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organizedby
theWorldIntellectualPropertyOrganization(WIPO)
and
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incooperationwith
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SecurityandPrivacyontheInternet

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Making Computing More Trustworthy

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Our Industry has a Problem

Security breaches common
- n Malicious code
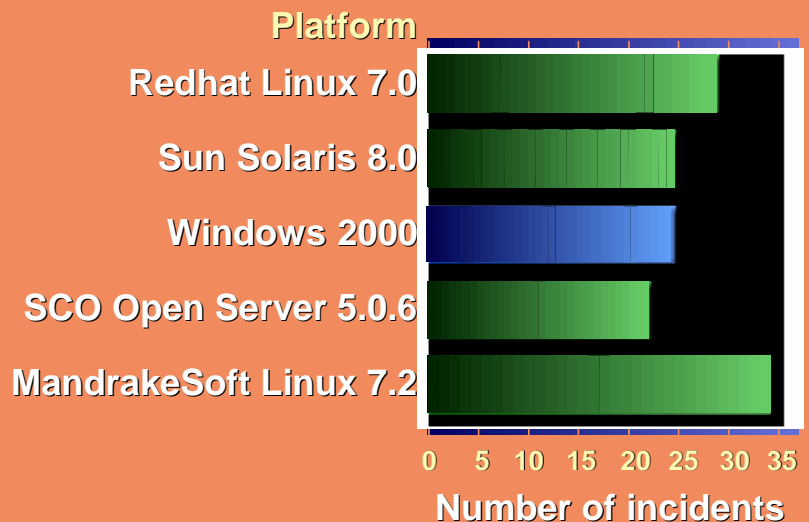- n Good code with bugs

Escalating challenges
- n Connectivity
- n Administration

Adoption of IT in doubt
- n Customers need to believe in technologies, companies and services

No common framework for discussion

Reported Vulnerabilities by OS in 2001

Platform		
Redhat Linux 7.0		
Sun Solaris 8.0		
Windows 2000		
SCO Open Server 5.0.6		
MandrakeSoft Linux 7.2		

0   5   10   15   20   25   30   35

Number of incidents

John McCormick, TechRepublic, Inc., September 24, 2001, based on data provided by Security Focus Bugtraq

Microsoft has a _Big_ Problem

9/11, Code Red, Nimda
- changed customers' priorities
- …and they have viable alternatives

Deep cynicism
- about our sincerity
- …and ability to deliver

What matters is what we do, not what we say

	CorpIT		
	MS	Diff.	IBM
Innovation	63%	9%	54%
QualityProducts	50%	22%	72%
Trustworthy	24%	49%	73%
Ethical	17%	57%	74%

Our growth, even survival, requires trustworthy computing

Source: Domestic Corporate Tracking Studies (DC, SV Elite, and Broad and Business Audience surveys). Scores are "net" ("top box" (7 – 9) – "bottom box" (1 – 3)).
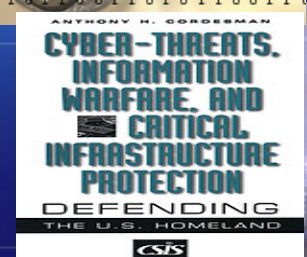
Critical Infrastructure

Computers are increasingly
essential our everyday lives

Evolving markets drive
new priorities

- Complex, interconnected systems
- Devices at all scales
- Enterprise reliability requirements

Information Technology is essential
but vulnerable

Customers won't depend
on what they don't trust

The Opportunity

To be indispensable, computing must gain the same level of trust that cars, phones, electricity and other essential services enjoy
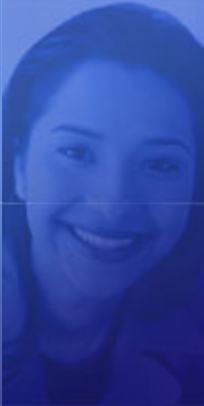
Opportunity

- n Continued leadership, revenue and profitability
- n First mover advantage
- n Competitive differentiation

Doing nothing is not an option

The Goal of the Trustworthy Computing Initiative

"To be the trusted vendor of secure, private and reliable computing for everyone"

