

# Security and Trust in the Cloud

## *Chancen und Risiken für KMU*

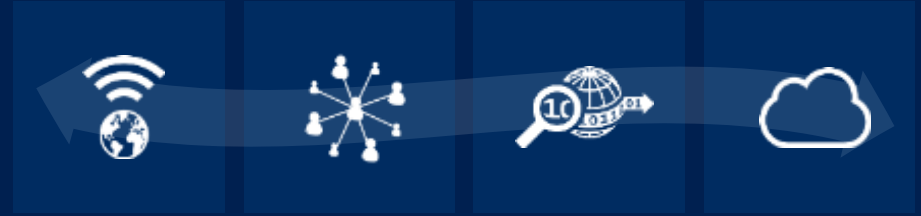
*25.11.2014 Microsoft Modern Business Forum*

Reto Häni  
Chief Security Officer  
Microsoft Western Europe HQ

# Security and privacy are a top concern for KMU

Managing risk in an increasingly connected world

"This **Nexus of Forces** is impacting security in terms of **new vulnerabilities**.



—Ruggero Contu, Christian Canales and Lawrence Pingree. *Forecast Overview: Information Security, Worldwide, 2014 Update*. Gartner, Inc. June 25, 2014.



median # of days **attackers are present** on a victim network **before detection**



