

Web 2.0 and Data Protection

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#### **Criminal Motivators**



For Profit



(Credit Cards, PII, Criminal Infrastructure)

Cyber Warfare



(National Infrastructure, Defense)

**Targeted Attacks** 



(Nation-State Secrets, Trade Secrets)

#### Why Change Tactics?

- Current Malware at an All Time High
- Network Intrusion & Data Exfiltration
- Why Should Attackers Change Tactics?



#### #1 Because Technology is Changing





#### **Exploit Mitigation**

Protected HeapStack CookiesDEP & ASLRSafeSEH

#### **Mature Management**

Patch Mgmt
Vulnerability Mgmt
Group Policy
IR & Forensics

#### Value of an Exploit



- Growing Complexity
- Longer Time to Develop
- Shorter Lifespan
- Criminal ROI is Shifting
- Shift to Targeted vs. \$\$\$\$



## Mass Malware Continues to Exploit the Weak Link ...

#### The Weak Link ...



## ... the End User



## #2 Because We Are Changing



#### Mac OS X Potential?

- 2010Q1 2.94M Macs Sold
- 33% Increase Over 2009Q1
- User Base Includes Big Targets
  - Corporate Executives
  - Technology Companies
- Immature Management
  - "Anti-Virus is Not Needed"
  - Lack of Central Management
  - Corporate IR Teams Less Prepared



#### OS X Malware: Case Study

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## OSX/Puper.A

- Discovered Early 2007
- Requires User Installation
- Active for >2yrs
- Prolific on Download sites
- Heart of the Trojan:
  - Malicious Script called
     "AdobeFlash"
  - Dropped in /Library/Internet Plug-Ins/



#### **OS X : Predictions**

- Misconception of Invulnerability
- Unprepared for Sophisticated Attacks
- Extended Exploitation Before Discovery
- Market Share May Draw "For Profit"
- Greater Potential for "Targeted Attacks"



## **Mobile Potential?**

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"Number of smartphones in use will reach 1.32 billion units in 2013" *Gartner, 12/09* 

".. in the next 3 years mobile will surpass the PC as the most common web access device worldwide" *Gartner,* 12/09

"30% of mobile users currently use banking services" Sybase, 8/10

#### My Introduction to Mobile Computing



#### Circa 1990 14 lbs 1.44 Floppy Drive 10MB Hard Drive Retail Price: \$5399 USD



## My Mobile Devices Through the Years





#### **Usage Patterns Changing**

- Web Sites Formatting For Mobile Devices
- Users Increasing Use Of Smarter Devices To Bank/Control Infrastructure/Access Corporate Apps
- Social Networking Sites
- Email Moving To All Devices
- Teaching Tool
- Access To Corporate Data From Everywhere On/Off-Site



#### **Data Protection requirements**





#### Mobile Malware – Future Now

"Windows Mobile game ... dials expensive international phone calls in the background"

> iPhone SSH Worms OSX/iPhDownloader.A OSX/RRoll.C iPhone/Privacy.A

"Android malware steals info from one million phone owners"

"Banking Trojan hits Android"





#### Mobile Malware: Predictions

- Initially More Attractive for "Targeted" Attacks
- Shift to \$\$\$ Motive Following Mobile Banking Adoption
- Controlled App Source May Drive Worm Propagation
- IR Capabilities Will Lag Heavily
- Cross Over Malware? Mobile <-> Desktop



#### Data Protection for Web 2.0 environment



	Need to Have	Nice to Have
Laptops	Full Disk Encryption Data Loss Prevention Removable Media Control	Pre-Boot Authentication 'LoJack' Solution
USB Media	Encrypted USB Drives	Central Management Password Recovery
Smart Phones	PIN to Unlock Remote Wipe Device Encryption Wipe after X Retries Disallow Jailbreaking	Application Control Over-The-Air Management



