

HP Discover Content Map: Security

Software track keynote

TK3601; Wed., June 12, 1:30PM-2:30PM, Palazzo M

Attend the HP Software keynote session, "How the user is the new center of IT," led by Matt Morgan, VP of product marketing, IT management and cloud. Winning enterprises must deliver the best information via the most pleasing apps to constituents. Learn about the impact of this shift on the business' expectations of IT and the technologies that deliver premium user experiences. This is the only Software session offered at this time. Sign up via the session scheduler.

Security track keynote

TK3201; Thu., June 13, 9:30AM-10:30AM, Palazzo O

Enterprise Security keynote speaker Art Gilliland, SVP of HP Software Enterprise Security Products, will discuss HP's vision for the enterprise security market in his "Growth and innovation through intelligent security" keynote. In an era in which security threats are a professional "market" characterized by highly specialized participants who steal, buy and sell sensitive information, how can enterprises protect themselves? Combating these new adversaries requires specialized controls at every step in the attack process as well as solutions for resolving the damage after a breach occurs. Hear about current security landscape and HP's product and services solutions designed to address today's most advanced threats.

Wednesday, June 12

10:30AM-11:00AM

ID	Title	Room	Type	Presenter
DT3257	The importance of an integrated security program	Theater 6	Demo Theater	HP

10:30AM-11:30AM

ID	Title	Room	Type	Presenter
BB1247	Top IT trends and their impact on the future of business and security	Marcello 4406	Business Breakout	Intact Technology



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TB3266	Integrating security and IT operations tools and processes for better visibility	Marcello 4504	Technical Breakout	HP
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12:00PM-12:30PM

ID	Title	Room	Type	Presenter
DT3222	Bridging two worlds: aligning business risk with security priorities by speaking the same language	Theater 6	Demo Theater	HP

12:00PM-1:00PM

ID	Title	Room	Type	Presenter
BB2859	Anti-fragile: a new concept for strengthening your enterprise security	Marcello 4504	Business Breakout	HP
TB3259	Cutting through the hype: What is true "next-generation" network security, and what does it mean for your environment?	Marcello 4406	Technical Breakout	HP

1:30PM-2:30PM

ID	Title	Room	Type	Presenter
TK3601	Track Keynote: How the user is the new center of IT	Palazzo M	Track Keynote	HP

3:00PM-4:00PM

ID	Title	Room	Type	Presenter
BB2661	Defend against modern cyberattacks	Palazzo K (150)	Business Breakout	HP
TB3218	When network security fails: protecting your sensitive information assets	Marcello 4504	Technical Breakout	HP



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4:30PM-5:30PM

ID	Title	Room	Type	Presenter
TB3217	Employing advanced analytics to improve security operations	Marcello 4506	Technical Breakout	Accenture and HP

Thursday, June 13

9:30AM-10:30AM

ID	Title	Room	Type	Presenter
TK3201	Track Keynote: Growth and innovation through intelligent security	Palazzo 0	Track keynote	HP

11:00AM-12:00PM

ID	Title	Room	Type	Presenter
BB3220	What social media can tell you: using HP ArcSight and HP Autonomy IDOL to learn what potential attackers are plotting	Marcello 4404	Business Breakout	HP
TB3001	Identifying potential fraud and information misuse with HP Fortify Runtime and HP ArcSight ESM	Marcello 4506	Technical Breakout	HP

12:30PM-1:30PM

ID	Title	Room	Type	Presenter
BB3219	Security 101: Five questions CIOs should ask of their CISOs	Marcello 4504	Business Breakout	HP
TB2145	The enterprise threat landscape: an overview of the annual HP Cyber Risk Report	Venetian Ballroom A	Technical Breakout	HP
TB3221	To catch an inside thief	Marcello 4506	Technical Breakout	HP



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2:00PM-3:00PM

ID	Title	Room	Type	Presenter
TB1248	How secure is your cloud? What you need to know and ask	Marcello 4504	Technical Breakout	HP
TB3261	Threat intel 101: how to use vulnerability insight to better protect your enterprise	Marcello 4406	Technical Breakout	HP

3:30PM-4:30PM

ID	Title	Room	Type	Presenter
BB3263	The 5G SOC: Security Intelligence for tomorrow's enterprise	Murano 3205	Business Breakout	HP
TB3269	Why is HP ArcSight on the top of Gartner's list for building a SOC?	Marcello 4404	Technical Breakout	HP



