



# An Intrinsic Approach to Cybersecurity with VMware

Achieve simpler, faster and smarter security with  
intelligent endpoint and workload protection.

Insight 

vmware®



## With an evolving threatscape, it's time to rethink cybersecurity.

Following the rapid acceleration of technology in recent years, our digital world has never been more connected — and effective cybersecurity has never been more important. As business processes become increasingly digitised and workplaces expand remote work and digital experiences, securing our apps, data and devices is paramount. More than ever before, security and IT leaders are focused on improving their security posture.

A more digital world brings an expanded attack surface: device fleets are growing, cloud usage is rising and remote work is the new normal. The resulting threat landscape presents vital concerns.

**7 million** data records are compromised each day.<sup>1</sup>

**56 records** are compromised each second.<sup>1</sup>

**More than 3,500** security vendors exist today across multiple specialisations.<sup>2</sup>

**Two thirds** of organisations do not have a unified IT and security strategy in place.<sup>3</sup>

# The challenges of effective security

IT and security teams have worked tirelessly to protect their organisations through frequent change. However, achieving effective security is far from simple.

Roadblocks include:

- **Bolted-on solutions:** The average company owns upwards of 80 security products. Managing so many products is not easy, especially if each introduces a separate agent or specialised interface.
- **Siloed teams:** Cybersecurity is a team sport, requiring collaboration between both security and IT teams. Yet all too often, these groups are working in silos, using their own products and tools. That lack of cohesion can prevent teams from working together toward joint solutions.
- **Threat-centric solutions:** Most solutions across the security spectrum focus on isolating threats and protecting against them, without providing enough knowledge or context around what they're trying to protect. A threat-centric approach is always reactive and on the attacker's terms.

## We need to start thinking differently about security.

At VMware, security has always been a top priority. With a revolutionary software-based approach to your top challenges — and unique expertise in infrastructure — VMware sees security through a singular lens.



## A new approach with VMware's intrinsic security

Intrinsic security is a fundamentally different approach to securing your business.

This approach is not a product, tool or bundle for your organisation. It's a strategy for leveraging your infrastructure and control points in new ways — in real time, across any app, cloud or device — so you can shift from a reactive security posture to a position of strength.

Intrinsic security is about using what you already have, unifying your security and IT teams, and empowering them with deep context and insights. Together, you'll accelerate how your organisation identifies risk and prevents, detects and responds to threats.

## Leverage your existing network.

This strategic approach by VMware® uses threat intelligence and your existing infrastructure to protect your apps and data.

### VMware security is...

**Built in** — Rather than relying on standalone products, an intrinsic approach maximises security controls built directly into the infrastructure. For instance, it's not about taking a hardware firewall and repackaging it as a blade in a switch — it's about reimagining firewall capabilities and building those controls into your infrastructure.

*By leveraging the virtual layer, you can use your existing infrastructure to protect your endpoints and workloads, networks, workspaces and clouds, all while gaining greater visibility and control over policies that protect your business.*

**Unified** — An intrinsic security approach brings tools and teams together. Enabling your security professionals to use data and events from IT and operations allows them to control threats and policies more effectively. This unified approach leverages cloud, application and device infrastructure, providing richer insights and understanding.

*By bringing together the technology and insights used by your security and IT teams, you'll encourage collaboration and increase the speed at which they respond to vulnerabilities and active threats.*

**Context-centric** — We believe intrinsic security should provide rich context not only about threats, but also about what you're protecting. Context-centric security helps you better understand behaviors and intended actions, including data, users, access points and configurations.

*By leveraging this powerful intelligence, your teams will quickly recognise what workloads compose your applications, how they communicate, the network services they consume and more.*



## What does a VMware security approach look like?

VMware's intrinsic security approach extends across your entire infrastructure, encompassing endpoints and workloads, network, workspace and the cloud.

**Let's take a closer look at intrinsic security for...**

### **Endpoints and workloads**

Defend key security control points with cloud-native endpoint and workload protection. We'll provide a platform that allows you to identify risk and prevent, detect and respond to the latest complex attacks. Utilising our platform modules, you can proactively hunt for abnormal activities using threat intelligence and customisable watchlists. Live response capabilities enable your teams to respond faster once attacks have been identified.

For workloads and containers, we offer cloud workload protection that combines intelligent system hardening and behavioral prevention so you can protect critical assets against advanced attacks.

### **Network**

VMware uses a software-based approach when it comes to the network. This allows you to control traffic through segmentation, secure network access, and inspect all traffic for anomalies or vulnerabilities while simplifying management.

For example, the VMware® Service-defined Firewall is built right into the hypervisor: a unique placement providing a powerful advantage. Traditional hardware-based firewalling requires you to run all rules against all traffic all the time. But with an intrinsic approach that understands the difference between web, application and database tiers, you can implement only the rules that apply to each specific workload. This creates a granular, simpler and more efficient security approach.

