

# IBM CYBERSECURITY EXECUTIVE BRIEFING

*How it happens: cyber attacks illustrated*

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## WEB BRIEFING

*You and your fellow executives are invited to a hosted IBM briefing designed for business and industry leaders*

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In today's complex IT environment, no one is immune from a cyber-attack. This has been underscored by highly publicized incidents at several of the nation's largest organizations.

These sophisticated attacks, which include advanced persistent threats, are bypassing traditional defenses. We know all too well how major security incidents can affect a company's data, networks and corporate brand. We also know that sophisticated attacks, designed to gain continuous access to critical information or cause damage in vital infrastructure, are becoming more severe.

Here's the reality: Today's cyber attacker is a determined individual often driven by financial gain. Underground economy dealers are in fierce competition with each other to bring fresh credit card data to the market before anyone else does. Hackers have become extremely savvy, and getting financial data is their business.

Intrusion detection packages and anti-virus software that might have worked a year ago have almost no effectiveness today because attackers are using sophisticated techniques to break into a company's infrastructure and operate undetected for months.

In this new web session delivered by IBM cybersecurity experts, we'll take you "behind the scenes," using real-world scenarios, illustrative examples and interactive demonstrations to examine the anatomy of modern cyber-attacks. You'll learn:

- The five-stage chain attackers typically follow
- Common methods and attack surfaces
- The role of social media in cyber attacks
- How attackers cover their tracks and hide within your enterprise environment
- The technological advancement and operational sophistication of cyber attackers

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After the presentation, the session becomes interactive, with an IBM security expert answering your questions and guiding a discussion among participants – with a strong focus on key actions you can take today to better protect your organization for tomorrow.

You'll come away from the session more aware of the current threat level, your "cyber risk" profile, global trends, the potential impact of attacks and essential practices for creating a world-class security culture in your organization.

The web briefing is approximately two to three hours long and is designed for top-level executives and key IT, network security and operations leaders.

Please contact your IBM account executive to arrange a session that could change the way you look at and manage cybersecurity in your organization.



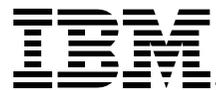
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