



**Post-Event Report:
Security Conference 2008**

Security in the Business Age



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Why Did You Decide to Sponsor the IDC Security Conference 2008?

Main Sponsors of the Event Explain Their Decision

"The increasing complexity of the current rules and regulations governing corporate data security in several countries shows that this topic is considered crucial by regulators as well as companies. According to a recently published survey by Deloitte, as much as 85% of professionals specialising in privacy- and security-related issues have reported at least a case of violation of the relevant regulations over the last 12 months, and spend at least 50% of their working time in identifying the countermeasures to be taken to eliminate operational vulnerabilities.

"Protecting user data is now a priority for any company, and it is also thanks to initiatives such as this IDC event that a better and wider knowledge of such issues is promoted and disseminated, thus facilitating the solution of practical everyday problems. As part of its new strategy for security services in Italy, Deloitte has therefore decided to take part in this conference in order to generate, exchange and disseminate the most advanced knowledge about this topic, joining forces with high-profile partners capable of attracting highly-qualified participants who represent major players in various market segments."

Lorenzo Grillo, Director of Security Services, Deloitte

"By participating in this event, IBM has an occasion for taking stock of the security market evolution and presenting the new products and solutions recently announced in this area, as well as the latest results obtained by IBM's Research Labs (IBM X-Force and IBM Research) concerning intrusion detection, intrusion prevention and security for virtual server environments."

Mariangela Fagnani, Security and Privacy Services Leader, IBM Italia

"This year too, the IDC Security Conference confirms its role as an important occasion for discussing and comparing the main evolution trends in the area of systems and services to which McAfee would like to contribute."

Ombretta Comi, McAfee Inc. Marketing Manager for Italy

"Novell often uses the 'safe driving' metaphor when discussing corporate security. As a matter of fact, both when you drive a car and when you direct a company, you need specific instruments to prevent and avoid risks, and Novell's security solutions are specifically designed to provide such instruments. As security is always a topical issue for companies of any size, Novell has decided to participate in IDC's Security Conference to present and illustrate its solutions and share its customers' experiences with the audience."

Andrea Rossi, Country manager, Novell Italia

"Information is the main asset of an organisation, so it has to be secured in order to enable organisations to guarantee that data use complies with ethical principles and the corporate purpose, and to be trusted by customers, partners and other stakeholders. However, securing information does not mean protecting it from external attacks only, but also from inside threats. Oracle has decided to take part in the IDC Security Conference as it is sure that the event will make enterprises aware of the importance of such issues."

Simone Pugiotta, Principal Sales Consultant, Oracle Italia

"We have placed great hope in the IDC Security Conference organised in Milan. Our company has been operating on the market only for a short time and that's why we believe that our participation in this event may be an ideal occasion for us to interface with our potential target customers. As a matter of fact, our attention is mainly directed at corporate security experts who can make the most of the benefits offered by our advanced technology, as well as system integrators and resellers, to which we'd like to offer, as an added value, Phion's experience and growth potential. Last but not least, we see this event also as a valuable opportunity for an update on new and emerging trends. In short, for us the IDC Security Conference in Milan is a not-to-be-missed industry-specific event."

Constanze Liebenau, VP Marketing and Communications, Phion AG

"Several companies adopt a reactive rather than proactive approach to security, and many of them underestimate the potential risks that spyware, phishing and information leakage pose to corporate security. Data is the very asset that should be protected, and security can be jeopardised also from inside the company, although in most cases internal attacks do not result from employees' wilful actions. Content is the lifeblood of business, so when you talk about content security it is important that you have a knowledge of Web security, email content filtering and information leakage prevention. For Websense, the IDC Security Conference is an ideal occasion for discussing these issues and presenting products that respond to continuously changing and evolving market demands."

