

200 1976 "http://buttercup-sho ITd=FST-15&product_id_AV-112/4 0 (compatible; MSIE

splunk*>live!

APRIL 20TH, 2017 | MINNEAPOLIS, MN

```
COM/category.screen?category_id GIFTS Mozilla/4.0
                            EST-26&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1 1" 200 1318
```

Building the Analytics-Driven SOC

Chris Bauer | Solution Engineering Director

Safe Harbor Statement

During the course of this presentation, we may make forward-looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC.

The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.

Splunk, Splunk>, Listen to Your Data, The Engine for Machine Data, Splunk Cloud, Splunk Light and SPL are trademarks and registered trademarks of Splunk Inc. in the United States and other countries. All other brand names, product names, or trademarks belong to their respective owners. © 2017 Splunk Inc. All rights reserved.





- 1. A look at traditional security operations
- 2. Best practices and emerging trends
- 3. The security ops technology stack
- 4. How to use Splunk solutions for an Analytics-Driven SOC
- 5. Customer Successes

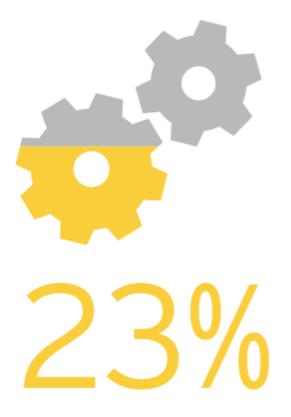
44%

do not have an SOC.



Only 51% of organizations with a SOC initiate an investigation within one hour of a discovered incident

Source: EY Global Information Security Survey 2015



Only 23% consider their SOC to be tightly integrated with heads of business to regularly understand business concerns

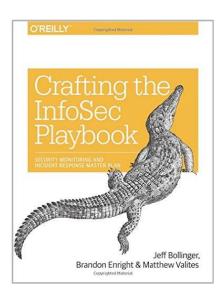
Source: EY Global Information Security Survey 2015



of organizations claim not to have had a significant incident

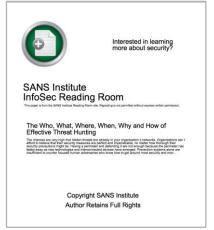
splunk>live!

How-to guides...





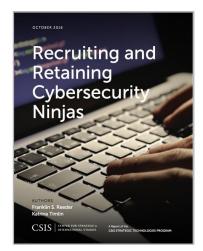
107/Jan 18:153] "GET / Get / G







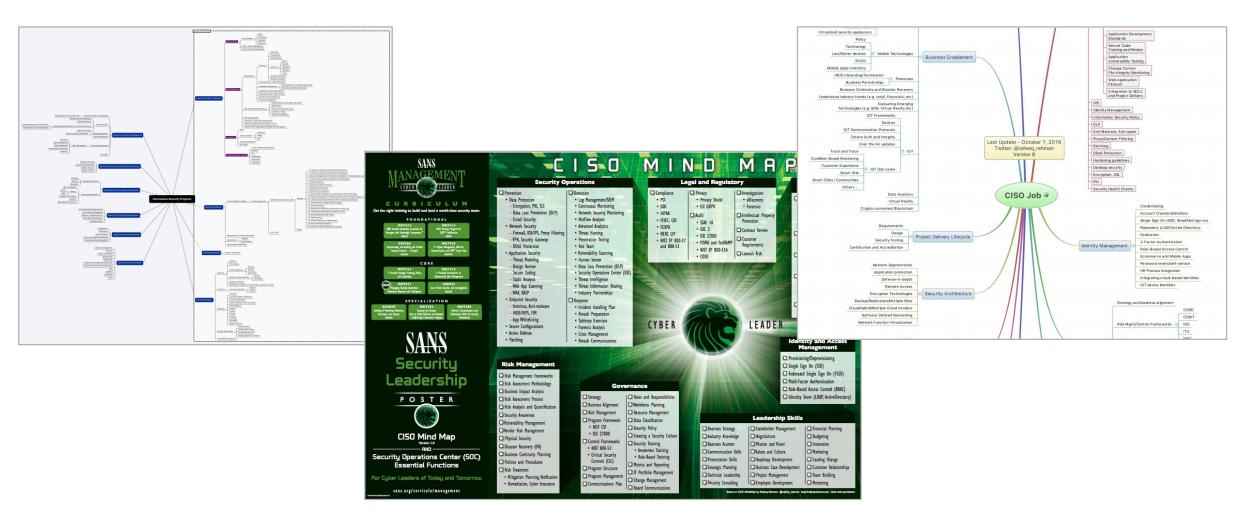








Security Programs: The Big Picture



- [13] https://www.sans.org/security-resources/posters/leadership/security-leadership-poster-135
- [14] http://rafeeqrehman.com/2016/10/07/announcing-ciso-mindmap-2016/

1 [143] "GET /category.screen?category_id=GIFTS&JSESSIONID=SDISLAFF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-snoping.col an 18:57:123] "GET /product.screen?category_id=GIFTS&JSESSIONID=SDISLAFF10ADFF10 HTTP 1.1" 404 3322 "http://buttercup-F1.1.4322)" 458 131 "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SDSSL7FF6ADFF9 HTTP 1.1" 200 1318 "http://buttercup-snoping.col RP_LI_AS_UP 458 131 "GET /oldling?trom.color.gov.product_id=FL-DSH-01&JSESJIONID=SDSSL7FF6ADFF9 HTTP 1.1" 200 1318 "SUPPRISESJSESSIONID=CHARGE STORY TO THE PRODUCT OF THE PRODUCT OF

Security Programs: The Big Picture



- [13] https://www.sans.org/security-resources/posters/leadership/security-leadership-poster-135
- [14] http://rafeegrehman.com/2016/10/07/announcing-ciso-mindmap-2016/

/product.screen?product_id=FL-DSH-01&JSESSIONID=SD1SL4FF10ADFF10 HTTP 1.