It's N

Trustworthy Computing

Security · **Privacy** · **Reliability** · **Business Integrity**

Customer Priorities Vary

END USER	BDM	IT PRO	VAR/DEV	ELITES	Relative Importance of Key Factors
Reliability		Reliability		Business Integrity	
	Reliability		Business Integrity		
Safety	Safety	Safety	Safety	Safety	
		Business Integrity		Reliability	
	Business Integrity		Reliability		
Business Integrity					
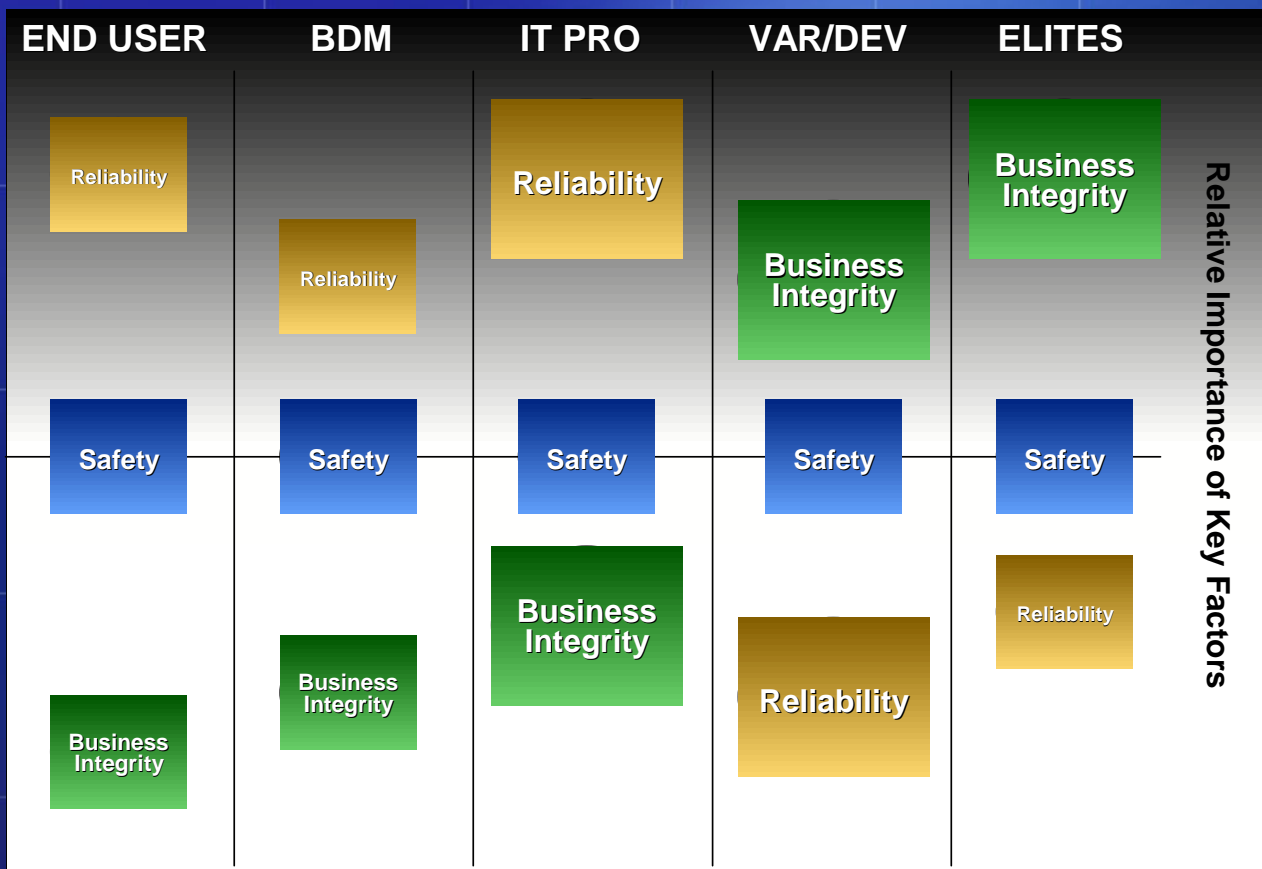
Sources - Trust impact: 13 focus groups, 20 1-1 interviews.
Trust score: Image tracking study and trial flash polls. Cheskin Research

Tackling the Problem

Work on all fronts

- Security, privacy, reliability, business integrity
- All platforms and experiences
- Across the organization
- With all our customers
- Across the industry

Culture shift

- Trustworthiness as priority
- Now and Forever
- Change behavior as well as perceptions

