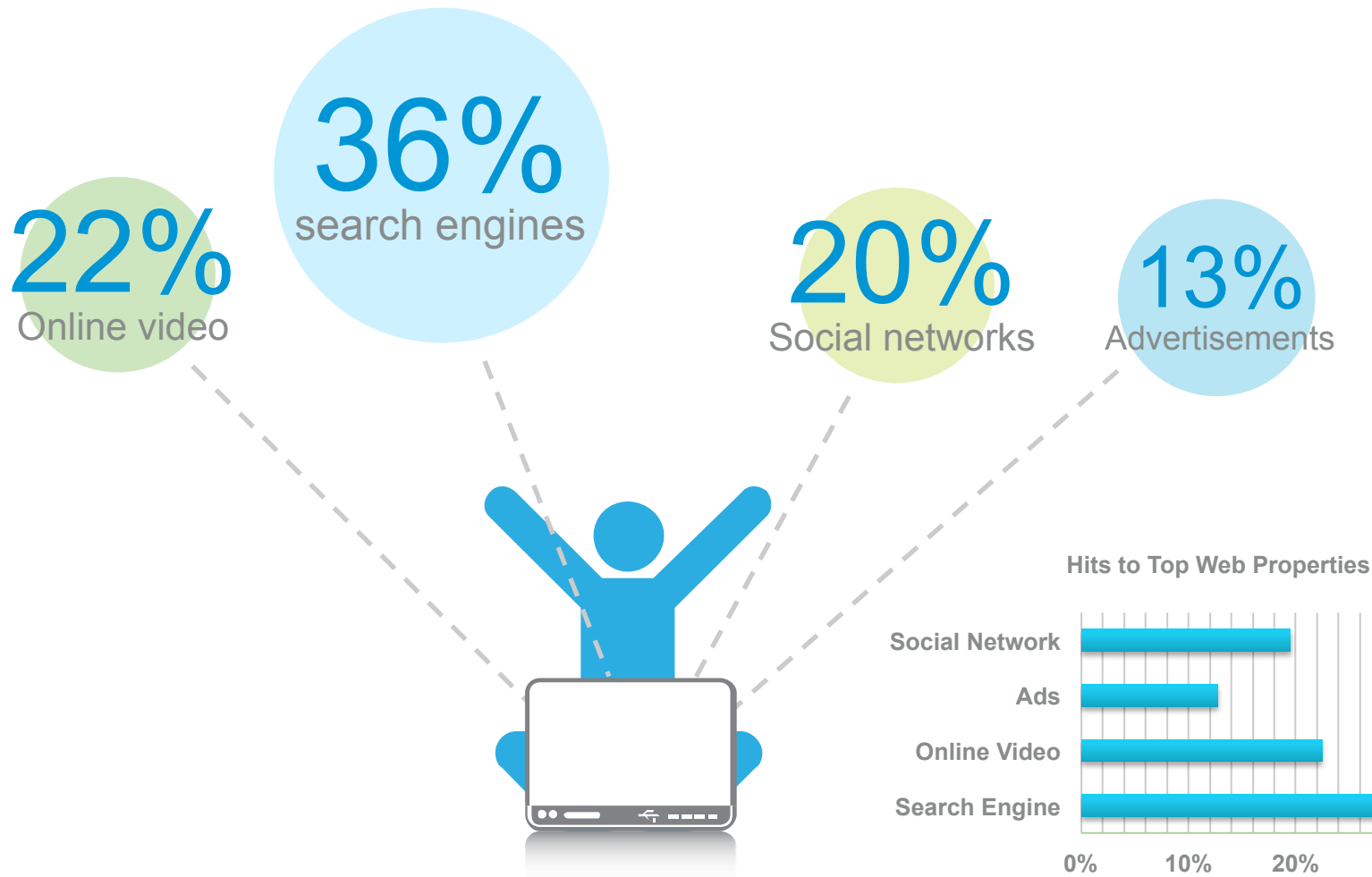




# Cisco Security Intelligence

## Annual Security Report & Cisco Connected World Technology Report

# Where You Visit Online...



# ...Is Where The Threats Are



**Search Engines** vs. Counterfeit Software

**27x more likely** to deliver malicious content



**Online Advertisements** vs. Pornography

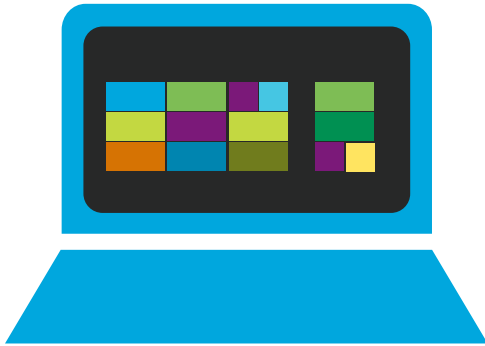
**182x more likely** to deliver malicious content