T /Oldishranen?product_id=FL-DSH-01&JSESSIONID=SD5SL7FF6ADFF9 HTTP 1.1" 200 131&

What do we see? A Traditional Security Critical Path

Security Operations: part of the bigger picture...

Risk & Compliance

Security
Operations
(Includes SOC)

Security Architecture

Security Engineering

Types of Traditional SOCs...

- Virtual SOC (VSOC)
- Multifunction NOC/SOC
- Command SOC
- Co-Managed SOC
- Crew SOC? (This one's ours)

Traditional SOC

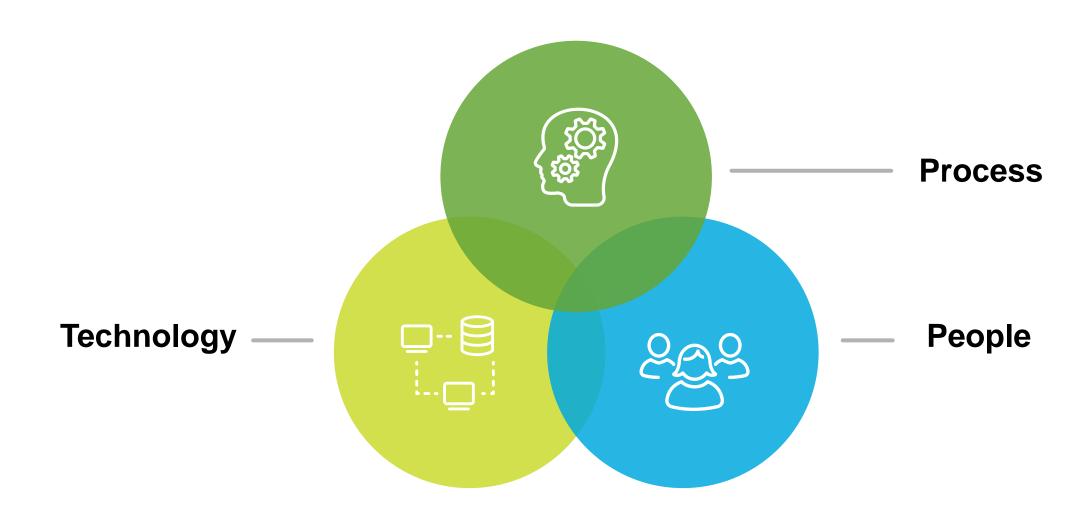
Alert Pipeline?



"A perception of the SOC as a big alert pipeline is outdated and does not allow the organization to make use of more active processes such as internal TI generation and threat hunting."

[1] Anton Chuvakin https://www.gartner.com/doc/3479617

Three Interrelated Components of Security



Bottom Line



Technology exists to serve people and processes.

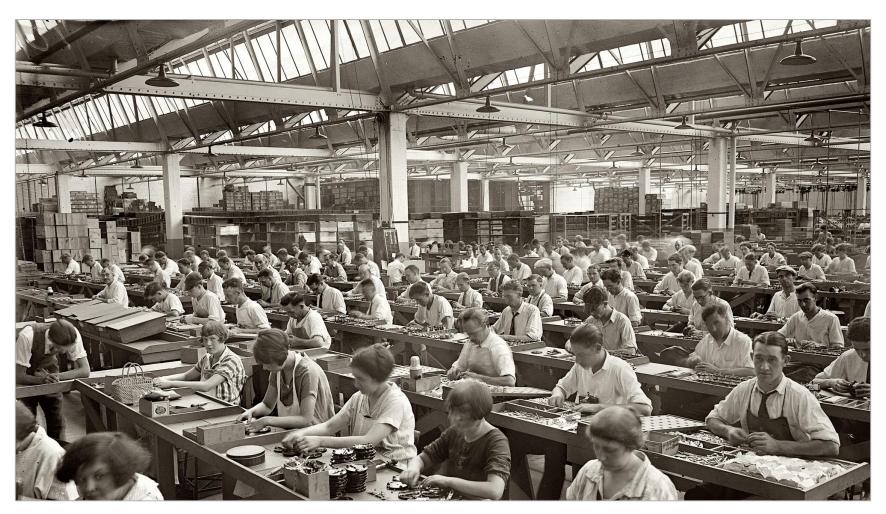
Traditional SOC Challenges (1)

Efficacy



Traditional SOC Challenges (2)

Staffing



GET /product.screen?product_id=GIFTS&JSESSIONID=SDISL4FF10ADFF10 HTTP 1.1" 404 720 "http://but "GET /oldlink?item_id=EST-76&JSESSIONID=SDSSL7FF6ADFF0 HTTP 1.1" http://but '5.17 14 http://but

Challenges with the traditional SOC (3)

Remember this?