Average cost of a data breach to a company

15% increase YoY

Security



level issue

Job security Customer loyalty

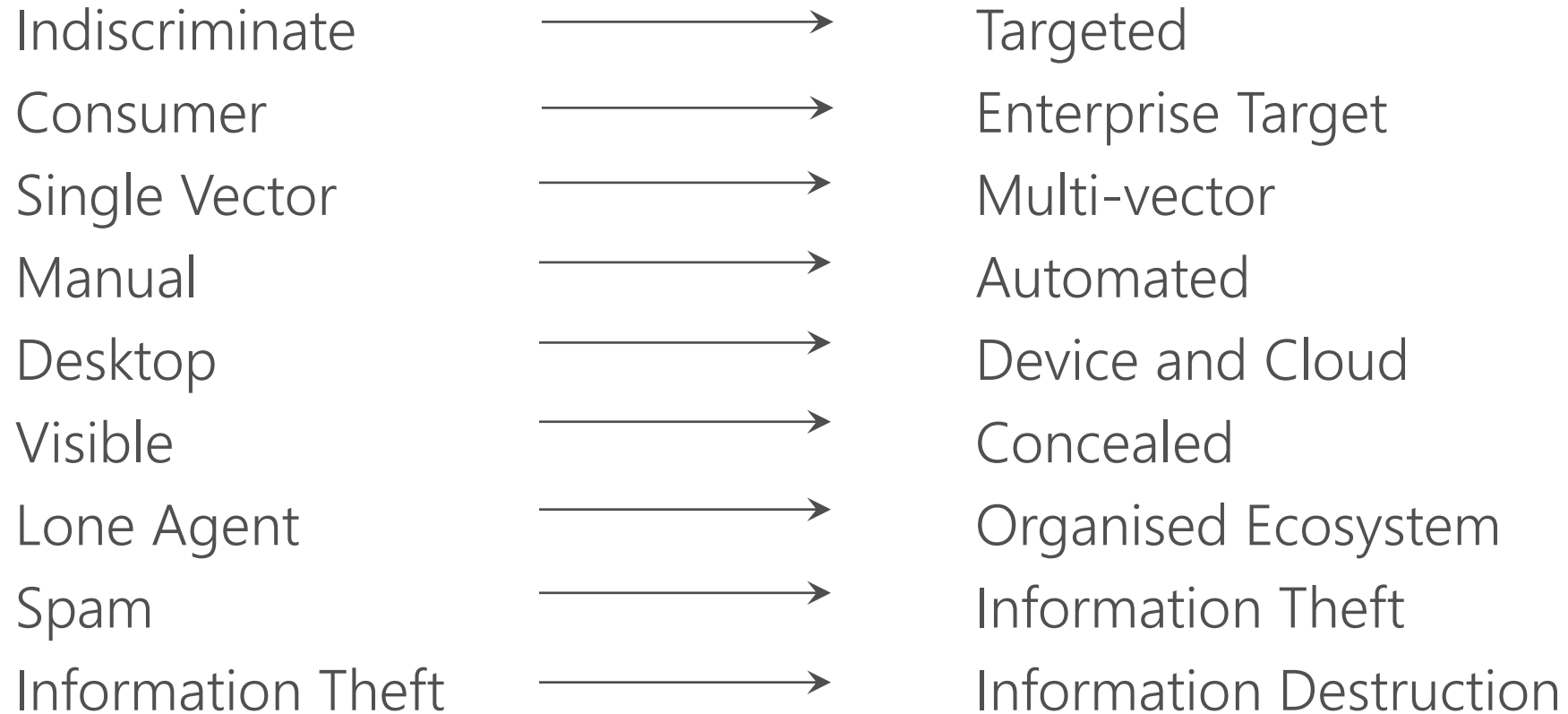
## Implications

Brand reputation Legal liability

Intellectual property

Impact of cyber attacks could be as much as **\$3 trillion** in **lost productivity and growth**

# Evolution to Targeted Threats



“The world is changing very fast. Big will not beat small anymore. It will be the fast beating the slow.”  
Rupert Murdoch