Security demos

Software pavilion

- Information Security – HP ArcSight
- Infrastructure Security – HP TippingPoint
- Application Security – HP Fortify
- Data Security – HP Atalla
- Big Data for Security

Security & Risk Mgmt Solution pavilion

- Mock Security Operations Center
- Mock boardroom for Governance, Risk, and Compliance

Session Abstracts

DT3257

The importance of an integrated security program

Presented by: HP

Security tools tend to be implemented as point solutions, each intended to protect one avenue of attack or meet a particular set of compliance requirements. What greater protection can you get with an integrated approach? See how you can prevent attacks or identify and remediate them more rapidly by using tools that work together.

BB1247

Top IT trends and their impact on the future of business and security

Presented by: Intact Technology

This forward-looking discussion will address today's top trends and then look ahead at the next five years. A business strategist from Intact Technology will address major trends that will transform the way you plan for the future of your business and career. Topics will include bring your own device (BYOD) and the impact of new devices like Google Glass, cloud environments, gamification, corporate fusion mapping with big data, business and focused social circles, multi-device mobility, custom business apps, and exponential adoption and change. Walk away with a solid understanding of transformational trends and how they impact you. The knowledge you gain will help you position you

and your organization to continue to stay competitive into the future.

TB3266

Integrating security and IT operations tools and processes for better visibility

Presented by: HP

Learn how you can integrate security and IT operations for better visibility and risk management. Security and operations teams can no longer afford to operate in silos, using different tools and systems. Hear how HP security and IT operations solutions come together to improve your security and better protect your enterprise. HP operational analytics is a first step to integrating the SOC and IT Ops by adding log management tools to IT operations tools. Other examples of security and IT operations integrations will be reviewed.

BB2859

Anti-fragile: a new concept for strengthening your enterprise security

Presented by: HP

While organizations continue to battle cyber criminals, it seems that security professionals are always fighting a losing war. Layered defense is not enough. Currently, IT spends five times more on cyber defense than on the discovery of hackers inside an IT environment. Yet according to The Ponemon Institute, 90% of polled companies will be compromised in 12 months. Fortunately, most

organizations have developed a new weapon that can help tip the balance in favor of the good guys. Find out how you can harness security intelligence to stop cyber attacks from compromising your enterprise.

TB3259

Cutting through the hype: What is true “next-generation” network security, and what does it mean for your environment?

Presented by: HP

Organizations are struggling with new and more sophisticated threats, borderless networks, increased bandwidth requirements, and applications spread throughout the entire data center. Many vendors claim to offer “next-generation” security capabilities to address a wide range of security needs. Learn what “next-generation” really means and how it can help you meet your security challenges head on.

TK3601

Track Keynote: How the user is the new center of IT

Presenter: HP

Winning enterprises deliver the best information via the most pleasing apps to employees, customers and partners. According to author Geoffrey Moore, the next trillion dollars of IT spend will be directed at “Systems of Engagement” – those apps and services fueled by cloud, mobility, and social media.



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What will this shift mean for the business's expectations of IT, and for the nature of IT itself? Join us to learn how HP Software can help you to deliver premium user experiences.

TK3201

Growth and innovation through intelligent security

Presenter: HP

Enterprise Security keynote speaker Art Gilliland, SVP of HP Software Enterprise Security Products, will discuss HP's vision for the enterprise security market. In an era in which security threats are a professional "market" characterized by highly specialized participants who steal, buy and sell sensitive information, how can enterprises protect themselves? Combating these new adversaries requires specialized controls at every step in the attack process as well as solutions for resolving the damage after a breach occurs. Hear about current security landscape and HP's product and services solutions designed to address today's most advanced threats.

DT3222

Bridging two worlds: aligning business risk with security priorities by speaking the same language

Presented by: HP

By linking IT assets and the business functions they support with your security and compliance programs, you can unite business and IT around a common perspective, giving both organizations

insight that enables them to better align security investments to business priorities. Attend this session and see how HP EnterpriseView can bridge these separate worlds using an intuitive dashboard that combines information on real-time security activity with your own unique security and compliance policies.

