



# Cybercrime: Business and Social Perspective

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# Big Dreams



Digital Entertainment  
and Devices



PC Computing  
for Everyone



## Software at the Center



Online Services



Business Computing



# Security as an Enabler

Trustworthy Computing  
to realize the  
full potential of an  
interconnected world



# Aspirations for the Industry



Trust Ecosystem



Fundamentally  
Secure Platforms



Engineering  
for Security



Simplicity

# Trust Ecosystem



# Engineering for Security

## Secure by Design

- Threat modeling
- Code inspection
- Penetration testing

## Secure by Default

- Unused features off by default
- Reduce attack surface area
- Least Privilege

## Secure by Deployment

- Prescriptive guidance
- Security tools
- Enterprise management

## Culture of Security

# Simplicity

## End Users



Security that  
just works

- Visibility, control and context

## IT Professionals



Simplify enterprise  
security  
management

- Consistent and integrated management

## Developers



Make it easier to  
write secure code

- Common APIs
- Tools and services

# Fundamentally Secure Platforms

Protection technologies that enable isolation

Trust-based multi-factor authentication

Policy-based access control

Unified Audit across applications



# Evolving Landscape

## Past

### Broadcast attacks

- Networks worms
- Denial of Service

## Present

### Financially motivated attacks

- Phishing / Social Engineering
- Botnets
- Rootkits

## Future

### Specific target attacks

- Technically-oriented social engineering attacks
- Cross-device attacks

 Microsoft Windows  
**AntiSpyware** BETA

*Malicious Software Removal Tool*

Microsoft® Online Crash Analysis

**msn.**  Hotmail.

# Microsoft Leadership

## Industry Collaboration

- Broad partnerships
- Public policy
- Industry standards

## Technology Innovations

- Anti-spam and anti-phishing
- Anti-malware and anti-spyware
- Identity Metasystem

## Identity Metasystem



WS-\* Web  
Services  
Architecture

# Moving Ahead Together



Support the Trust Ecosystem through accountable identities



Embrace secure coding practices



Drive for Simplicity



Develop products, services, and platforms using standards and best practices

# Cybercrime: Our Social Responsibility

# Child Exploitation Tracking System (CETS)



- **Background**
- In January 2003 Microsoft worked with the Toronto Police Service on the problem of online exploitation of children.
- A software package called CETS resulted from the TPS/Microsoft partnership.
- **Product Vision**
- The product vision is to support more effective, intelligence-based child exploitation policing by enabling collaboration and information sharing across police services.
- **Implementation**
- Using CETS, police agencies can manage and analyze huge volumes of information in powerful new ways, such as:
- Cross-referencing obscure data relationships link
- Connecting criminal behaviour online difficult for the human eye to see
- Using social-network analysis to identify communities of offenders.
- **Outcome**
- CETS has helped police catch up with cyber-criminals on the Internet. The tool will developed further leveraging on the experiences learned in Canada, the cooperation with Interpol and other law-enforcement agencies.

<http://www.microsoft.com/athome/security/default.mspx>



[http://www.microsoft.com/athome/  
security/children/default.mspx](http://www.microsoft.com/athome/security/children/default.mspx)



### Safety tips by age

2 to 4 years old

5 to 6 years old

7 to 8 years old

9 to 12 years old

13 to 17 years old

### Community

Have a question about safe computing for kids? Get answers from experts and other community members.

A parent's guide to online safety

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