Risk & Compliance

Security
Operations
(Includes SOC)

Security Architecture

Security Engineering

Challenges with the traditional SOC (3)

Silo-ization



Challenges with the traditional SOC (4)



COST

... and opportunity cost

```
Trends in Security Operations
```

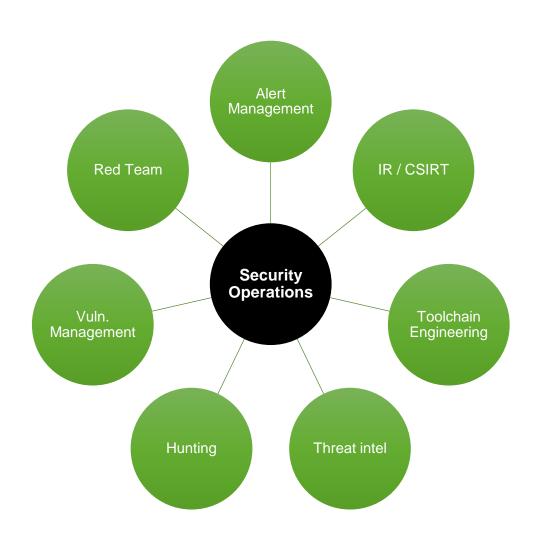
A SOC By Any Other Name...

- Security Analytics Center
- Cyber Fusion Center
- Cyber Defense Center
- Threat Defense Center
- Detection and Response Team



New Capabilities in the SOC

- Alert Management
- Incident Response
- Toolchain engineering
- Threat intelligence (consumption and creation)
- Threat hunting
- Vulnerability management
- Red team



SOC Persona



Security Analyst

Responsible for investigating alerts, incidents and triage



SIEM Admin, Tools Engineer

Responsible for the technology, product, upgrades



Hunter, Incident Responder

Proactively/reactively hunts for threats.

Details investigations, determine scope of incident, breach and takes actions



SecOps / SOC Manager / Director

Responsible for SOC process, initiatives, often budget



CISO / VP / Head InfoSec

Head or Exec of Info Security, Security

Managed Security Services are Common

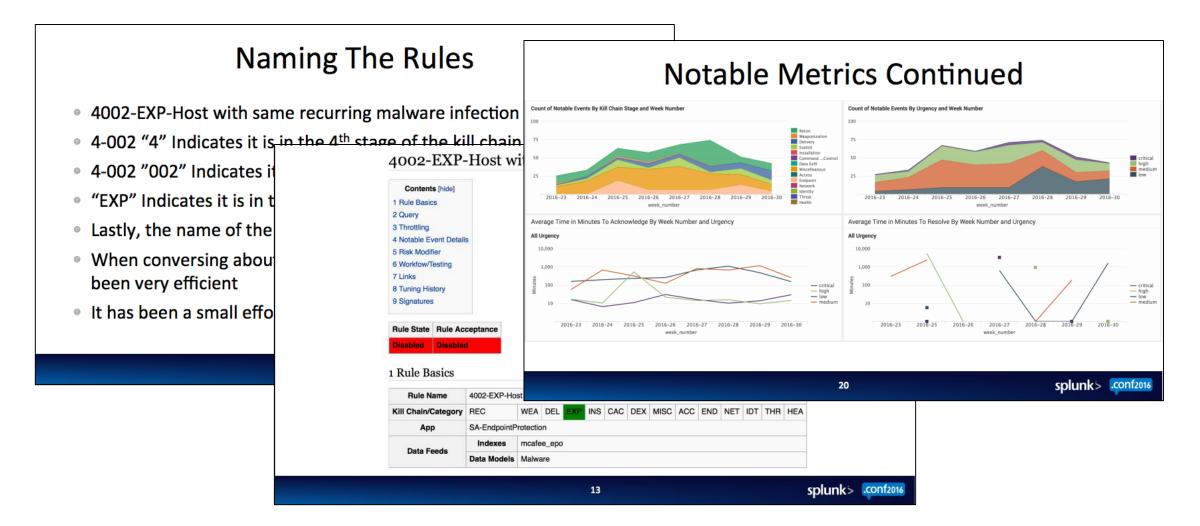
- ► Tier-1
- Off hours
- Toolchain ops
- Outside Help With Specialties
 - Reverse Engineering
 - Forensics
 - Advanced IR
 - Red team

Automation in the SOC

- Seeking to "Automate Tier 1"
- What do you automate?
 - Context gathering/enrichment definitely
 - Configuration changes maybe
 - Evidence collection probably
- High premium on toolchain integration
- Security engineers are quickly becoming programmers