# All Roads lead to the Datacenter



Figure 16.  
Frequency of incident classification patterns

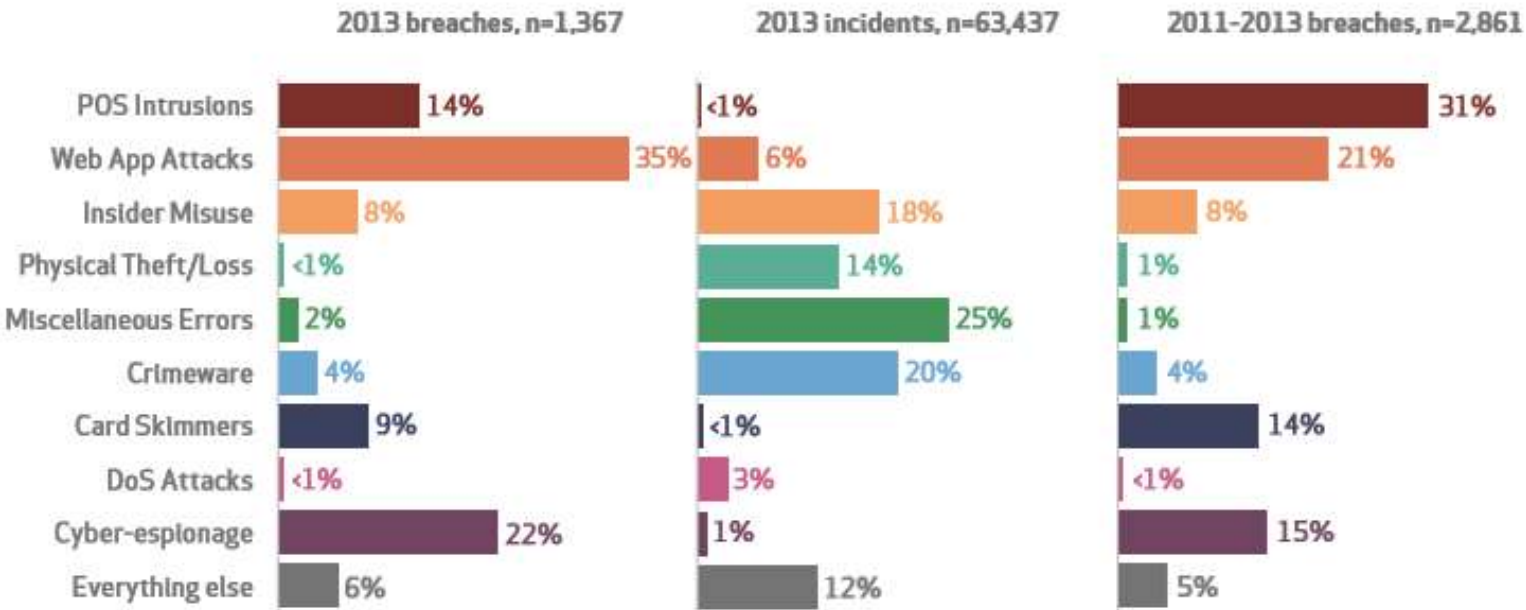


Figure 10.  
Percent of breaches per asset category over time

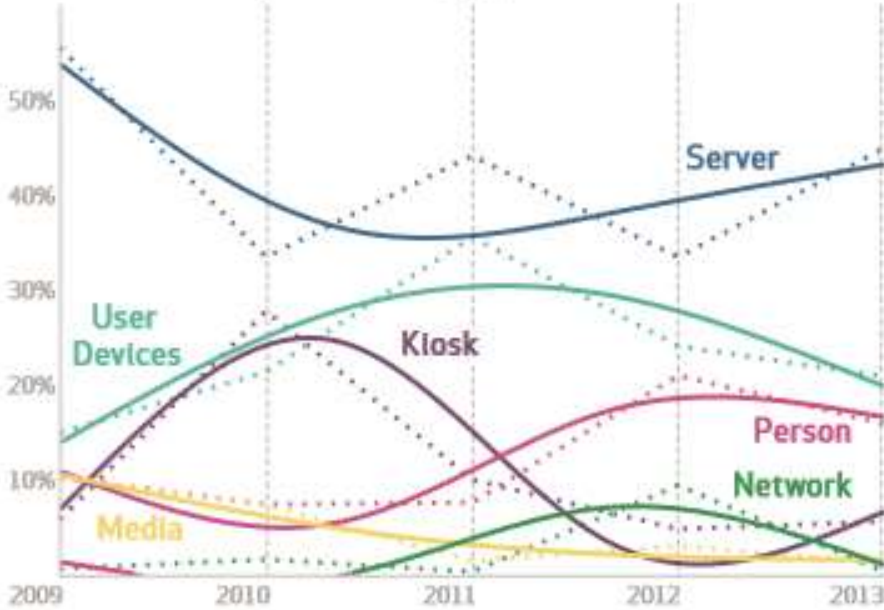


Figure 11.  
Number of breaches per asset category over time

# Achieving Overall Resilience

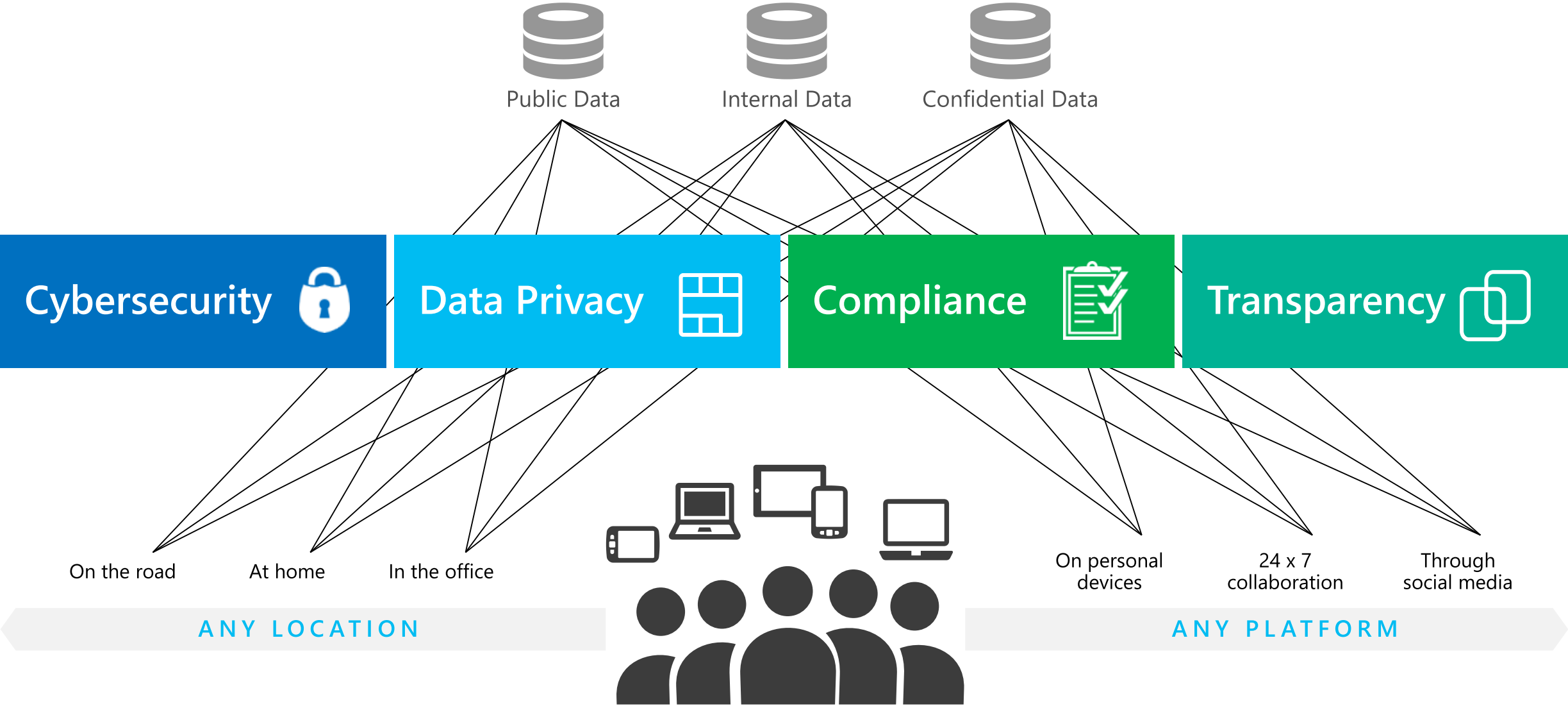
Overall Internet Resilience (Ecosystem)