**Online Shopping** vs. Counterfeit Software

**21x more likely** to deliver malicious content

# A More Targeted Attack



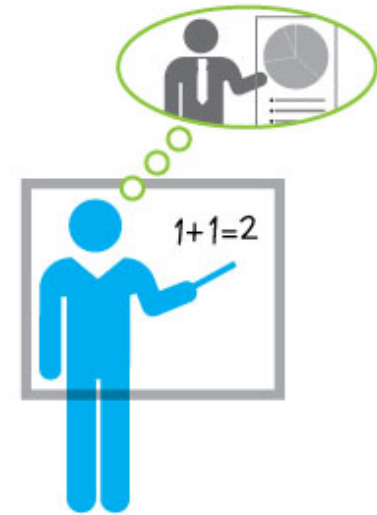
## **January-March:**

Windows Software spam, which coincided with the release of the Microsoft Windows 8 consumer preview



## **February-April:**

Tax software spam during U.S. tax season.



## **January-March and September-December:**

Professional networks like LinkedIn are spammed, correlated with common human desire for a change in career during the beginning and end of the year.

# Web Malware Encounters by Country

Scandinavia on the Rise | 8 of Top 10 Countries in EMEA

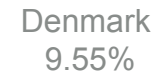
## The Web is an equal-opportunity infector

**33%** of all web malware encounters resulted from domains hosted in the U.S.

Russia, Denmark, and Sweden were virtually tied for second place



United States  
33%



Denmark  
9.55%

Sweden  
9.27%

Russia  
9.79%

# Workers' Risk of Encountering Web Malware

The Bigger the Company...



Up to 2 ½ times more risk  
of encountering Web malware  
for large organizations

All sizes of companies  
experience significant risk



# Mobile Malware (mis)Information

## Android Mobile Device Trending

Android Malware grows

2577%

over 2012

● .5%

Mobile only makes  
up .5% of total web  
malware encounters



# State of Spam



Global spam volumes down 18%  
in 2012

with spammers keeping banker's hours for a  
**25% drop over the weekend**



India retains spam crown,  
**U.S. skyrockets into  
second position**



1. India
2. **United States**
3. Korea
4. China
5. Vietnam
6. Russia
7. Brazil
8. Saudi Arabia
9. Taiwan
10. Poland





Cisco Connected  
World Technology Report



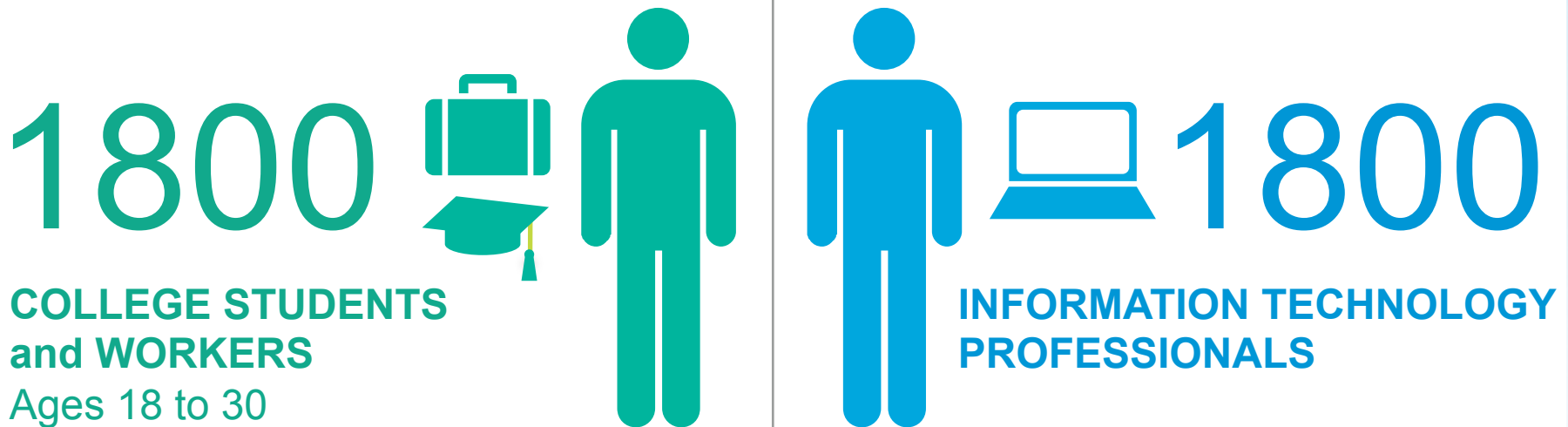
# The Threat Landscape And the Next-gen Workforce