Improved Processes in the SOC



Maturing Use of Threat Intelligence

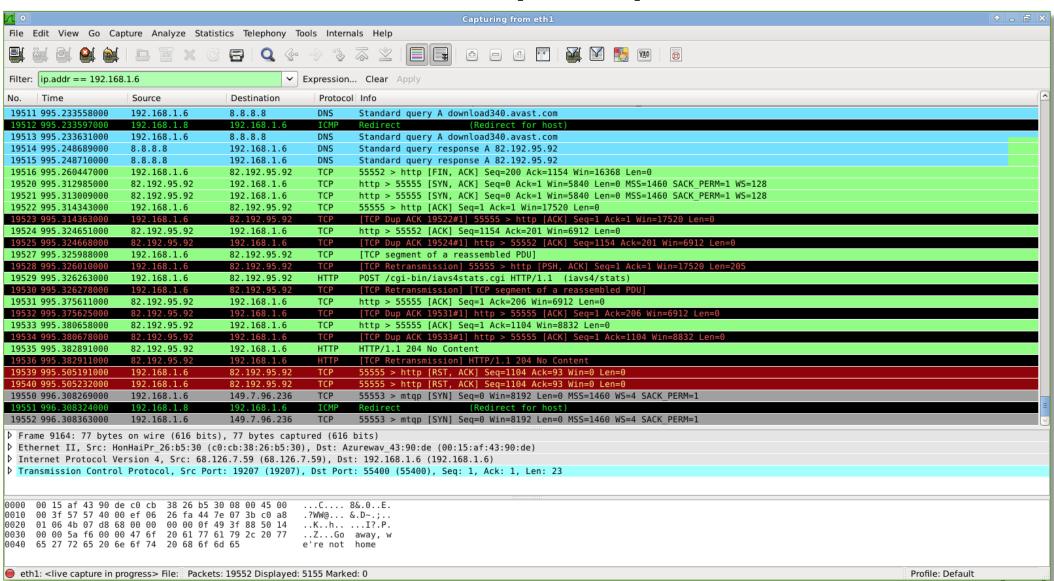
- Threat list + raw log feed = Noise
- Alert enriched by threat intel = Insight
- High maturity:
 - Gather your own threat intel
 - Share threat intel meaningfully



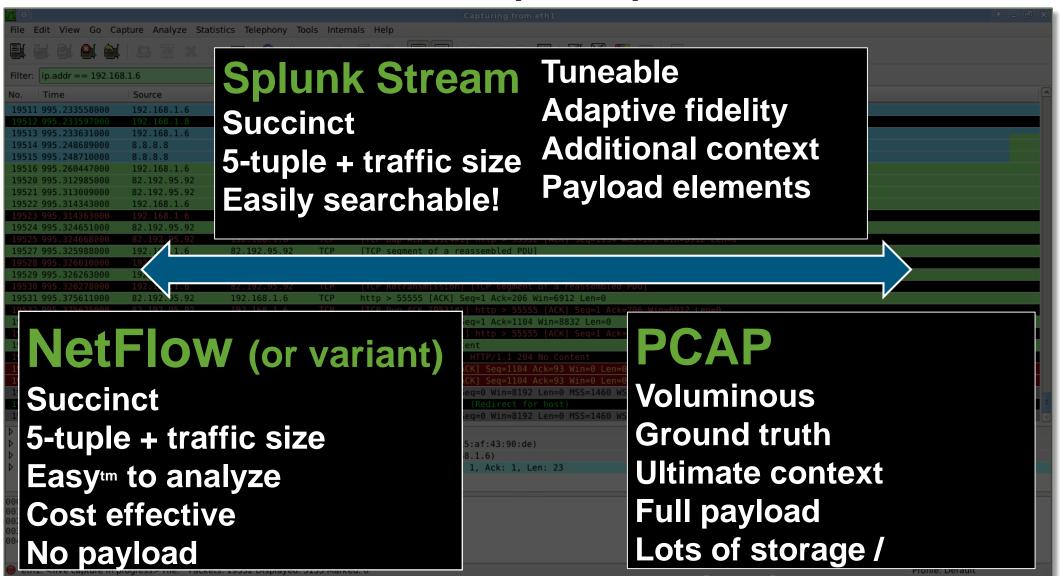
"Beware the threat list wind tunnel"

- Splunk Customer

Network (Meta)data



Network (Meta)data



Threat Hunting – Where Does it Fit?

Threat hunting is what happens just past the horizon of automated detection capabilities. What you learn while hunting should extend that horizon.

Paraphrased from Robert M. Lee SANS Forensics 578

Log Data Platform

- Single source of truth
- Retention and integrity
- Any data source
- Easy correlation
- Automation / integration
- Performant and scalable
- Full fidelity

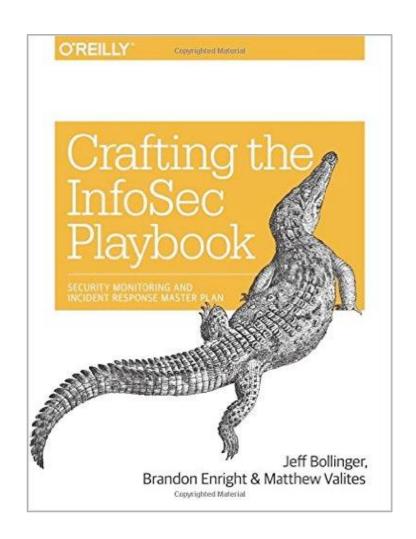
- Normalized?
- Hunting
- Forensic investigation
- Alerting
- Dashboards
- Visualization
- Analytics (ML?)

