

NetEvents EMEA Press Summit: More Applications Induce More Complex Security Measures

Since 1996, NetEvents brings together leading telecom, service providers, vendors, press and analysts from the 4 continents to share and discuss the latest technology and communication trends. The latest NetEvents EMEA Press Summit was held on the 9th and 10th of February 2011 in Barcelona, Spain.



Nir Zuk, Palo Alto Networks

The event started with a keynote presentation by Nir Zuk, serial entrepreneur and founder, Palo Alto Networks, discussing the state of current innovation in network security.

Network and Applications Security

According to Zuk, companies should innovate or they will die. Those who thought the entire world was in their hands and that everyone would continue using their software or their products forever without innovating, were passed by others coming from behind, and their companies died or are dying while other companies are taking their place in the market.

Zuk gave different examples about companies which didn't innovate or stopped innovating and are dying like Nokia and Microsoft that were passed by Apple. "Innovation is important, and if you don't innovate, you die," added Zuk.

Tackling network security, Zuk said that the problem is the fact that all technologies used to protect networks' enterprises today, starting from the firewall, passing by the intrusion detection and prevention technology, to the anti-virus and the anti-spyware technology, were all developed around 1995 and haven't changed since then. So enterprises are using technologies that were

developed in a time when the internet was only about email and web browsing to protect today's internet.

"There are many applications like Salesforce, Webex and Sharepoint that are desired by enterprises and they use them but they carry a lot of risk, and enterprises today need to take that risk in order to use these applications," commented Zuk. "Furthermore, enterprises can't allow Facebook, Twitter and LinkedIn because there is a risk associated with them, and at the same time they cannot block them because the enterprise needs it to conduct business."

"Enterprises are spending a lot of money on securing web and email. The network security market, according to Gartner, is about USD 9 billion today, growing very soon to \$10 billion. Ten billion dollars are spent on protecting web and email, and \$0 is spent on protecting all the other applications. Enterprises are just protecting web and email. They don't touch any other applications, yet enterprises expect to be more and more secure, or at least be as secure with all the changes that are happening in the world. That's not going to happen because there's no innovation."

Zuk continued explaining about the innovative approach saying

that enterprises should extend security to all applications. Whatever is usually done for web and email security should be done for any other application allowed through the network. "If you scan web traffic for viruses, you should do the same thing for Webex traffic, and you should do the same for Salesforce.com traffic... And the same true for all other applications that you decide to use on your network," clarified Zuk.

How to do all of this? Zuk sees the solution with a next generation firewall and explained, "A next generation firewall is a device that takes whatever you do today for web and email and extends it to all applications. It's not a device that blocks or allows Facebook. It's not a device that blocks or allows whatever, Webex or Sharepoint. It's a device that allows you to take whatever you do for web and email - virus scanning, data leakage, intrusion prevention, scanning for other bad things - and allows you to do it for all applications, of course including web and email, or at least including web."

Genband Committed to VoLTE

With more than 25 years experience as the leading edge of wire line and wireless innovation, Mehmet Balos, Executive Vice President and Chief Marketing Officer of Genband, discussed his vision



Mehmet Balos, Genband



Steve Garrison, Infoblox

about what LTE can ultimately deliver and its potential to drive innovation. He expanded his vision until 2020 and talked about apps of the future and a whole new generation of smartphones and tablets.

Balos pointed out the major changes happening in the communication network because communication is becoming very consumer orientated by asking for everything they want on time, anytime, anyplace and on any device.

"We are right now in the smartphones era, and looking to the other side of the technological revolution, the tablets and the iPad grew dramatically this year to 42 million. In the Last Consumer Electronics Show in Las Vegas, everybody we knew on the device side was introducing some kind of an iPad or a tablet. It's not hard to see the trend in this," stated Balos.

According to Balos, smart devices will surpass the PCs

and laptops in 2012. "Last year actually, December 2009, globally we saw that the mobile broadband surpassed fixed broadband availability for the subscribers," added Balos.

Talking about internet traffic, Balos explained in his presentation that the internet traffic has increased 50% to be 2 trillion gigabytes. In addition, he sees that "there is a shift in voice that's started happening in 2000. Wireless operators started gaining momentum and wire lines started losing their subscribers."

Balos talked about the data explosion and the network congestion due to the number of increased text messages comparing to the mobile voice usage, in addition to the huge number of subscribers watching internet videos. "We believe that LTE is going to be the key ingredient for this, because as you know the data is the driver we talked about and mobile operators do not have that unless they provide it in the LTE," commented Balos. "4G LTE is actually the only way to provide this insatiable bandwidth requirement. LTE is important because it is embraced by all the leading suppliers and carriers."

GENBAND is committed to VoLTE. "As operators prepare for the transition to LTE, they need a VoLTE solution that is based on a single common industry standard," said Balos. As a leading provider of interconnect solutions that support GSMA's IPX and RCS

initiatives, GENBAND stands behind GSMA's VoLTE solution and supports the development of GSMA specifications that will enable interconnection and international roaming between LTE networks. GSMA's VoLTE initiative enjoys broad support from key tier 1 telecommunications operators.

Testing the Mobile Broadband Networks

Spirent is the preferred platform for testing tomorrow's networks and solutions today. Several executives from Spirent were present at this edition of the NetEvents to talk about the importance of testing mobile broadband networks. According to Spirent, the smart mobile internet transforms networks and carriers' business models and induce higher performance networks, a better quality of user experience and improved profitability.