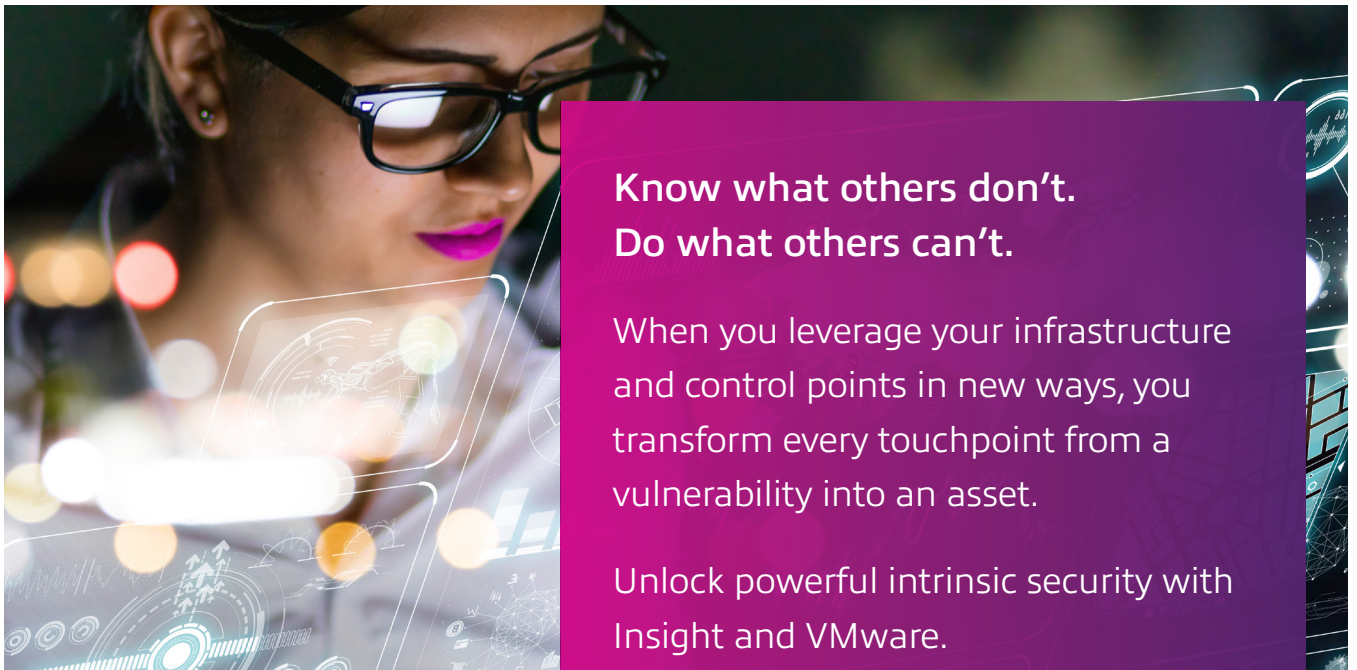
## Workplace

VMware Carbon Black® Cloud combines industry-leading endpoint management and secure access with threat detection and response capabilities — all while providing an exceptional user experience.

An intrinsic solution pairs user, device and application information with intelligent risk management and behavioral prevention, detection and response. Leveraging the power of big data, you'll have a clear and comprehensive picture of endpoint activity. This approach enables your organisation to implement Zero Trust conditional access, ensuring secure entry to apps and improving device hygiene.

## Cloud

Your security strategy also needs to extend to your cloud infrastructure. With most organisations adopting multiple public clouds, it's imperative that you have a mechanism to detect, manage and respond to vulnerabilities and threats. Delivered as a service, VMware® cloud security and compliance solutions leverage cloud APIs, change events, threat index feeds and best practices to help you manage risk across cloud providers.



**Know what others don't.  
Do what others can't.**

When you leverage your infrastructure and control points in new ways, you transform every touchpoint from a vulnerability into an asset.

Unlock powerful intrinsic security with Insight and VMware.

# About Insight

Insight Enterprises Inc. empowers organisations of all sizes with Insight Intelligent Technology Solutions™ and services to maximise the business value of IT. As a Fortune 500-ranked global provider of Digital Innovation, Cloud + Data Center Transformation, Connected Workforce, and Supply Chain Optimisation solutions and services, we help clients successfully manage their IT today while transforming for tomorrow.



Contact your **Insight Account Manager** for more information.  
**1800 189 888 | [au.insight.com](https://au.insight.com)**

---

<sup>1</sup> Sobers, R. (2020). "The World in Data Breaches." Varonis.

<sup>2</sup> Momentum Cyber. (November 2019). Cybersecurity Snapshot.

<sup>3</sup> Forrester. (May 2020). "Tension Between IT and Security Professionals Reinforcing Silos and Security Strain," a commissioned study conducted by Forrester Consulting on behalf of VMware.