Overall Resilience of an Organization  
IT Infrastructure

Cloud Resilience

On-Premises Systems Resilience

# The Hybrid Possibility



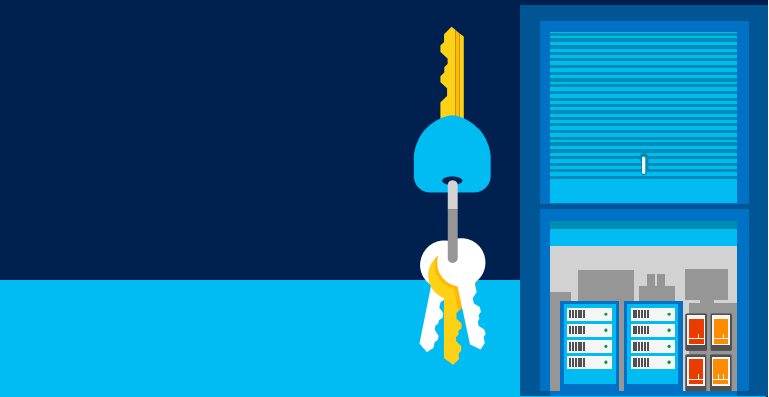


How do we get  
ahead and rebuild  
trust

Coordination  
**Collaboration**  
Disruption

# Trust in your Provider that they are protecting their customers and are a global cybersecurity advocate

Strong **principles** and **policies** that empower you to be in control of your information



Deep Investment in building a **trustworthy computing platform** and **security expertise**



Aggressively fight **cybercrime** and advocate extensively for enhancing **cybersecurity**