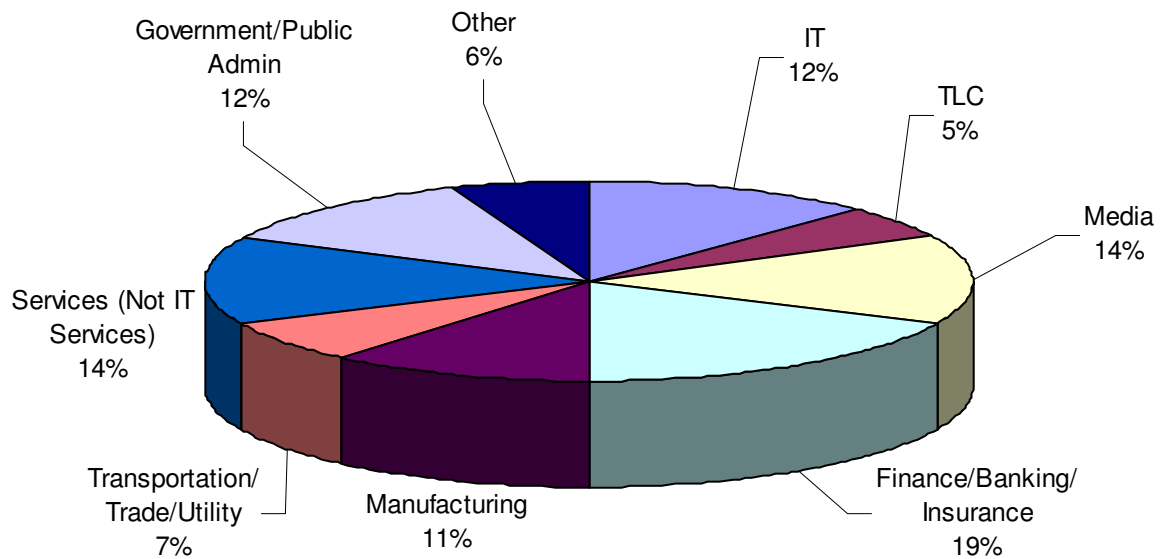
Maurizio Garavello, Websense Country Manager for Italy

PARTICIPANTS

The Security Conference 2008 was an extremely successful event, with almost 500 registered participants and around 300 attendees. Figure 1 shows a breakdown of the industries represented by the conference participants; end users accounted for 88% of the total number of participants.

FIGURE 1

Industries Represented by the Conference Participants

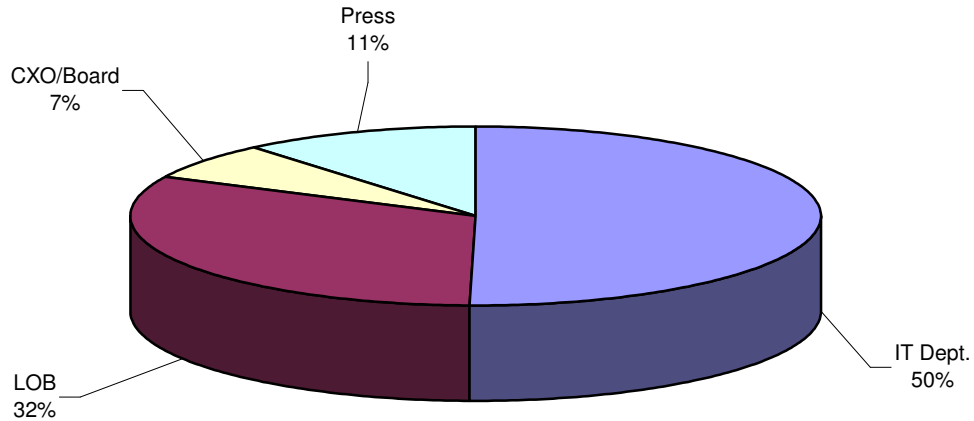


Source: IDC, 2008

Figure 2 illustrates in detail the participants' profile and clearly shows that IDC's high-end target (i.e. corporate top management, IS and IT security managers, marketing managers, etc.) was achieved.

FIGURE 2

Registered participants' profile



Source: IDC, 2008

The success of the Security Conference 2008 has been further confirmed by the results of the general evaluation forms filled in by participants during the event: the average score was 4.4 on a scale of 1 to 5.

The following quotations are a sample of the comments made by participants:

"Well organised, focused and exhaustive"
IT infrastructure manager, Aquafabio

"A very high-level, interesting and content-rich event ... Much better than last year's conference"
E-commerce Director, Deutsche Bank AG

"Very good, excellent content discussed by keynote speakers and through case studies"
IT Security Engineer, Jabil

"A very up-to-date and interesting event, an important point of reference for experts and users"
Security Manager, G.D.

The following list contains a sample of the companies that took part in the event:

ARTPAK, AD; **SINT SPA**, RESPONSABILE IT; **TELECOM ITALIA**, RESPONSABILE IT & SECURITY STRATEGY; **ITALTEL**, BU-NBS INTEGRATED SOLUTIONS; **TELECOM ITALIA**, SECURITY ANALYST; **VODAFONE ITALIA**, ICT SECURITY MANAGER; **H3G**, IT SECURITY MANAGER; **TISCALI ITALIA SRL**, NETWORK AND SECURITY MANAGER; **VODAFONE N.V.**, HEAD OF CORPORATE SECURITY; **UNICREDIT**, RISK MANAGER; **SGS BANCO POPOLARE**,