Data Normalization is Mandatory for your SOC

"The organization consuming the data must develop and consistently use a standard format for log normalization."

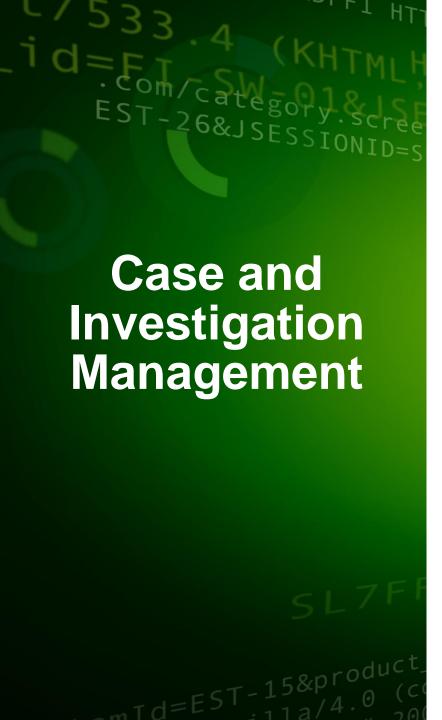
Jeff Bollinger et. al., Cisco CSIRT

Your fields don't match? Good luck creating investigative queries.



Asset Inventory and Identity Data

- Often multiple sources of record that's OK
 - CMDB, Vuln scans, Passive detection, DHCP, NAC
 - Active directory, LDAP, IAM
- Network diagrams
- Categorization
 - PCI, ICS, Administrative, Default
- Comprehensive yet lightweight and easy to maintain
- Must be easy to correlate to log data



- 1. Ticketing system
- 2. Workflow
- 3. Supports prioritization
- 4. Supports collaborative investigation
- 5. Provides metrics
- 6. Supports automation
- 7. Auditable



1. Assets and Identities

7. Endpoint

2. Threat intel

8. IDS/IPS

3. Firewall

9. VPN

4. Network metadata

10. Application

5. Authentication

11. Vulnerability

6. Server (Windows / Linux)

Splunk for Analytics-Driven SOC

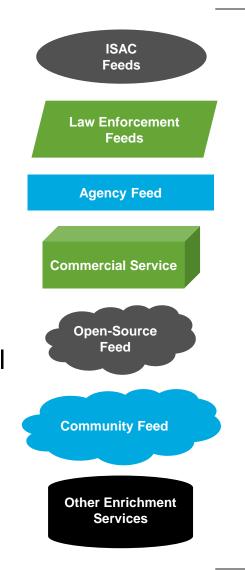
© 2017 SPLUNK INC

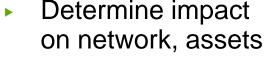
splunk>live!

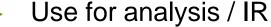
1. Threat Intelligence – ES Threat Intel Framework

splunk>

- Automatically collect, aggregate and de-duplicate threat feeds from a broad set of sources
- Support for STIX/TAXII, OpenIOC, Facebook
- Build your own data to create your own Threat Intel
- Out of the box Activity and Artifact dashboards







- Collect / provide forensics
- Use to hunt / uncover / link events
- Share info with partners



Threat Intelligence Framework

Collect, Manage



Data Management

Categorize



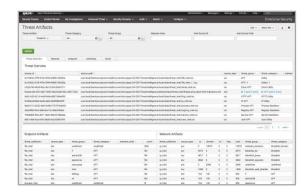
Threat Activity

Correlate



Correlation Data / Notable Events

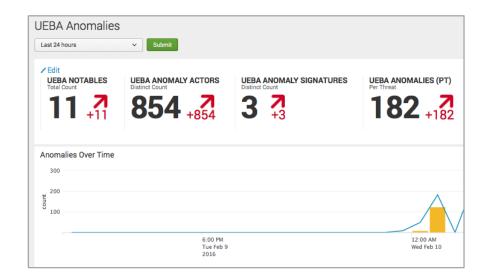
Search

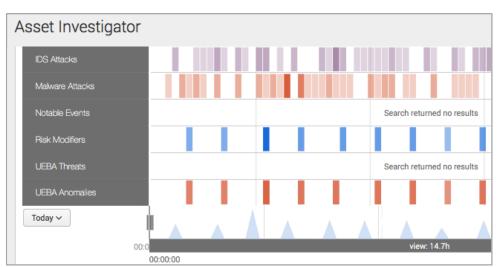


Data Search

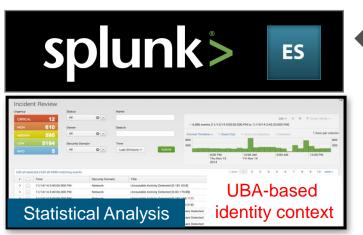
2. Use Advanced Analytics – Native ML and UBA

- Simplify detection and focus on real alerts
- Accelerate anomaly and threat detection minimize attacks and insider threat
- Use machine learning toolkit solutions to suit your workflow
- Premium machine learning solution User Behavior Analytics
 - Flexible workflows for SOC Manager, SOC analyst and Hunter/Investigator within SIEM





