

# SonicWALL Business Insight

WEB 2.0

Tapping into the numerous benefits of Web and Enterprise 2.0.

## The Web 2.0 Scenario

Web 2.0 technologies and the sites and services built on them have forever changed the nature of the Web and how we use it. Rather than serving merely as a repository for static information, it has now become a highly collaborative and extremely dynamic medium for communication. Moreover, savvy business leaders have recognized that this evolution of the Web is applicable not just to individual users in their personal lives, but also has the potential to transform the way their businesses operate. With Enterprise 2.0, as it is being called, organizations can take advantage of applications that self-improve as more people use them. The network effects of the Web can be harnessed not just to capture more customers, but also to learn from them and build on their contributions. Business processes such as those associated with marketing, customer support, and research department can be streamlined. Overall, Web 2.0 provides organizations with the opportunity to substantially improve their operational efficiency and elevate their competitive position in the market.

As magical as Web and Enterprise 2.0 sound, however, they are not without challenges, particularly in the areas of information security, application management and privacy.

## The application management problem: everything looks the same

Although nearly 70% of network traffic is classified as HTTP or HTTPS, the actual applications being used can be virtually anything, from a trivial utility to a business-critical service (e.g., email or Salesforce.com). As a result, the usefulness of port and protocol details for setting and enforcing application usage and associated security policies has been significantly eroded.

## The dynamic Web/threats problem: everything is changing

New Web content is being generated on a continuous basis. Moreover, it can come from virtually anywhere and anyone. Just because it's available at a given site does not mean the owners of that site are its source. And let's not forget the potential for content "contributions" that are in fact malware. After all, Web 2.0 is participatory by nature, and there's nothing to preclude hackers from participating too. The net result is

that it's practically impossible to reliably pre-classify content, sites, and services as good or bad and, therefore, unwise to rely on security tools that depend on doing so.

## The data leakage problem: everything can be "shared"

The Web is now a bi-directional channel for communication. Not only that, but participation is highly encouraged. The benefits of Web and Enterprise 2.0 depend on it. The downside, however, is that it's significantly easier to *accidentally* disclose important data – a situation that is exacerbated by the high degree of cross-over and line-blurring taking place between user's personal and work lives. In many cases the same Web 2.0 tools and services are being used for both. Then there's the fact that Web 2.0 technologies also make it easier to *intentionally* disclose (or "liberate") sensitive information.

## SonicWALL for Web 2.0

Taking full advantage of the benefits of Web and Enterprise 2.0 obviously depends on being able to address the related security challenges. In this regard, enterprise security solutions from SonicWALL® give today's organizations exactly what they need.

## SonicWALL Application Intelligence

An embedded component of SonicWALL E-Class NSA Series and NSA Series appliances, Application Intelligence helps IT organizations conquer the security implications of Web 2.0 in two distinct ways. First, it provides detailed visibility and control of associated traffic based on the underlying applications and services being used and, optionally, based on who is using them and when. Access control and threat inspection policies can thus be set and enforced on a highly granular basis, instead of having to treat all Web traffic the same. The use of dangerous and completely non-productive Web 2.0 services can be curtailed all together, while those deemed marginally useful or personal in nature can be confined to designated, non-work time periods.

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The second way that Application Intelligence helps is that it supports the development of custom signatures, or rules. These can be used to control the flow not just of types of files that are known to contain sensitive data, but also of any files and other communications sessions detected on-the-fly to contain pieces of information that are designated as sensitive.

### SonicWALL Network Security

This component of the solutions available from SonicWALL is what allows organizations to handle the dynamic nature of Web 2.0 sites and services. By integrating gateway anti-virus, anti-spyware, and intrusion prevention, SonicWALL Network Security is able to effectively scan and disinfect both inbound and outbound traffic in real time, thereby eliminating the need to rely on tools that depend on accurate pre-classification of resources and content. Furthermore, a high-speed Reassembly-Free Deep Packet Inspection™ engine, in conjunction with the availability of a multi-core hardware architecture, delivers superior scalability and performance, ensuring that SonicWALL solutions are able to execute all configured threat inspection even under the most demanding conditions.

### SonicWALL GRID Network

A global array of millions of network security nodes, the SonicWALL Global Response Intelligence Defense (GRID) Network arms SonicWALL security customers with the freshest possible intelligence, inspection signatures, policies, and practices needed to prevent emerging threats. Backed by SonicLABs, the world-renowned SonicWALL security research team, the result is a leading-edge solution that efficiently and effectively enables IT departments to handle the rapidly changing content and conditions characteristic of the Web and Enterprise 2.0 landscapes.

### Conclusion

Enterprise security solutions from SonicWALL solve applicable security and management challenges in addition to helping to address pesky data leakage concerns, thereby enabling enterprises of all types and sizes to fully benefit from the transformative powers of Web 2.0 technologies and related Enterprise 2.0 initiatives.

#### SonicWALL's line-up of dynamic security solutions



NETWORK SECURITY



SECURE REMOTE ACCESS



WEB AND E-MAIL SECURITY



BACKUP AND RECOVERY



POLICY AND MANAGEMENT

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