Secure by Design

Product
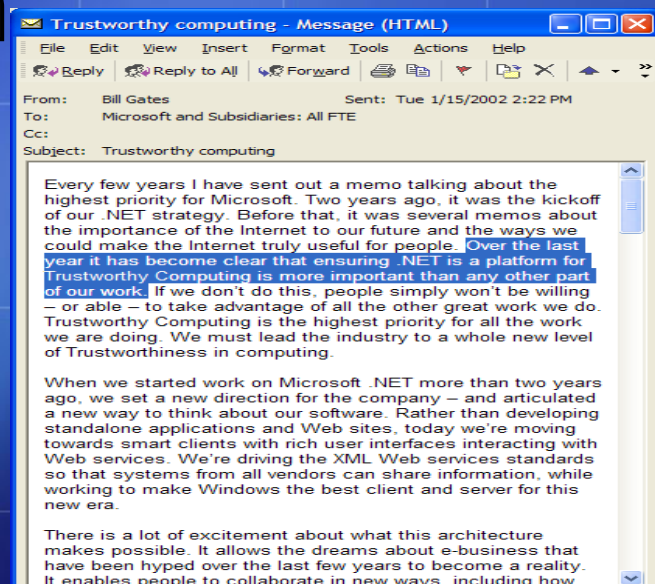
- n Security Push
- n New tools, compiler improvements
- n Security Business Unit

People

- n Retrained dev, test, PM
- n Appointed Chief Security Strategist
- n Leads driving best practices across company

Process

- n R&D budget for security tripled
- n Threat model-driven reviews
- n Bug feedback loop & code sign-off reqs

Secure By Default

Office XP

- .exe receipt, script access disabled

Windows XP

- Internet Connection Firewall

Major products to ship secure by default

- .NET server, IIS6, SQLnext, Office 11
- Backporting to Windows 2000, IIS5.x and earlier
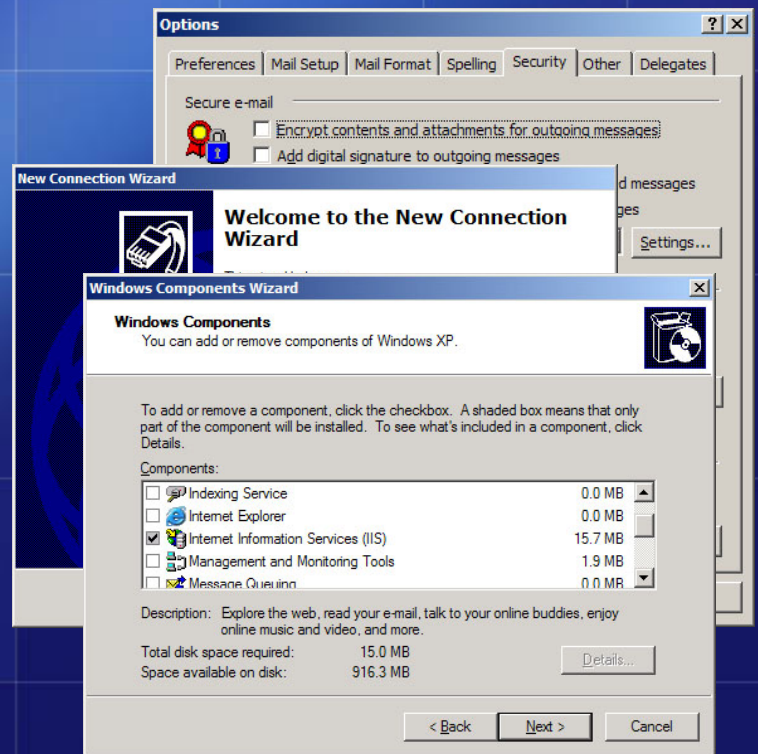
Secure in Deployment

STPP - Get Secure

- Microsoft Security Toolkit
- Microsoft Baseline Security Analyzer
- Security Assessment Program
- Deployment, update, lockdown tools

STPP - Stay Secure

- Windows 2000 Security Rollup
- Windows 2000 SP3
- Microsoft Update Corp Edition