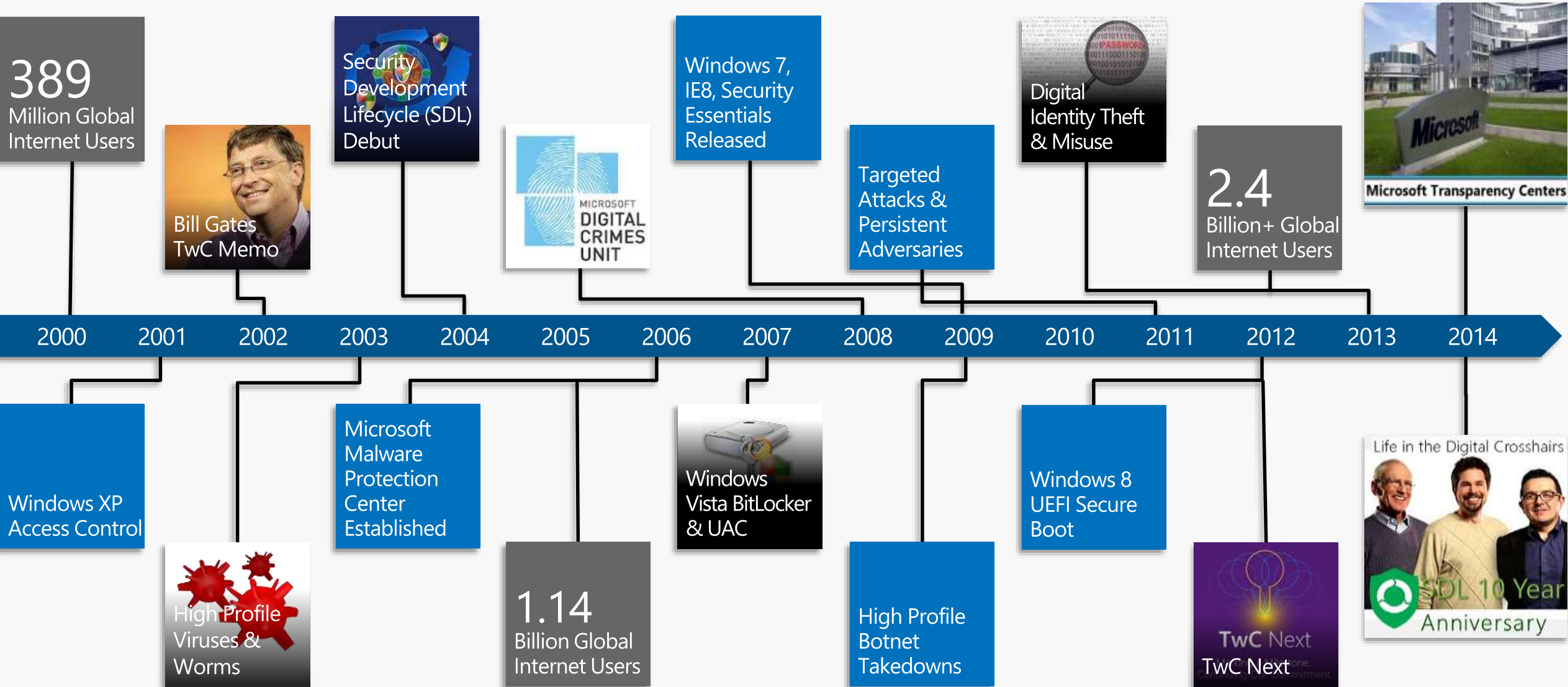


Privacy    Compliance    Security    Advocacy  
Risk management    Transparency    Governance



# Microsoft Experience and Credentials

Second decade of perspective and progress



# Trustworthy Computing

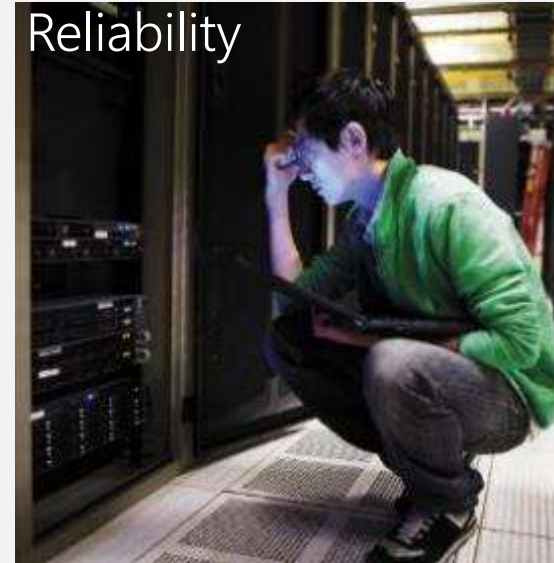
## Working Toward a Safer, More Trusted Internet



- Secures against attacks
- Protects confidentiality, integrity, and availability of data and systems
- Helps manage risk



- Protects from unwanted communication
- User choice and control
- Products, online services adhere to fair information principles