A New Dawn for Work, Play, & Privacy

# Methodology & Overview

## Timing and Sample Qualifications

### THE THIRD ANNUAL CISCO CONNECTED WORLD TECHNOLOGY REPORT



The survey was translated into local languages and conducted in August 2012 across 18 countries to gain at least 100 completes for each subgroup in each country

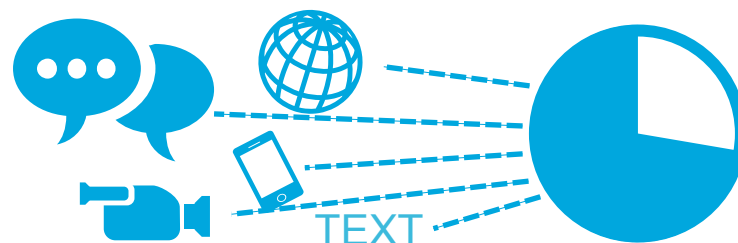
**18 Countries:** United States, Canada, Mexico, Brazil, Argentina, United Kingdom, France, Germany, Netherlands, Russia, Poland, Turkey, South Africa, Korea, India, China, Japan, Australia

# Summary of Key Findings

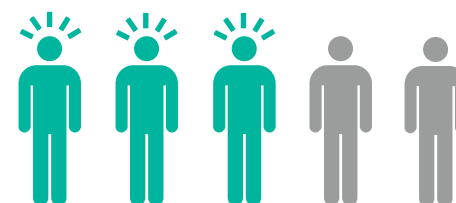
On average, Gen Y uses **2 to 3** Internet devices, such as laptops, tablets, PCs, smartphones



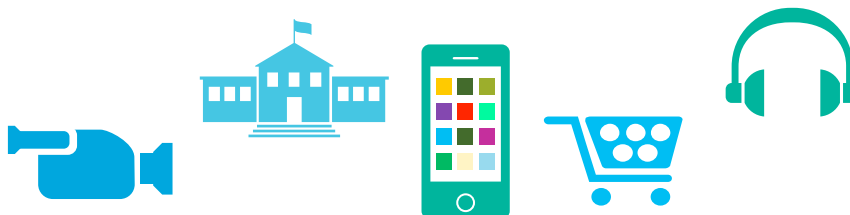
Nearly **3 out of 5** say Internet browsing should be strictly private at work and at home...



...Yet nearly **3 out of 5** believe the age of online privacy is over.



**1 in 10** Gen Y have so many passwords they lose count and forget them regularly.



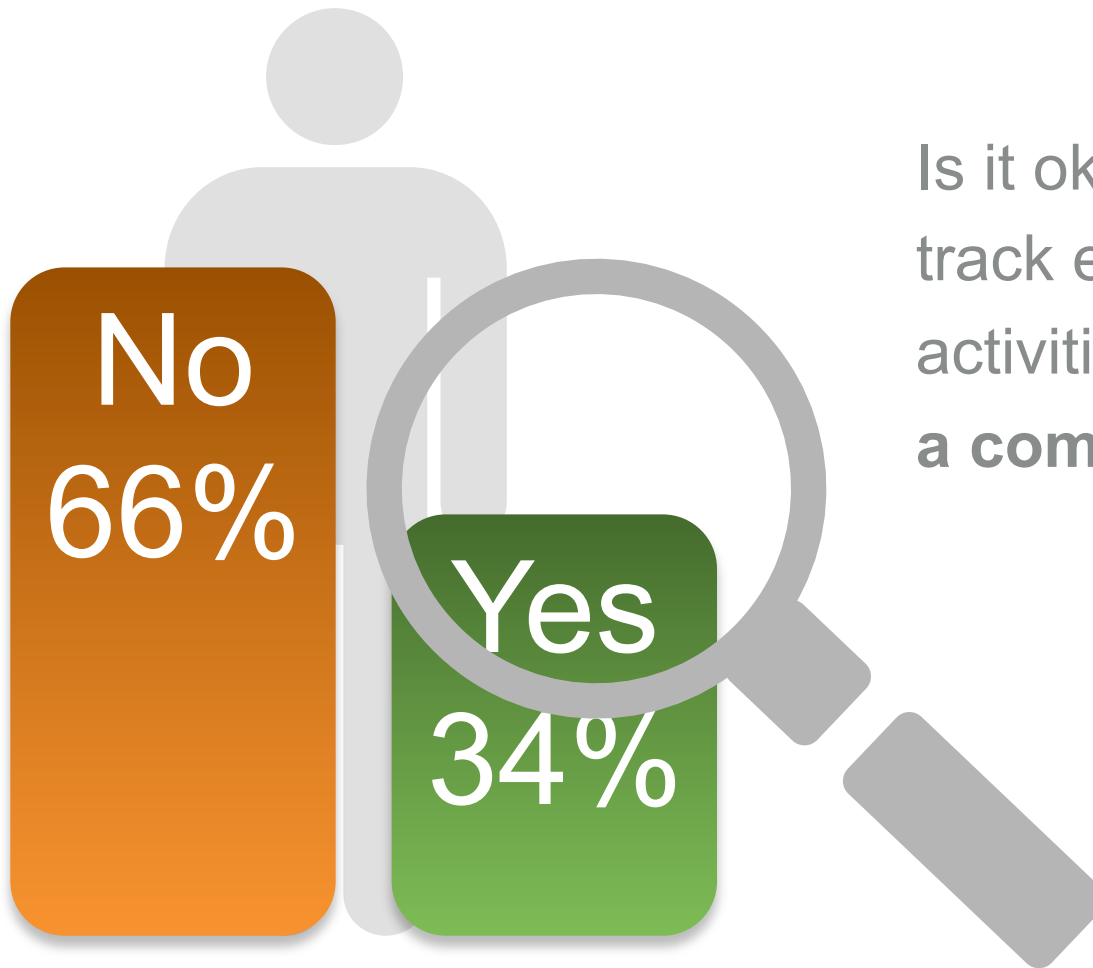
# Is the Age of Privacy Over?

