

WHITEPAPER

# Evolve your Website Security

CONFIDENCE REDEFINED

# Stay ahead of the evolving threats

Organized crime is driving the rapid growth and sophisticated evolution of advanced threats that put entire website ecosystems at risk, and no organization is safe.

The stealthy nature of these threats gives cybercriminals the time to go deeper into website environments, very often with severe consequences.

The longer the time before detection and resolution, the more damage is inflicted. The risk and size of fines, lawsuits, reparation costs, damaged reputation, loss of operations, loss of sales, and loss of customers pile up higher and higher.

The complexity of website security management and lack of visibility across website ecosystems further impacts by making it near impossible to know how and where it's best to allocate resources.

Website security must be evolved in line with these growing threats and challenges.

## A question of confidence

The complex and rapidly evolving nature of advanced threats continues to make the threat landscape more dangerous with every passing day.

According to Gartner, **‘Trust is the linchpin for everything we do in our digital world’** and a significant level of this trust is instilled by the confidence organizations have in their security systems, and customers have in these organizations themselves.

A breach in security is a breach in confidence and this in turn damages levels of trust, very often with significant consequences to the organization in question.

Today’s website security leaders need best-in-class solutions that deliver the visibility, agility and security to protect their website environments and help maintain trust.

Traditional ways of delivering website security – periodically updating solutions and deploying on demand – are no longer fit for purpose. Responding to every new incident in turn just isn’t practical. And it doesn’t help that there are never enough resources or time to invest in protection and compliance efforts.

Symantec™ Complete Website Security harmonizes and fortifies website security. Across the board, it provides best-in-class solutions that simplify and secure website environments.

It helps strengthen an organization’s overall website security posture, prevents or minimizes damage from the escalation of sophisticated threats and frees up resources for business strategic initiatives so that organizations can run and grow their businesses with confidence.

## Visibility, agility and control

Website security is vital in protecting the operations, revenue and reputation of the majority of enterprise level organizations. And, with ever more sophisticated and critical breaches constantly in the news, it’s clear that faster, more reliable responses are needed. Whether politically, financially or criminally motivated, these threats are impacting organizational value and performance globally and it’s not about to get any easier.

The traditional ‘stack-them-high’ approach to website security has made life increasingly difficult for information security leaders. Meanwhile, the rapidly changing threat landscape has made it harder to predict what defenses will be needed, where and when. Responding to each new development, often with a myriad of siloed security solutions, one case at a time, is no longer effective or practical.

With the cost of data breaches rising by 23 percent in the past two years, organizations need to adopt innovative new approaches to website security and they need to do it fast.

Security leaders need to be able to anticipate threats, assess vulnerabilities and respond quickly, at scale and successfully.

Put simply, these security professionals need better visibility, insight and control – enabling them to identify, access, respond and mitigate risk.

# Symantec: beyond website security

Symantec™ Complete Website Security provides best-in-class website security for non-stop protection and unstoppable business.

- **Real-time visibility** enables you to detect and block attacks, stay compliant, maintain app integrity and remediate faster.
- **Security agility** speeds your ability to protect and grow your business, while keeping you in control.
- **Comprehensive best-in-class solutions** give you multi-point and multi-layer website security to protect you from the most sophisticated new and emerging threats.

## Centralized enterprise-class SSL/TLS certificate management

Simplify, automate and enhance the lifecycle of SSL/TLS certificates.

Rogue certificates can increase website vulnerabilities, each one being a security, compliance, revenue and reputation risk.

In a recent Symantec survey, four out of five organizations with 2,000+ SSL/TLS certificates found rogue certificates in their systems. In addition recent research indicated that 75% of customers will abandon a website transaction when encountering an expired certificate.

The Discovery and Automation tools in Symantec™ Complete Website Security simplify and centralize the process of SSL/TLS management. They provide swift, efficient visibility and reporting of all certificates regardless of which Certificate Authority issued them.

## Secure Application Signing in the cloud

Secure, speed up and control application code signing across an entire organization, resulting in faster innovations with fewer disruptions and better user experiences.

Not only is app development a complex, time consuming process but it is yet another major way that customer loyalty can be shattered when malicious code is unwittingly downloaded while masquerading as legitimate software applications.

Code signing all software with a trusted key is the primary way to combat this threat. However, managing code signing processes across a large software development organization presents a number of challenges in terms of management and security.

Symantec Secure App Service provides a comprehensive cloud-based code signing management solution. Instead of signing apps locally, they are uploaded to our secure cloud service and we sign them for you. This allows us to securely store certificates and keys in the cloud in military grade data centers.

## Extended Validation SSL/TLS certificates, instilling, confidence, trust, and reliability

A visible sign of security and credibility for customers everywhere.

Instilling confidence and trust in websites is vital. Visitors need to feel assured that the site is a safe place to do business. Secured sites deliver higher sales conversion rates, bringing greater revenue to the businesses that run them.

The safest way to secure customer web sessions is through public key encryption between browser and webserver, and the most widely accepted way to achieve this is Secure Sockets Layer (SSL) and Transport Layer Security (TLS).

Extended Validation (EV) certificates employ the strictest authentication standards and deliver the highest level of customer trust.

# Symantec: beyond website security

## Automated website vulnerability assessments

Identify and eliminate exploitable website vulnerabilities.

In 2015 78% of scanned websites had vulnerabilities – a fifth of which were critical. These infections can be crippling with Google blacklisting 10,000 websites every single day; it takes an average of six weeks before these domains are restored to search results.

Lack of basic website health checks also opens the door to potentially severe high profile breaches such as DDoS attacks, that can bring entire websites down for hours at commercially or operationally critical times.

Symantec™ Complete Website Security performs weekly vulnerability assessments and daily malware scanning of web pages, web-based applications, server software and network ports.

Comprehensive, actionable reports identify all known vulnerabilities whether critical and requiring immediate action or lower risk that can be held for the next scheduled update.

## Private CA – secure internal – only domain names

Reduce the risks, errors, and hidden costs associated with self signed certificates.

Symantec™ Complete Website Security provides a Private CA solution. Consolidating management of Public and Private Certificates within a single console that improves both security and visibility.

Organizations can continue to use internal server names and can ignore migrations associated with public roots, which allows the business to create a customized hierarchy based on its unique needs.

# Symantec: strength, size, and security

Symantec has the scale, expertise and experience to support your security needs today and tomorrow. As the threat landscape continues to intensify, with cybercrime increasing and becoming ever more intricate, we provide comprehensive and uncompromising protection that keeps your business running smoothly.

Organizations around the world have come to depend on their websites and web applications to drive their operations. What matters to you, matters to us. Symantec already secures more than one million web servers worldwide. We are committed to understanding the next generation of threats, and building the next generation of defense against them.

Symantec is the global leader in cyber security. Operating one of the world's largest cyber intelligence networks, we see more threats and protect more customers from the next generation of attacks. The most prominent analysts consistently rank Symantec as a global leader in security innovation. With the most complete security portfolio, we have the expertise, experience, and solutions to secure your entire environment—from your endpoints, across your network, and all the way to the front edge of your web. As the largest and most robust security solution provider, we offer unparalleled protection and insight to reduce risk and lower costs across your entire organization.

**We adapt, we listen and we deliver what you need to stay secure, now and in the future.**

## Harmonize and fortify website security

Symantec™ Complete Website Security helps you strengthen your overall website security posture, prevent or minimize damage from the escalation of sophisticated threats, free up resources for business strategic initiatives, simplify website security complexities, and run and grow your business with confidence.

To open an account or find out more about how Symantec™ Complete Website Security can help you:

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