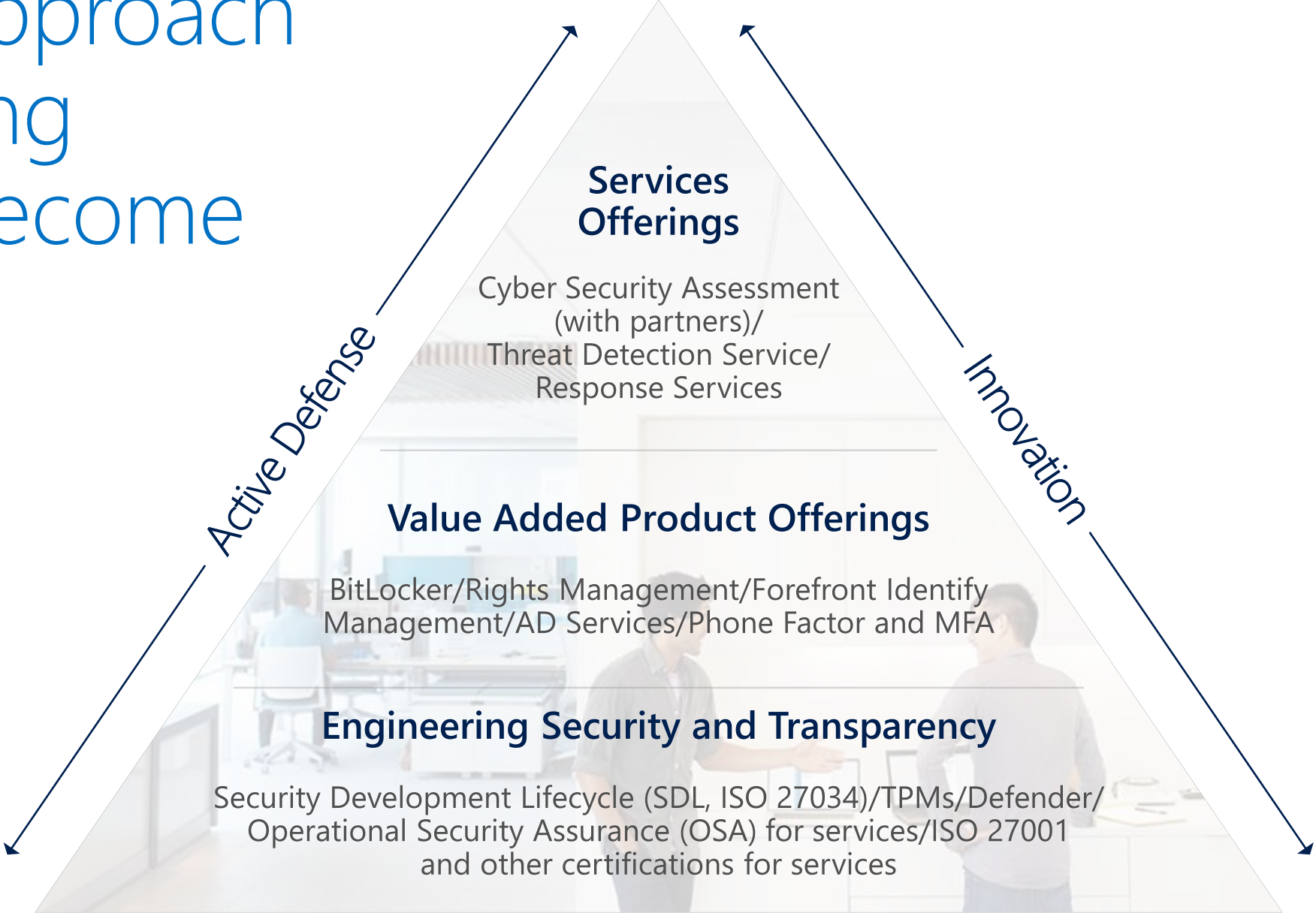
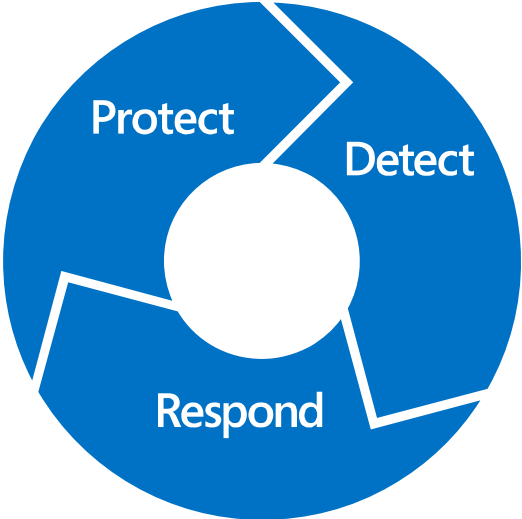
- Dependable, available
- Predictable, consistent, responsive service
- Maintainable
- Resilient, easily restored
- Proven, ready



- Commitment to customer-centric interoperability
- Recognized industry leader, world-class partner
- Open, transparent

# Microsoft's Approach

We are helping companies become more secure







# Goalie

Protect   
Patch, Deploy Newer Products, Apply the SDL

Awareness

Detect



Active Attacks





Defense

Response



Customer, CSS and Cybersecurity Team



# Microsoft Cloud for Business

## Core Investments



Cybersecurity



Best-in-class security with decades of experience building enterprise software and online services



Privacy



Privacy by design with a commitment to use commercial customers' information only to deliver services and not for ads



Compliance



Commitment to industry standards and organizational compliance



Transparency



Microsoft provides an appropriate level of transparency into its security, privacy and compliance practices and actions to help protect customer information.

