distinct areas which will reduce the incidence or impact of risks across the network.

	Protect	Detect	Recover
Physical & Environment			
Technical: Network/Logical			
Technical: System/Platform			
Technical: Application/Service			
Administrative: Human/Policy			

TruSecure is built on ICSA.net's constant research of security products, new threats and vulnerabilities, and the application of our cost model. This constant monitoring of risks and associated costs enables TruSecure customers to mitigate risk on an ongoing basis.

TruSecure: Security Vigilance

TruSecure offers continuous useful information. Current and accurate information is vital to staying up to date with the latest security threats. Building a dedicated research staff is not feasible for the majority of companies. Because industry trends, threats and new technologies change daily, ICSA Labs' Information Security Reconnaissance team continuously monitors a wide variety of industry and hacker sources for the benefit of our customers. Every day, our team analyzes thousands of pages of security information and keeps our customers abreast of the latest computer security threats through a web-enabled customer service interface.

TruSecure: Security Expertise on Call

TruSecure offers unparalleled support to its customers. Access to objective security expertise is a necessity that is rarely available in-house. That's why TruSecure Analysts are available to discuss a myriad of topics relating to your security options. Need input on your firewall configuration or network topology? Need help with understanding what components make up a sound policy? Are you implementing new technologies? ICSA.net's TruSecure Analysts are experienced and trained professionals who are always willing to provide critical support for your security decisions.

Summary

The competitive need to do business at the speed of the Net and the exposure of corporate assets to customers, partners and suppliers has made information security investments a necessity for every Internet-enabled organization. Establishing proactive communication between security professionals and senior management allows for the effective management of these investments, their risks and their organizational liability. With mounting evidence that most corporate sites have major vulnerabilities, validating your security investments and establishing a practical and ongoing security framework is essential.



TruSecure meets today's requirements with a new standard for practical and cost-effective Internet security that helps senior management understand and justify security expenditures. With TruSecure, ICSA.net will enable your organization to manage your security investments with the most effective security service available.

About ICSA.net

ICSA.net, a GartnerGroup affiliate, has been making the web a secure place for business for ten years. ICSA.net leads the security industry in the development of effective security controls through our TruSecure security assurance services and numerous multi-vendor, cross-industry product certification programs. Our standards are accepted globally, implementing fair, usable criteria for the creation of effective security controls in evolving computing environments.

ICSA.net has redefined the face of security for corporate information systems with TruSecure. Synthesizing ICSA Labs' broad base of industry expertise into an integrated program, TruSecure provides real-time security protection through ongoing system evaluation, information sharing, and analysis. TruSecure allows organizations to conduct their on-line service offerings with the assurance that they have met today's demand for privacy, security and reliability.

ICSA.net manages multiple security-focused consortia to promote cross-industry communications and create acceptable product standards. ICSA.net is proud to facilitate growth and accountability throughout the entire security industry.

ICSA.net's mission is to be the world's central provider of focused, effective Internet security assurance leading through innovation, technical excellence and quality service.

ICSA.net headquarters are located in Reston, VA. For more information on TruSecure please call 1-888-396-8348 or visit our web site <http://www.icsa.net>

