

Brochure



Protect your digital enterprise

HP Transformation Workshop



A new era requires new approaches

Today's businesses are more connected, context aware, digital, and data driven than ever. Consumer and enterprise customer experiences are melding seamlessly into one. In this New Style of Business, cloud computing, Big Data, social media, and mobility solutions create faster, more affordable, and differentiated digital processes.

At the same time, internal and external threats to your information are growing exponentially, and your security teams are under increasing pressure to help your organization stay competitive, compliant with new regulations, and protected. The new types of threats are diverse, sophisticated, and well-funded—and they require more than preventive threat management. Protecting your enterprise requires adaptive, predictive, and dynamic approaches across people, process, technology, and policies. Because a major key to your organization's success is speed to market, you depend heavily on secure and available information assets.

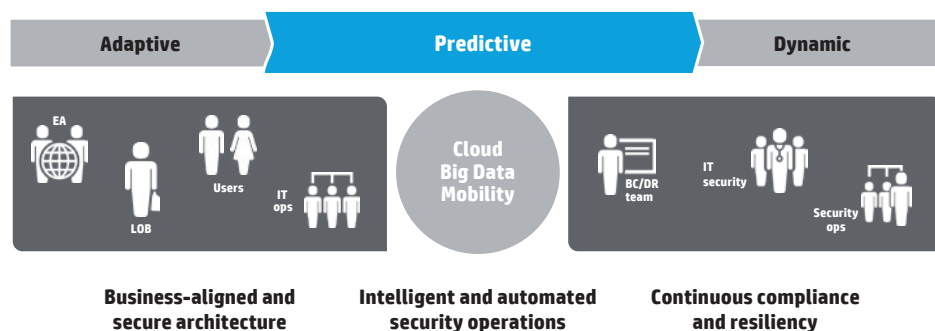
As one of the people responsible for protecting your organization's data, digital processes, and assets, your role is evolving as well. Organizations spend millions of dollars either because of these new threats, new compliance requirements, or technology changes. You need to move your organization forward and drive results by providing your employees and customers with secure and available access to information—anywhere, anytime, and with any device while keeping your budget under control.

Move forward with this HP Transformation Workshop

Protecting your digital enterprise requires alignment with key IT and business decision-makers for a business-aligned, integrated, and proactive strategy to protect your hybrid IT infrastructure and data-driven operations, as well as enable workplace productivity. By focusing on security as a business enabler, the HP Transformation Workshop: Protect your Digital Enterprise is an excellent way to begin this process.

During this workshop, HP will bring new perspectives on how your organization can transform from traditional static security practices to intelligent, adaptive security models to keep pace with your business dynamics. We will explore your models and frameworks, as well as steps that will help take you from where you are today to reach your short- and long-term enterprise security and resiliency goals.

Figure 1. The HP experience to protect your digital enterprise



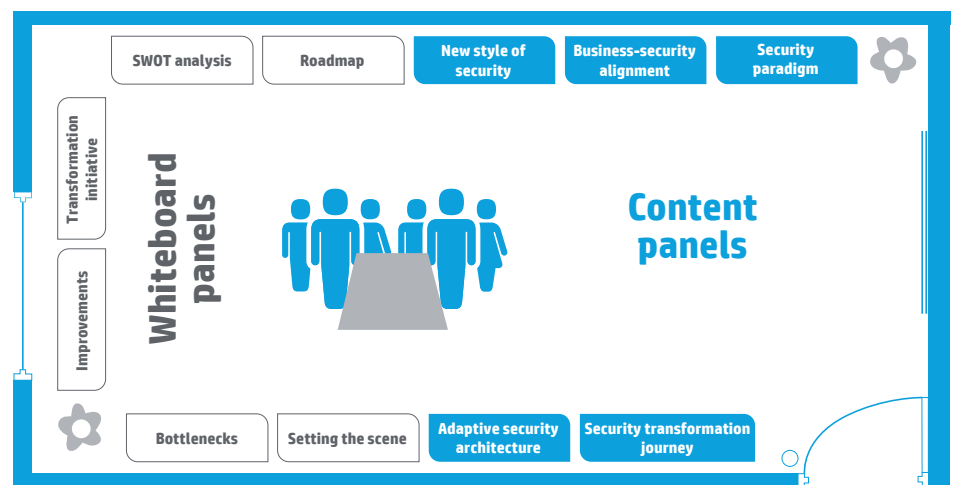
HP Transformation Workshop: Protect your Digital Enterprise