# Taking action

We're taking steps to secure customers' data and enable cloud adoption

- Strengthening encryption of customer data across our services
- Increasing transparency of our software code through Microsoft Transparency Centers
- Enabling customers to meet global compliance standards and drive internal policies
- Advocating for reforms in government surveillance practices
- Taking action against egregious requests for data
- Informing customers by publishing law enforcement transparency reports





# Microsoft's Commitment to Data Privacy & Security

- Microsoft does not provide any government with direct, unfettered access to customers' data
- Microsoft does not provide any government with encryption keys or assist their efforts to break our encryption
- Microsoft does not engineer back doors into our products
- Microsoft has never provided business or government data in response to a national security order
- Microsoft will contest any attempt by the US government to disclose customer content stored exclusively overseas



# Microsoft Cloud for Business

It's your data

Built in Security



Privacy by Design



Continuous Compliance



Transparent Service Operation



# In the EU

## Privacy authorities across Europe approve Microsoft's cloud commitments

Posted April 10, 2014 By [Brad Smith](#) - General Counsel and Executive Vice President, Legal and Corporate Affairs, Microsoft

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This is an important week for the protection of our customers' privacy. The European Union's data protection authorities have found that Microsoft's enterprise cloud contracts meet the high standards of EU privacy law. This ensures that our customers can use Microsoft services to move data freely through our cloud from Europe to the rest of the world. Building on this approval, we will now take proactive steps to expand these legal protections to benefit all of our enterprise customers.

The EU's 28 data protection authorities acted through their "Article 29 Working Party" to provide this approval via a [joint letter](#). *Importantly, Microsoft is the first – and so far the only – company to receive this approval.* This recognition applies to Microsoft's enterprise cloud services – in particular, [Microsoft Azure](#), [Office 365](#), [Microsoft Dynamics CRM](#) and [Windows Intune](#).

By acknowledging that Microsoft's contractual commitments meet the requirements of the EU's "model clauses," Europe's privacy regulators have said, in effect, that personal data stored in Microsoft's enterprise cloud is subject to Europe's rigorous privacy standards no matter where that data is located. This is especially significant given that Europe's [Data Protection Directive](#) sets such a high bar for privacy protection.

Article 29 Data Protection Working Party

 Office 365  Microsoft Azure

<http://blogs.microsoft.com/blog/2014/04/10/privacy-authorities-across-europe-approve-microsofts-cloud-commitments/>

# In Switzerland

Zürich, 19. März 2014

Medienmitteilung

## **Cloud Computing im Schulbereich**

**privatim, die Vereinigung der schweizerischen Datenschutzbeauftragten, hat einen Durchbruch bei der Umsetzung der datenschutzrechtlichen Vorgaben bei Standardprodukten im Cloudbereich erreicht: Microsoft passt seine Vertragsbedingungen für Bildungsinstitutionen an.**

Privatim: Die Schweizerischen Datenschutzbeauftragten



[http://www.privatim.ch/files/layout/downloads\\_de/Medienmitteilung\\_Cloud\\_Schulen\\_2014\\_2.pdf](http://www.privatim.ch/files/layout/downloads_de/Medienmitteilung_Cloud_Schulen_2014_2.pdf)



# Find out more!

- Learn more about [Microsoft's Enterprise Cloud](#)
- Visit the Microsoft Trust Centers: [Azure](#), [Intune](#), [Office 365](#), and [Dynamics CRM](#)
- Review the Microsoft [Law Enforcement Requests](#) and [US National Security Orders](#) Reports
- Read the latest on Microsoft's [Cyber Trust](#) and [On the Issues](#) blogs



# Appendix

# Global datacenter presence



24 x 7 x 365 support

89 markets worldwide

2x Compute and storage every six months