Advanced Analytics and Machine Learning





Alert driven detection

Entity Resolution

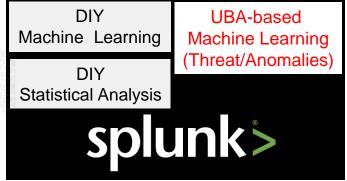


UBA-based
Machine Learning
(Threat/Anomalies)
Packaged

UBA-based ML + DS (Custom Threats)



Smartphones



Threats
Anomalies

3. Automate When Feasible

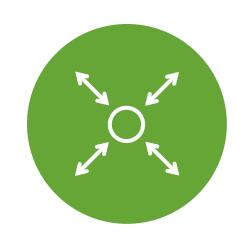
- Use rules to automate routine aspects of detection and investigation
- Extract insights from existing security stack by use of common interface
- Take actions with confidence for faster decisions and response
- Automate any process along the continuous monitoring, response and analytics cycle

Splunk Adaptive Response



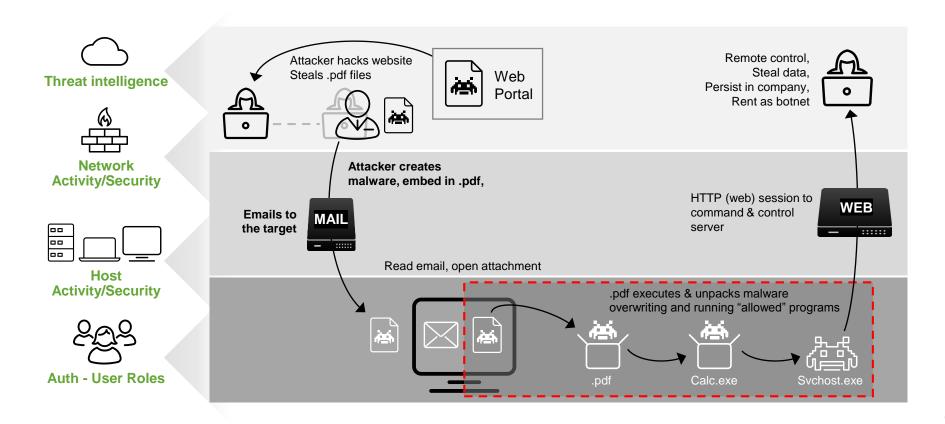
Adaptive Response: Analytics-Driven Decisions, Automation

- Centrally automate retrieval, sharing and response action resulting in improved detection, investigation and remediation times
- Improve operational efficiency using workflowbased context with automated and human-assisted decisions
- Extract new insight by leveraging context, sharing data and taking actions between Enterprise Security and Adaptive Response partners

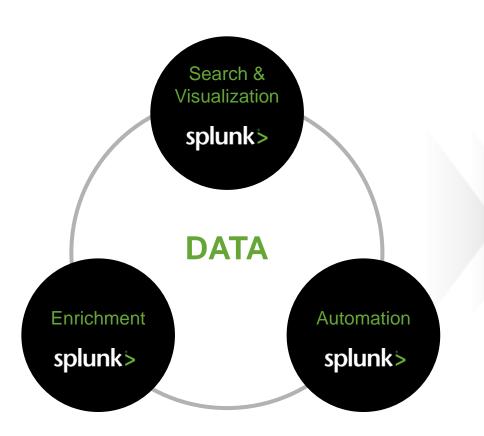


4. Proactively Hunt and Investigate - Considerations

- Organizational maturity
- Domain and product experience
- Tools: Network, Endpoint, Threat Intel, Access
- Security relevant data, historical, raw data
- Flexibility and ad hoc



How Splunk Helps You Drive Threat Hunting Maturity



Threat Hunting Enablement

Integrated & out of the box automation tooling from artifact query, contextual "swim-lane analysis", anomaly & time series analysis to advanced data science leveraging machine learning

Threat Hunting Data Enrichment

Enrich data with context and threat-intel across the stack or time to discern deeper patterns or relationships

Search & Visualize Relationships for Faster Hunting

Search and correlate data while visually fusing results for faster context, analysis and insight

Ingest & Onboard Any Threat Hunting Machine Data Source

Enable fast ingestion of any machine data through efficient indexing, a big data real time architecture and 'schema on the read' technology



Data Science and Machine Learning

Automated Analytics

Visualisation

Data and Intelligence Enrichment

Data Search

Hypotheses



5. Adopt an Adaptive Security Architecture

To Prevent, Detect, Respond and Predict – need:

- Correlation across all security relevant data
- Insights from existing security architectures
- Advanced analytics techniques such as machine learning

