



# VERDASYS

DIGITAL GUARDIAN™

Where Perimeters Matter Now

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## Why InfoSec Matters

- Central to **trust**
- Will soon form the language of **liability**
  - Winners: most information in play
  - Losers: too much information in play
- Distinguishes information that **has** economic value from information that **does not**

## Security is an Economic Matter

- Some information screams **ECONOMIC VALUE**
  - Equity pricing strategy
  - Expansion plans
  - Protein database
  - Chip masks
  - Succession documents
  - Patent filings
  - Customer-entrusted data
  - Negotiating posture

## The Problem Statement

- **Was:**  
Network perimeter => Firewall
- **Is:**  
Application perimeter => Code scanners
- **Will be:**  
Object perimeter => Tracking/synchronization

*As the threat rises, the perimeter must contract*

## Failure by Design

- Most security exists to prove a **negative**
  - Impossible as a matter of logic
  - Even simulating it is diseconomic
  - Requires enumeration, which is rarely imaginable

## Access Control has Run its Course

- Authentication and authorization **do not scale**
  - Work factor proportional to product of people and objects
  - Linear corporate growth => geometric cost growth
  - Ever finer grain => same thing
- **Accountability** picks up where Access Control fades
  - Data level tracking => human level truth

## Surveil Data Objects, not People

- Concentrate on **content** or **jurisdictional** changes
  - Write (USB, DVD, CD, Flash, Bluetooth)
  - Carry (e-mail, IM, P2P, tunnels, crypto)
  - Mirror (cut&paste, include, rename, multilink)
- Remember the first rule of analysis, whether forensic or statistical:

***GET THE DATA***

## Facing the Music

- Was:  
What **did** you know, and **when did** you know it?
- Becomes:  
What **didn't** you know, and **why didn't** you know it?
- Accountability flows **uphill**
  - Once data-level surveillance is possible, infosec becomes a Boardroom issue

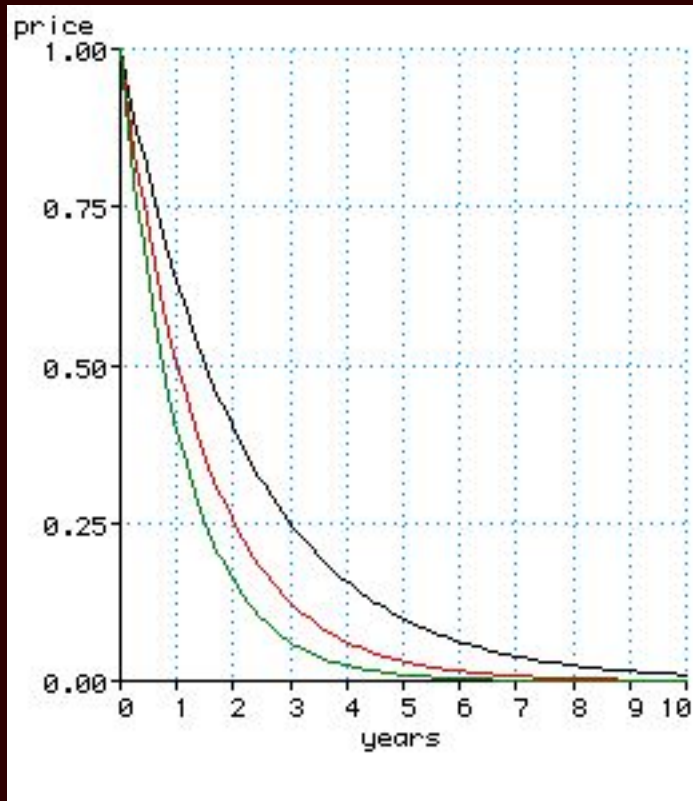
## Examples

- Outsourcing (demand side, supply side)
- Merger room at outside counsel
- Inventory in the age of attachments
- Hunt & kill the version that has track-changes still on
- Subpoena response (“Nobody in Sales deletes anything”)
- Block the file leaving through a reverse tunnel under SSL
- Layoffs start soon, guard the assets

## Or Just Save some Dough

- You've spent enough on firewalls, IDS, and antivirus
  - TCO is dominated by firedrills, not capital cost
  - When those fail, you get an outsider with insider power
  - Wouldn't you rather make that issue moot?
- Think of all the things that try to solve the data/object problem
  - By proxy
  - At a distance, or
  - While the attack is underway

## You Wanna Argue?



- CPU doubles at 18 months
- Storage at 12
- Bandwidth at 9

.... hence in ten years ...

- CPU up 2 orders of magnitude
- Storage up 3
- Bandwidth up 4

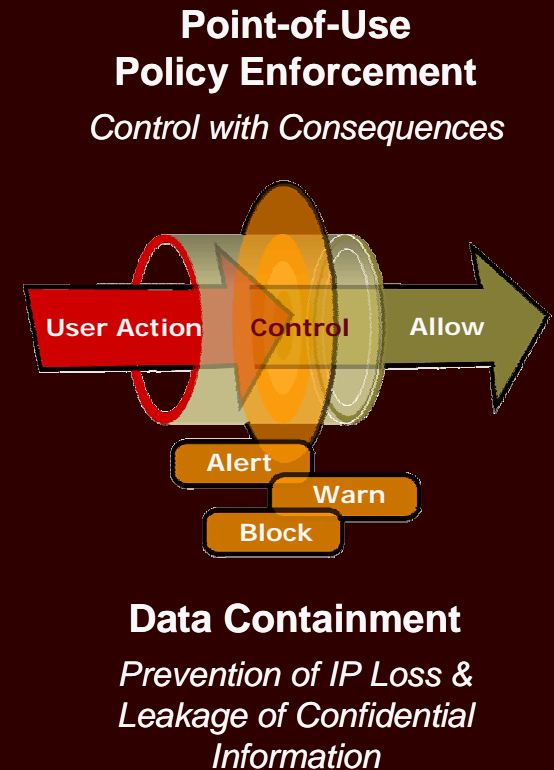
## It's the Data, Stupid

- Know your data? Confirm it.
- Unsure? Explore it.
- Already in trouble? Take action.

This is where “due care” goes next; coming?

## Desktop is the battleground – Protect data there

- Digital Guardian (DG)
  - Agent-based, near-zero footprint, offline-capable
- Counter loss or disruption of data at point-of-use
  - Measure data position & motion
  - “Reverse firewall” – keep the good stuff in
  - Mitigate the urgency of counter-measures
  - Assure data integrity & containment
  - Provide auditability at no marginal cost  
(for self or partners, e.g., outsourcing)



## Want to Learn More...

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