RESPONSABILE SICUREZZA DI GRUPPO; **ROYAL & SUN ALLIANCE ASSICURAZIONI**, OPERATIONAL RISK MANAGER; **INTESA SANPAOLO**, ISS; **SANPAOLO IMI**, SECURITY OFFICER; **BANCA CARIGE**, FIREWALL ADMINISTRATOR; **BANCA MEDIOLANUM**, IS SECURITY MANAGER; **CREDITO EMILIANO**, RESPONSABILE SECURITY OFFICER; **UNICREDIT GROUP — KYNESTE**, INNOVATION SPECIALIST; **UBI BANCA**, RESP. EVENTI E CONTROLLI SICUREZZA; **INTESA SANPAOLO**, SECURITY; **INTESA SANPAOLO**, SECURITY ENGINEER; **BANCA D'ITALIA**, FUNZIONARIO TECNICO; **MAPLE BANK GMBH**, SYSTEM ENGINEER; **UNICREDIT**, IT AUDITOR; **BANCA MEDIOLANUM**, SECURITY ENGINEER; **BANCA POPOLARE DI MILANO**, IT SECURITY MANAGER; **BANCA POPOLARE DI MILANO**, SECURITY ADMINISTRATOR; **BANCA UCB**, INFORMATION SECURITY MANAGER; **CIM ITALIA**, SECURITY MANAGER; **INTESA SANPAOLO**, SECURITY MANAGER; **BANCA MEDIOLANUM**, RESP. SICUREZZA LOGICA; **UBI BANCA**, SECURITY OFFICER; **DEUTSCHE BANK AG**, RESPONSABILE E-COMMERCE E DELLE RELAZIONI CON I GESTORI TERMINALI; **CREDEM**, SECURITY SPECIALIST; **MUTUIONLINE**, CHIEF TECHNOLOGY OFFICER; **ZURICH**, GLOBAL FUNCTION LEAD OPERATIONS & SERVICES; **UBI BANCA**, SECURITY ENGINEER; **SKANDIA VITA**, SYSTEM ADMINISTRATOR; **CARTASI**, RESPONSABILE RAPPORTI CIRCUITI INTERNAZIONALI; **JABIL CIRCUIT ITALIA**, IT SECURITY ENGINEER — EUROPE; **GEWISS**, IT CORPORATE DIRECTOR; **CPS COLOR**, EQUIPMENT IT MANAGER; **AQUAFABRIC SRL**, IT INFRASTRUCTURE MANAGER; **VETRERIA ETRUSCA**, RESPONSABILE ICT; **SONY ITALIA**, SECURITY MANAGER; **SNAM RETEGAS**, RESPONSABILE SICUREZZA INFORMATICA; **TMC ITALIA**, CIO; **CANALI SPA**, IT MANAGER; **ERG PETROLI**, CIO; **PIRELLI**, SOLUTION ARCHITECT; **GUCCI**, SECURITY MANAGER; **G.D.**, SECURITY MANAGER; **PRYSMIAN SPA**, INFORMATION & IT SECURITY MANAGER; **TEKSID — GRUPPO FIAT**, CIO; **BRACCO**, SECURITY CONSULTANT; **RIELLO**, PROJECT MANAGER; **RHODIA ITALIA**, IS SECURITY OFFICER; **PNEUMAX**, IT MANAGER; **TMC ITALIA**, ICT MANAGER; **PFIZER ITALIANA**, INFORMATION SECURITY OFFICER ASSISTANT; **TORNO INTERNAZIONALE**, CIO; **BARILLA G. E R. FRATELLI**, IT SECURITY MANAGER; **BRUGI CREAZIONI SPORTIVE**, IT MANAGER; **BARTOLINI**, SECURITY & PROJECT MANAGER; **ENI**, SECURITY MANAGER; **SEA — SOCIETÀ ESERCIZI AEREOPORTUALI**, DIRIGENTE; **COSTA CROCIERE**, IT SECURITY VICE DIRECTOR; **SEA — SOCIETÀ ESERCIZI AEREOPORTUALI**, RESPONSABILE SISTEMI RETI E SICUREZZA; **AMT GENOVA**, IT MANAGER; **THUEGA ITALIA**, CIO; **ENI**, IT ARCHITECT; **ENI**, RESPONSABILE SICUREZZA ICT; **VOLARE AIRLINES**, CIO; **AZIENDA ENERGETICA**, DIRETTORE SISTEMI INFORMATIVI; **EDISON**, IT SECURITY MANAGER; **A2A**, IT SECURITY MANAGER; **ASATRADE**, ICT MANAGER; **FERROVIE NORD MILANO**, ICT MANAGER.

Goals

Now in its seventh year, the IDC Security Conference has established itself as the major national event focused on data and information security from an Italian and European perspective.

International experts on security, security and IS managers of the major ICT market players, and senior IDC analysts discussed information security, presenting it as a top priority in the Web 3.0 era.

"Information has become the world's *new currency*," said Roberto Masiero, president of IDC EMEA and Worldwide Conferences. "As the use of electronic commerce, electronic banking and the Internet spreads to more and more corporate areas and working activities, security becomes a top priority for both private and public organisations."