Globally 91% of global millennials feel that the age of privacy is over. However, **one third of the respondents are not worried** about all the data that is stored and captured about them.



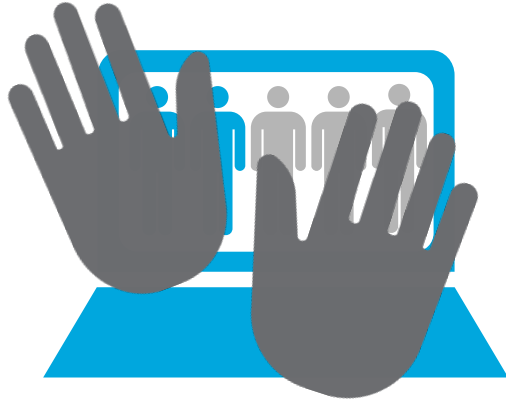
# Should Internet Use Be private?

Employers vs. Employees



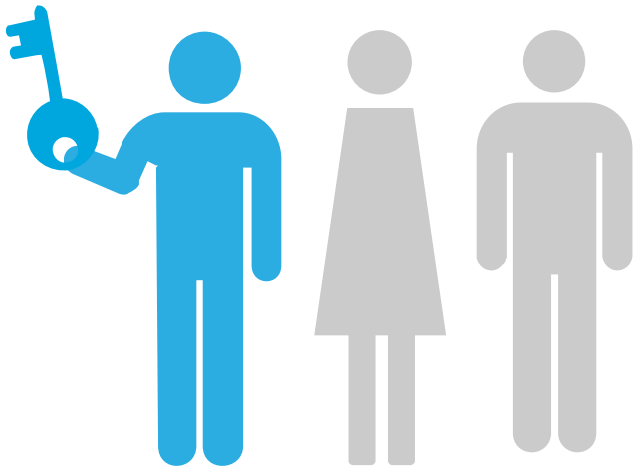
Is it okay for employers to track employee Internet activities if they are **using a company device?**

# Should Web Sites Track And Share Information About Your Online Browsing?



2 in 5 Gen Y

Internet browsing should be strictly private



Over 1/3

It's okay only if I give permission first

# Who Are You Really?

## Online Identity

4 out of 5  
(81%)

Believe people have  
different online and  
offline identities



over 1/3 believe  
“most people have completely  
different  
online vs. offline  
identities”

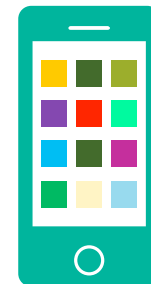
less than  
50% say  
“my online and offline  
identities are the same”

# Gen Y Workforce Connects Work & Social

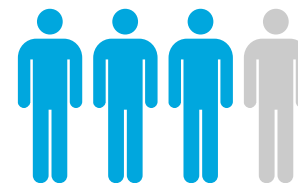
Disconnect with corporate IT

40%

say they are aware of their company's policy forbidding company-owned devices for personal activities



71% don't obey policies, almost 3 out of 4



52% of IT professionals believe:

**“our employees obey the policies on personal use”**



# Cisco's Global Security Network



# SIO

13B

HTTP://

WEB REQUESTS

150M



GLOBALLY DEPLOYED ENDPOINTS

35%



WORLDWIDE EMAIL TRAFFIC

75 TB

DATA RECEIVED PER DAY

1.6M

GLOBALLY DEPLOYED DEVICES

SensorBase

Threat Operations Center

Dynamic Updates