"Testing the Mobile Broadband Networks requires a converged testing solution," stated Spirent. Spirent TestCenter HyperMetrics next multiple-play modules test high performance, blended protocols at mobile subscriber and data scale and provide advanced mobility performance test solution with line-rate traffic and up to 1.92 Tbps of data capacity per chassis. Smartphones and Mobile Applications

Balos sees that the smartphones era will continue and will be part of the next stage for telecom evolution and we will connect to anything. Moreover, applications



Ian Keene, Gartner

content will be the major revenue. "The end users will be the customers because they will be buying the applications like they do on the Apps Store today on Apple. So Apple doesn't really maintain that. They have all these developers doing thousands and thousands of application developments. Consumers are the drivers and developers are getting the fees directly and paying some kind of a loyalty and all to the operators and in this case Apple," he added.

According to Balos, the monetization of these applications is going to be through advertising. And that's how service providers are going to be able to subsidize some of the services. "Otherwise, the telcos are not going to be profitable enough to develop this and won't have enough capital expenditure to invest

and they cannot charge then the user because already the services are at a premium level and in some instances for high broadband services. So advertising is going to be a key role," he commented.

Finally, Balos sees that because most of the applications are in the cloud, the services are going to be determined by the fee services, for a flat fee, and then premium services will be added to it. "If you want to download certain hours of the day, high definition TV or just the newly released movies or songs, there will be an a la carte menu that you can select," he concluded.

Promising Future of the "Cloud"

The "cloud" is becoming an overused term but it seems that everyone has a different definition for it. Many



Rick Moy, NSS Labs

questions might come to mind like what is different about the cloud? And what is inhibiting us from getting to the next stage of the cloud?

To answer these questions, Sean Hackett, Research Director - Cloudscape, The 451 Group, chaired the debate "Cloud By Any Other Name" with the presence of the panelists: Raul Chico, Head of IT & PS Practises, BT Spain; Justin Fielder, Chief Technology Officer, Easynet Global Services; Natasha Tamaskar, Vice President, Product Marketing, GENBAND Inc.; Steve Garrison, Vice President, Marketing, Infoblox; David Hill, VP EMEA, Spirent Communications; David Howorth, Regional Vice President of Cloud and IT services, Verizon Business.

As a definition of the cloud, Hackett sees it as a consumption delivery model.

"The consumption side at the top with the dynamic pricing models, things like whether it is publicly accessible, rapid provisioning and enables you with a programmatic interface to do self service," he explained. "On the delivery side, there is an overlay to technology in essence, and it enables multi-tenancy and automation. It enables virtualization and scalability and elasticity. And then you consume certain things from the cloud. You consume software and software as a service, software infrastructure as a service, and passes a very nascent market but I think will be the most disruptive moving forward. Application development integration, we think management to a certain extent, sits here as well. And then infrastructure as a service which has storage and compute for us."



Dean Bubley, Disruptive Analysis, Chris Cox, ip.access, Natasha Tamaskar, Genband, Richard Webb, Infonetics



Answering a question about what's driving the cloud adoption or in other terms why does cloud have legs, Howorth sees that there are many things driving it and one of them is the consumerization of IT. "Employers today have better IT than the corporate. I think there is a big driver that is driving expectation in the business as to what IT should be doing," he explained.

"Last year everybody was saying that the cloud is going to take a hell of a long time. There will be private clouds, a few public clouds; maybe the SMEs will

go into public cloud. Now, I am hearing a slightly different story so I'm quite excited about it."

Talk about inhibitors of the next stage of the cloud, Fielder thinks it's about the quality problem and the safety of cloud computing remain a big concern. Chico also agreed that the main inhibitor is the trust. And he thinks that we need to find a clear methodology and transition plan to how to transform the IT of the enterprises from the legacy state from the traditional model to the cloud.

Next-Generation Firewalls

Cybercrime is growing quickly with attackers studying every detail of their targets in order to break them. Therefore, are firewalls and online IPS enough to protect us from the threats?

In order to discuss the next-generation firewalls, another interesting debate session, "Next-generation Firewalls – can one size fit all and block all?" was chaired and introduced by Rick Moy, President, NSS Labs in the presence of the panelists: Nir Zuk, Serial Entrepreneur and Founder, Palo Alto Networks;

Jason Brvenik VP Security Strategy, Technology Research Group, Sourcefire.

Moy initiated this session by introducing the NSS Labs and explaining its role in security testing practice for almost 20 years. Moy sees that firewall technology is passing through a refresh cycle and defining what next-generation firewall will be is an important thing. So he believes that the next-generation firewall should be doing all the things that the previous versions have already done. In addition, it must include a firm intrusion prevention system that covers different types of applications and it should replace the developed IPS that we have today.

As for Brvenik, he sees that the next-generation firewall will end the old firewall and the ISP pairing. And to minimize the threat, controlling applications, users and their activity is an essential thing according to Brvenik.

"I'm not so sure that the next-generation firewall is going to be deployed into a core. Perhaps segmentation amongst different business units, or different remote offices, and that kind of stuff, as they protect the internet pipes. But inside, you're going to maintain deep packet inspection, threat awareness, customize what I like to call 'personalized security for your applications' through next generation IPS technologies," commented Brvenik. ■