Learn how to transform to the new style of security

HP security consultants facilitate the workshop based on our own security experience, the new technology megatrends, security trends and threats, and your business needs and priorities. This full-day workshop consists of a structured walk-through of the security transformation perspectives that constitute the HP Adaptive Security Framework and includes the following security perspectives:

- The new style of security
- Business and security alignment
- The security paradigm
- Adaptive security architecture
- Security transformation journey

Figure 2. Whiteboard and content panels



Security for a New Style of Business

The new style of security explores the internal and external drivers facing organizations today. It compares and contrasts the current style of security with an agile, future-state enterprise security approach.

Business and security alignment

Aligning business, security, and IT to deliver a shared vision is the first critical step toward an adaptive security model. The segment examines security as a business enabler as well as a business differentiator with the right level of protection based on business risk tolerance.



The security paradigm

The speed of change from new technologies is placing new risks and pressures on the enterprise, increasing threats and regulatory compliance. Five IT megatrends are the cloud, the Internet of Things (IoT), mobility, Big Data, and software-defined infrastructure (SDI). Each IT megatrend has unique threats and vulnerabilities. Threat intelligence is the key to being able to predict, control, and respond to threats. Preparing for threats and attacks must reach deeply into disaster recovery plans, patch management, and security service management. Threat intelligence is key to controlling the ever-increasing professional hacking and new threats introduced every day.



Adaptive security architecture

An adaptive security vision requires the adoption of a holistic, integrated security service management framework that takes into account business continuity/disaster recovery (BC/DR), risk management, and operational processes. HP shares its models and reference architectures that help drive an adaptive, integrated, and holistic enterprise protection strategy.



Security transformation journey

During this journey, organizations can evaluate their security program on the scale of being reactive to being more proactive and innovative. At each state, we explore actions that can be taken with the goal of achieving an ideal security model that supports the New Style of IT.

Seven reasons to join the HP Transformation Workshop: Protect your Digital Enterprise

- Help ensure that your security assurance strategy aligns with your business needs and supports the New Style of IT
- Prepare for new threats, risks, and opportunities with new IT trends
- Rationalize and prioritize your security, governance, and privacy initiatives
- Gain stakeholder buy-in and consensus
- Draw on best practices and HP's project experience and methodologies
- Understand the current situation as well as your future aspirations clearly, and develop a high-level action plan
- Take a holistic approach to protecting your enterprise data—including technology, process, people, and governance

The first step toward security, IT, and business alignment

The ultimate outcome of the HP Transformation Workshop: Protect your Digital Enterprise is to create a roadmap that aligns security, IT, and business. It culminates with an interactive roadmap-building session to identify the key components in your security transformation journey, including long-term goals, major transformational steps, constraints, and short-term opportunities to sustain and boost your transformation initiative.

After the workshop, we'll collect, summarize, and prioritize the outputs in order to create a shared deliverable unique to your organization. This will provide a high-level transformation program roadmap that you can use to take the next steps.

Why HP?

HP delivers integrated IT security and assurance solutions based on internationally accepted security and availability standards—for example, ISO27k European Network and Information Security Agency (ENISA), National Institute of Standards and Technology (NIST), and others. These standards guide you in managing business risk and making the most of your security and availability investments. Our capabilities, which span both traditional IT and hybrid IT environments, include consulting, education, and managed security services.

In addition to services, HP also provides market-leading security products that enable operational security, application security, data protection, and network-level protection. Our selection of products include HP ArcSight Security Information and Event Management (SIEM) solutions, HP TippingPoint for network security, HP Fortify for application security, and HP Atalla for data protection.

For more information

Talk to your HP representative about signing up for an HP Transformation Workshop.

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