BB2661

Defend against modern cyberattacks

Presented by: HP

The hactivist group Anonymous and other similar underground organizations have targeted everyone from individuals to governments around the world with varied and constantly evolving attack methods. Attend this session and look inside the world of the modern day hacker to better understand what motivates hactivists, how they operate, and the tools they use. We'll show you how HP Enterprise Security can bolster your defenses and prepare you for attack.

TB3218

When network security fails: protecting your sensitive information assets

Presented by: HP

IT organizations spend the bulk of their security budgets on network security solutions, hoping to keep attackers out. But the ongoing pace of data breaches demonstrates the diminishing returns of network security. Learn how your IT organization can defend your most valuable assets by protecting

sensitive information where it lives inside your network.

TB3217

Employing advanced analytics to improve security operations

Presented by: Accenture and HP

Emerging data technologies are enabling security capabilities that were once impractical or impossible. Hear how Accenture and HP are adding Big Data platforms and advanced analytic techniques into existing security architectures, and learn how this approach can help you get more out of your IT investments.

BB3220

What social media can tell you: using HP ArcSight and HP Autonomy IDOL to learn what potential attackers are plotting

Presented by: HP

Data theft is one of the most costly and disruptive types of security attack—and security intelligence is key to early detection and prevention. Social networking can give context to this intelligence and reveal negative sentiments that frequently foreshadow security attacks. Learn how you can use HP ArcSight and HP Autonomy IDOL together to monitor social networks and avoid costly attacks and data theft.



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TB3001

Identifying potential fraud and information misuse with HP Fortify Runtime and HP ArcSight ESM

Presented by: HP

Companies often have little or no visibility into security-related logging and potential user misuse of their applications, especially custom applications that weren't designed with security in mind. Avoid this security shortcoming with HP Fortify Runtime and HP ArcSight ESM. The combined logging and information visibility gives your security operators an in-depth, correlated view of events that can lead to fraud and data misuse.

BB3219

Security 101: Five questions CIOs should ask of their CISOs

Presented by: HP

How much security is enough? Studies show that most organizations are confident in their security programs. Yet many lack key capabilities that characterize the best security teams. A security maturity model can help you assess—without bias—where your security capabilities really stand. Learn how to use maturity models, and the five key questions you should ask to reveal how secure your business really is.

TB2145

The enterprise threat landscape: an overview of the annual HP Cyber Risk Report

Presented by: HP

Hackers are increasingly aiming attacks at website vulnerabilities. Hacking has been on the rise since 2011, and it seems that a week doesn't pass without headlines announcing a new major breach of a global organization. Hear the recent HP DV Labs threat report and see how to correlate its findings with attack methods being used today.

TB3221

To catch an inside thief

Presented by: HP

Malicious insiders are one of the top risks that organizations face today. Whether they're attempting to steal intellectual capital, trade secrets, or personal information, or just trying to harm to systems and applications, insiders are particularly dangerous because they have access to and knowledge of the inner workings of your organization. Learn how you can reduce the risk of insider threats and exposures by utilizing HP ArcSight ESM with IdentityView in combination with HP Autonomy.

TB1248

How secure is your cloud? What you need to know and ask

Presented by: HP P

Roughly 47 percent of today's businesses are using cloud-based software applications, many of which

contain sensitive data like customer information and sales records. Unfortunately, companies often ignore the security risk and compliance and privacy issues that come with cloud applications. Join us for an in-depth review of the kind of questions you need to be asking your cloud provider. We'll cover different types of cloud, from SaaS to PaaS to IaaS. And you'll walk away with a strong understanding of what "cloud" means and what its security implications are.

TB3261

Threat intel 101: how to use vulnerability insight to better protect your enterprise

Presented by: HP

Turn vulnerability trends, issues, and research into valuable insights that will help you protect your enterprise in today's increasingly hazardous threat landscape. Hear tips and advice on how to evaluate security research to support your network security solutions.

BB3263

The 5G SOC: Security Intelligence for tomorrow's enterprise

Presented by: HP

Tools and threats have changed as security monitoring has evolved through four generations of security operations centers (SOCs). We are entering the world of the fifth generation, or 5G SOC. Explore what it takes to build and operate a 5G SOC and what the most mature organizations today are doing to combat tomorrow's threats.



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TB3269

Why is HP ArcSight on the top of Gartner's list for building a SOC?

Presented by: HP

Learn best practices that help make HP ArcSight THE platform for running a successful security operations center (SOC).