Numerous information-intensive government and industry regulations are requiring organisations to protect the integrity of customer and employee personal information and corporate digital assets. IDC believes that information protection and control (IPC) will play a key role in protecting sensitive information and complying with privacy regulations.

Addressing information protection and control is a complex challenge. The increasing use of corporate email, Web email, instant messaging (IM), peer to peer (P2P) and other channels for distributing data and the proliferation of mobile devices that allow employees to carry sensitive information outside the organisation's boundaries make the control of information a major challenge. IDC believes IPC solutions are evolving to discover, protect and control information contained in data in motion, data at rest and data in use to help organisations of all sizes and vertical industries:

- Comply with government and industry regulations
- Prevent violations of corporate policies and best practices
- Stop the loss of intellectual property and proprietary information
- Prevent high-profile leaks of private information and customer records
- Preserve corporate brand image and reputation

Eric Damage, manager, Western European Security Research and Consulting, IDC, stressed the risks associated with the increasing use of laptop computers, which allow users to connect to the corporate network from external, insecure environments over which the company has virtually no control. The session continued with a contribution by Kevin Beaver, author of a successful book entitled "Hacking for Dummies". He analysed the critical factors that make sensitive corporate data vulnerable to external attacks and unauthorised access, and outlined some tactics to protect sensitive data, demonstrating that it is essential to implement preventive measures to deal with the most common IT security risks. "The huge number of compromised files recorded in the US over the last three years — 223,738,446 — further confirms that corporate data, both in public and private organizations, is constantly exposed to security threats," said Beaver.

The second session, chaired by Antonio Romano, focused on "security as a service", an approach based on increasing efficiency by reducing complexity, which entrusts security management to vendors.

Day 1 ended with a special session dealing with the risks associated with data leakage as a result of human error or targeted actions by trusted insiders, and was complemented by an analysis of current and future IPC scenarios. The special session was followed by a panel discussion during which experts discussed and exchanged views on data protection and recovery. Major vendors illustrated their vision and presented their most innovative security solutions, together with several case studies on IT security management in the banking industry, in the main

manufacturing sectors and in government agencies, including Intesa SanPaolo, Tiscali Italia, RHI, CartaSì, Informatica Trentina, H3G and Snam Rete Gas.

On the following day, the conference featured sessions on security, virtualisation, the concept of security as a service and the security of endpoints, which poses a unique set of challenges for organisations, as corporate environments are exposed to increasingly sophisticated threats that take advantage of a growing number and variety of endpoint vulnerabilities. Discussion of these issues was supported by case studies and direct experiences presented by organisations such as ATM Milano, Gruppo Banca Popolare di Vicenza, Arval Italy, AICA, AFS, Politecnico di Milano, Poste Italiane and RAI.

The closing plenary session dealt with ecrime as a potential danger to security and modern economies in general. Simon Moores, author and ecrime expert, and Stefano Zanero, post-doc researcher, Polytechnic of Milan, participated in this session. "Security is something that goes way beyond technology: the Internet allows criminal gangs to attack companies, government agencies and private citizens from a distance," said Moores. "Computer criminals are the first to fully exploit the potential of new technologies: for this reason, the level of defence must be kept high at all times. Moreover, international agreements should be signed to enable governments to fight Internet crime on a global scale."

Media Partner

The Security Conference 2008 was advertised through the following media partners:



PRESS RELATIONS ACTIVITIES

Goals of the Communication Activity

IDC handled press promotion for the Security Conference, in collaboration with the event sponsors. The PR activities carried out by IDC over the two months prior to the conference, during the event itself and after its conclusion, were aimed at positioning the conference as the point of reference for any analysis of the evolution of the IT security market in Italy, while at the same time giving visibility to the themes

discussed by the sponsors and speakers and to the surveys presented by IDC's analysts in a specialised and business-oriented context, and supporting the statements made by partners, keynote speakers and IDC's experts on the mentioned themes. The key messages were differentiated according to the different types of media to ensure adequate promotion and coverage of the conference in the business press as well as in generalist and specialised ICT magazines.

Results Achieved

The results achieved were, as usual, extremely good, both in terms of the number and quality and variety of journalists who attended the conference; the latter group included 29 representatives of TV channels (e.g., RAI TG 3 Neapolis), national dailies (e.g., Bloomberg Finanza & Mercati, Corriere della Sera/Corriere Economia, Il Sole 24 ORE and La Stampa) and generalist ICT magazines (e.g., Sistema Innovazione, Il Mondo, Linea EDP). Before, during and after the event, the representatives of major newspapers and magazines conducted interviews with sponsors, IDC analysts and keynote speakers which ensured good coverage of the event and the sponsors.

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