Cloud Computing - Global Threat Intelligence for Individual and Enterprise



#### **Threat Sophistication**





#### **Operation Aurora**

- Named By McAfee In Early January
- Long-Term Targeted Attack Against ~20 Major High-tech IT/Security Firms And Defense Contractors
- Exploits A Zero-day Vulnerability In Microsoft IE (CVE 2010-0249) "Microsoft Internet Explorer DOM Operation Memory Corruption Vulnerability"
- Lures Users To Malicious Websites Via Social Engineering, Installs Trojan Malware On Systems, Uses The Trojan To Gain Remote Access
- Uses Remote

Access To Gain Entry To Corporate Systems, Access Intellectual Property And Penetrate User Accounts



#### July 4-10, 2009 Independence Day Attacks

- DDoS on South Korean And US Government Sites
- Botnet Largely In South Korea
- Impact?



#### **Classification of Attackers**





#### Old Approaches Do Not Work



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#### **Reputation is Everywhere**





November 29, 2010

#### **Credit Score**



#### Even the Criminals Use Reputations!



## McAfee Global Threat Intelligence Reputation System

W McAfee



November 29, 2010

## Collection: Telemetry Scope

<ul> <li>2.5B Malware Reputation Queries/Month</li> <li>20B Email Reputation Queries/Month</li> <li>75B Web Reputation Queries/Month</li> <li>2B IP Reputation Queries/Month</li> <li>300M IPS Attacks/Month</li> <li>100M Ntwk Conn Rep Queries/Month</li> <li>100+ BILLION QUERIES</li> </ul>	
<ul> <li>Malware: 40M Endpoints</li> <li>Email: 30M Nodes</li> <li>Web: 45M Endpoint and Gateway Users</li> <li>Intrusions: 4M Nodes</li> <li>100+ MILLION NODES, 120 COUNTRIES</li> </ul>	

#### **Quality of Intelligence**





#### **Perspective Matters**



#### More Features $\rightarrow$ Better Accuracy



Adding Dimensions To Reputation Scores Increases The Confidence Level Of Those Scores



#### Multi-Dimensional Real-Time Data Analysis

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Predictive Mathematical Modeling Captures Behavior Not Considered By Heuristic-Based Systems

## Multi-Dimensional Correlation

Additional Features Increase Spread For Classification

#### **Real-Time Detection**

Knowing More At The Time The First Query Is Sent



# A System That Learns, Reacts, and Shares Knowledge



#### Reputation in Action Host Intrusion Prevention vs. Malware

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McAfee Host IPS, Using McAfee Global Threat Intelligence Network Connection Reputation, Blocks The Attempted Connection With 1.2.3.4...A Malicious Connection

## Reputation in Action Host Intrusion Prevention vs. Malware, continued

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Now That We Know The File Is Malware, The Endpoint's Next Cloud Lookup Will Identify It As Such And Our Anti-Malware Will Remove The File

File We Also Update Our Systems To Adjust The Reputations Of Other Entities Associated With The Malware Or Malicious Network Connection



Case Study – The many faces of Zeus



## What Is Zeus?

- It's a Trojan
  - Credential theft
- It's a bot
  - Can receive commands and updates
  - Can send spam
  - Can be used for denial-of-service (DoS) attacks
- It has a web-based management console
  - Create, manage, and distribute
  - Statistics of infection and success
  - Web forms for operating systems, browsers, and more

#### Where It Comes From





w First Unread

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#### A Global Zeus



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#### Web-Based Botnet Distribution and Control



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#### Many Ways to Deliver the Malware

- Website redirects
  - Legitimate websites
  - Malicious websites
- Spam
  - Attachments
  - Link spam
- Many forms
  - PDFs
  - ActiveX controls
  - Fake video codecs
  - Zero-day exploits

## **Combating Zeus**



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## **Threat Intelligence Yields Predictive Protection**



#### Conclusions



- Intelligence Is Key To An Evolution Of Cybersecurity That Focuses On Situational Awareness
- All Network, Hardware, And Software Assets Must Be Used As Sensors For Intelligence Collection And Analysis
- Global And Local Perspectives Of Threats Are Necessary For Strategic Warning