Splunk Security Solutions





1,000+ Apps and Add-ons













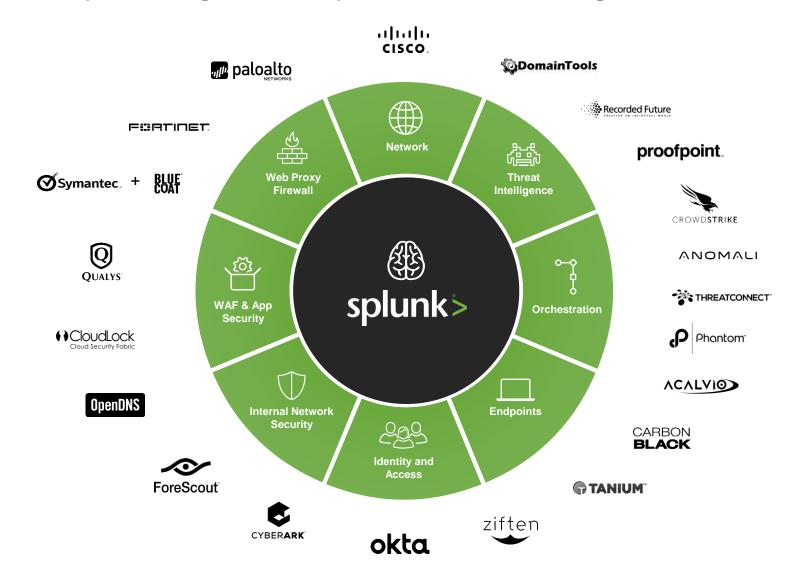


splunk>enterprise

splunk>cloud

Insight From Across Ecosystem

Effectively leverage security infrastructure to gain a holistic view



Splunk Analytics-Driven SIEM

FUNCTIONS

MONITOR REPORT DETECT ALERT ANALYZE INVESTIGATE

RESPONSE COLLABORATE



Pre-defined views and rules

Correlation rules, thresholds

Analysis investigation & context enrichment

Enterprisewide coordination & response



SIEM

Security ops management alert & incident management, policy based rules, out-of-box security rules & analysis

splunk>enterprise



DATA PLATFORM

Collect, Index data for search and analysis, visualization.

Dynamic ad hoc and statistical analysis

Splunk Enterprise Security

A collection of Frameworks



Splunk Enterprise Security: Frameworks

Framework	Detail
Notable Events	Identify noteworthy incidents from events and then manage state
Asset & Identity	performs asset and identity correlation for fields that might be present in an event
Threat Intelligence	Consume and manage threat feeds, data
Risk Analysis	Identify actions that raise the risk profile of individuals or assets
Adaptive Response	Interface for retrieving, sending and running actions by integrating with external applications

Splunk Solutions Portfolio

Across Data Sources, Use Cases & Consumption Models

Splunk Premium Solutions







Rich Ecosystem of Apps & Add-Ons

















splunk>enterprise



Splunk > Platform for Operational Intelligence

















Splunk Quick Start for SIEM

Rapidly Determine Advanced Malware and Threat Activity

Complete with a Splunk license, selection of Splunk Apps and Add-Ons, professional services, education credits, and user conference passes—
this Quick Start is your one-stop shop for Operational Intelligence.

Bundle Size	Splunk Enterprise License	Splunk Enterprise Security License	Splunk Apps and Add-Ons	Expert Guidance	Free Education	.conf Event Passes
Medium	50 GB/day	50 GB/day	*	15 Days	20 Credits	1
Large	100 GB/day	100 GB/day	~	15 Days	20 Credits	2

Malware Center Dashboard

Threat Activity Dashboard



Customer Success



Building an Intelligence Driven SOC

Challenges

- Existing SIEM not adequate struggled to bring in appropriate data
- Unable to perform advanced investigations, severe scale/performance issues
- Looking to build a new SOC with modern solution

Customer Solution

- Centralized logging of all required machine data at scale and full visibility
- Retain all relevant data from 10+ data sources which is used by 25+ SOC/CSIRT users
- Tailored advanced correlation searches & IR workflow
- Faster and deeper incident investigations
- Greater SOC efficiencies all SOC/CSIRT working off same UI/data
- Executive dashboards to measure and manage risk







Citywide SOC for Situational Awareness

Challenges

- Slow responses to security incidents
- Inadequate situational awareness of security events
- Limited threat intelligence
- Disparate logs from over 40 departments were difficult to aggregate

Customer Solution: Splunk Cloud with Enterprise Security

- Real-time, citywide, 24/7 network surveillance
- Stronger protection of digital assets and infrastructure
- Shared threat intelligence with federal agencies
- Reduced headcount and lower operational costs

splunk>live!

TECHNOLOGY

Maturing SOC

Challenges

- Legacy SIEM: Unstable, Inflexible, Clunky
- Limited skilled resources
- High false negative and false positive

Customer Solution: Splunk Cloud With Enterprise Security

- Developed processes: Rule set, naming
- SOC process: Playbook, training, automated documentation
- Enabled SOC to identify patterns of behavior in a single event rather than be bombarded by thousands of low-value incidents





TELECOM

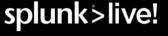
Build an Insourced SOC in Months

Challenges

- Wide range of security requirements
 - Internal audits (financial, PCI)
 - Protect internal info and assets
 - Cloud firewall, DDOS
- Cultural and Organizational
 - Security not a priority, Outsourced SecOps
 - Information hoarding and data silos

Customer Solution: Splunk Enterprise Security

- Changed culture security first mindset with controls
- Detect, prevent and respond to attacks in own environment, with 24/7 security analysis of customers
- Rapid detection and deep investigation
- Detect Web App attacks, discover compromised cards





Wrapping up

splunk > live!

