

# Zero Trust

Sichere Netzwerkkumgebung in Zeiten der Cloud

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# Digital Disruption

*Since 2000, **52 percent** of Fortune 500 companies have either gone bankrupt, been acquired, or ceased to exist as a result of digital disruption.*

Harvard Business Review;  
Digital Transformation is Racing  
Ahead and No Industry is Immune

# Digital Transformation and Your Attack Surface



## **New business initiatives**

Monetize digital content faster and more effectively

Drive buyer engagement with connected in-store experiences

Increase supply chain efficiency, reduce inventory and increase turnover



## **New business processes**

Provide **secure** collaboration across your digital ecosystem

In-store Wi-Fi, rich media kiosks, in-store iPad catalog applications

API integrated workflow applications across suppliers and partners



## **New attack surface**

New End Users

3rd Party & BYOD Devices

New Applications

Many more APIs

Lots more Data

Cloud infrastructure

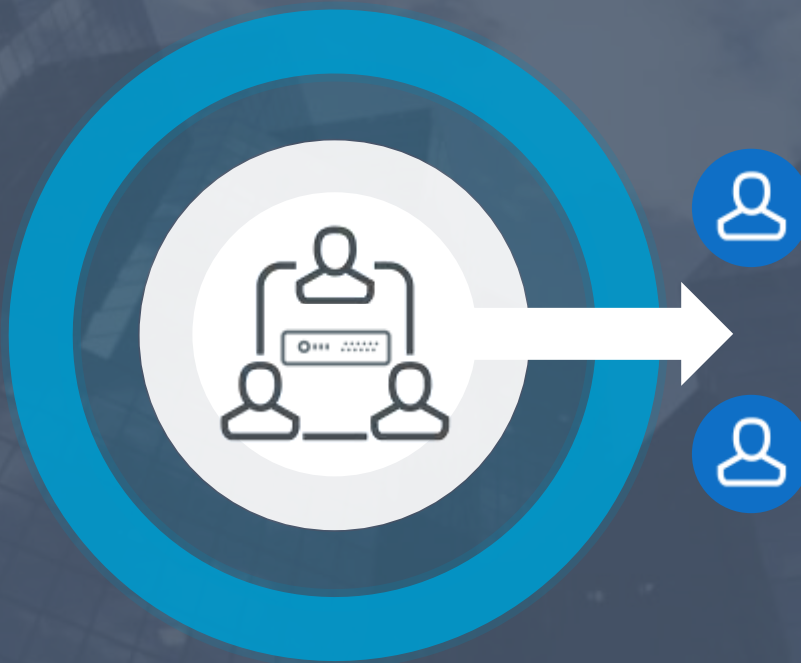
# The Traditional Security Approach



# But... Users Are Moving Outside



Threat



Mobile



Digital Ecosystem



Global Distribution



Remote Workers

# And... Applications Are Moving Outside



Threat



IaaS & SaaS



Hybrid



Inconsistent visibility,  
security & control

Confusing end-user  
experience

# Meanwhile... Threats Are Moving Inside



Threat

Malware, phishing & data exfiltration

Credential theft

Single factor authentication

Security architecture vulnerabilities leveraged in complex attacks

Lateral network movement

# Your Security Architecture Needs to Change

## Inside Is Trusted



Users & apps inside  
One time gates for access  
Full network access

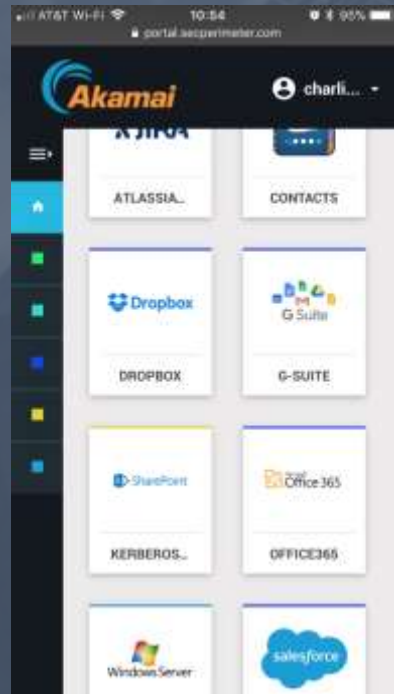
## Zero Trust

## There Is No Inside



Users & apps anywhere  
Strong authentication, continuous monitoring  
Application access





# Zero Trust

Security Model Evangelized by Forrester Research

- Don't distinguish between **external** and **internal**
- Only **authenticated** and **authorized** users/devices can access applications/data
- Always verify with **logging** and behavioral analytics

**GARTNER:** *“DMZs and legacy VPNs were designed for the networks of the 1990s and have become obsolete because they lack the agility needed to protect digital businesses.”*

It's Time to Isolate Your Services From the Internet Cesspool, 17 November 2017,  
Gartner analysts - Steve Riley, Neil MacDonald, Greg Young

# Use Cases



Traditional VPN  
elimination



Mergers &  
acquisitions



Secure 3<sup>rd</sup> party  
app access



Secure access to  
cloud apps



Simply improve  
security posture



Direct Internet  
access security at  
the edge

# Benefits



Stop malware propagation  
and lateral movement



Reduce complexity and  
streamline operations



Reduce both capex and  
opex on security



Stop exfiltration of  
internal data

Akamai – Protecting your business from the edge

# ZERO TRUST

Control corporate application access and protect users from targeted threats



**Secure App  
Access**



**Web  
Application  
Firewall**



**Malware  
Prevention**

**Application Acceleration**

# Moving Beyond Perimeter Security

[akamai.com/zerotrust](https://akamai.com/zerotrust)

## Visit the Akamai booth

**Hall 9 - Booth 9-220**