Get started in minutes – splunk.com

1 FREE CLOUD TRIAL FREE SOFTWARE DOWNLOAD

FREE ENTERPRISE SECURITY SANDBOX



Resources Cited (1)

- 1. How to Plan, Design, Operate and Evolve a SOC
 - https://www.gartner.com/doc/3479617
- 2. Crafting the InfoSec Playbook
 - https://www.amazon.com/Crafting-InfoSec-Playbook-Security-Monitoring/dp/1491949406
- 3. Splunk SOC Advisory Services
 - https://www.splunk.com/pdfs/professional-services/soc-advisory-services.pdf
- 4. Ten Strategies of a World-Class Cybersecurity Operations Center
 - https://www.mitre.org/sites/default/files/publications/pr-13-1028-mitre-10-strategies-cyber-ops-center.pdf
- 5. Maturing Workday's SOC with Splunk
 - https://conf.splunk.com/files/2016/slides/maturing-workdays-soc-with-splunk.pdf
- 6. The Five Characteristics of an Intelligence Driven Security Operations Center
 - https://www.gartner.com/doc/3160820/characteristics-intelligencedriven-security-operations-center
- 7. The Who, What, Where, When, Why and How of Effective Threat Hunting
 - https://www.sans.org/reading-room/whitepapers/analyst/who-what-where-when-effective-threat-hunting-36785

Resources Cited (2)

- 8. Exploring the Frameworks of Splunk Enterprise Security
 - https://conf.splunk.com/files/2016/slides/exploring-the-frameworks-of-splunk-enterprise-security.pdf
- 9. Recruiting and Retaining Cybersecurity Ninjas
 - https://www.csis.org/analysis/recruiting-and-retaining-cybersecurity-ninjas
- 10. Building Threat Hunting Strategies with the Diamond Model
 - http://www.activeresponse.org/building-threat-hunting-strategy-with-the-diamond-model/
- 11. Using Robots to Fight Bad Guys
 - https://sroberts.github.io/2014/05/14/using-robots-to-fight-bad-guys/
- 12. Building a SOC with Splunk
 - https://www.splunk.com/pdfs/technical-briefs/building-a-soc-with-splunk-tech-brief.pdf
- 13. SANS Security Leadership Poster
 - https://www.sans.org/security-resources/posters/leadership/security-leadership-poster-135
- 14. 2016 CISO MindMap What do InfoSec Professionals Do?
 - http://rafeegrehman.com/2016/10/07/announcing-ciso-mindmap-2016/

Your help can strengthen the community

- If you have Enterprise Security deployed in your environment
- You want to enhance your security posture with analytics
- You commit to give us feedback
- Email <u>ES-SOC@splunk.com</u> to schedule a preview
- Use prebuilt detections, analysis and automation out of the box
- No need for writing searches or manually investigating alerts
- Developed by Splunk's Security Research team of red and blue teamers
- Next round of Alphas start in a couple of weeks





.conf2017

The 8th Annual Splunk Conference

SEPT 25-28, 2017

Walter E. Washington Convention Center Washington, D.C.

SAVE OVER \$450

You will receive an email after registration opens with a link to save over \$450 on the full conference rate.

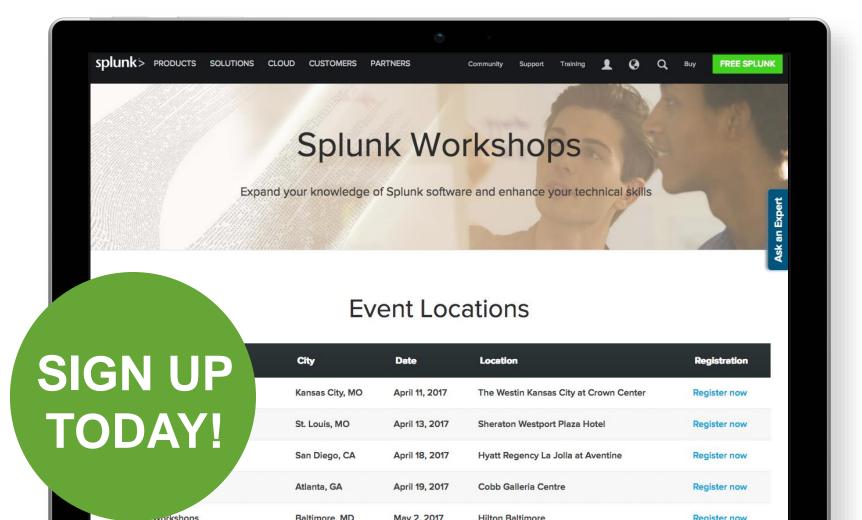
You'll have 30 days to take advantage of this special promotional rate!

conf.splunk.com

Workshops: Get Splunk Hands-on Experience

Attend a Splunk Workshop

splunk.com/workshops



June 14: Minneapolis

- Venue: Hyatt Regency Minneapolis
- Time: 8:30am
- Register Soon!
 - splunk.com/workshops

splunk>live!

Take the Survey on Pony Poll



ponypoll.com/slmn

Complete the survey for your chance to win a .conf2017 pass