Microsoft Security Response Center
Systems Integrator Source Licensing Program
Windows Update
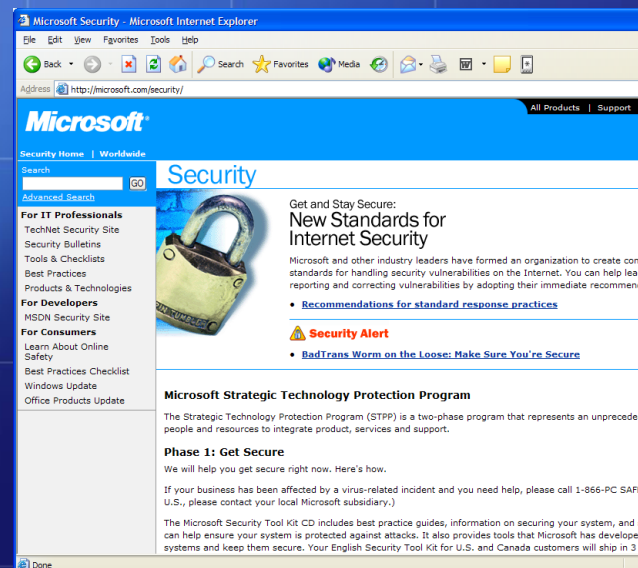
Privacy: Products & Process

Product design

- P3P support in IE 6
- Kerberos for Passport
- Anonymous XP activation
- MSN 8 tools to manage what kids access

Business practices

- MSN shows users data held on them
- FIP, GLB, Safe Harbor
- Third party audits
- Privacy Directive and Handbook
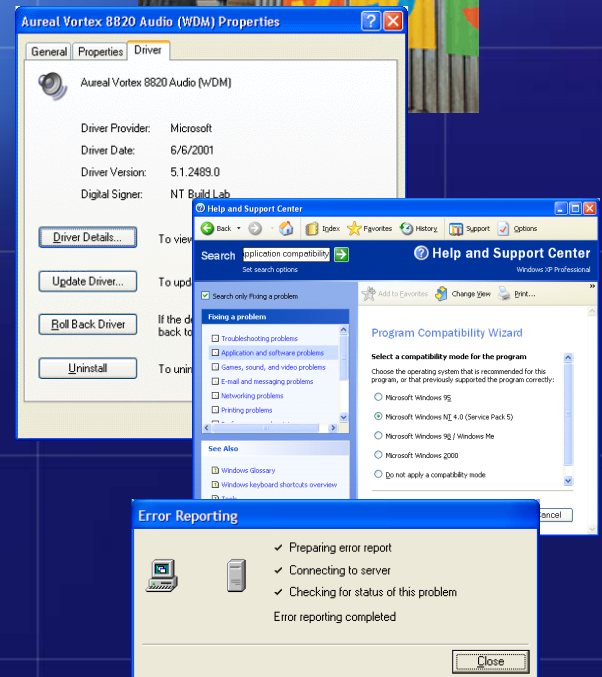- Privacy Health Index
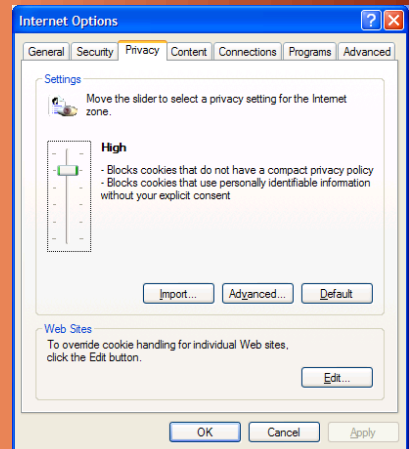
Reliability

Five Nines

Windows XP

- Driver management
- Shared DLL support
- Improved installation, update, backup, repair, recovery

Product Quality Initiative

- Documentation, feedback, measurement, integration

Error reporting

- Office fixed 40% of crashes for SP1
- VS fixed 57% crashes in beta
- Vendor web site

Difficult Problems…

Processors
- n Too many, spreading too fast, chaotic mega-system behaviors

Programming
- n Too error-prone

People
- n Too few knowledgeable ones, and losing ground
- n Complexity/speed too fast for people to comprehend
- n Unmanaged systems

Policy
- n Legal frameworks & norms lag technological change
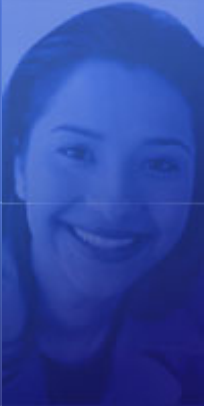- n No common industry vocabulary

If You Can't Measure It, You Can't Manage It

Institutionalize our commitment
to keep focus and momentum

- n Recurrent, relevant measurements
- n Actionable trend analysis
- n Senior position
- n Working councils
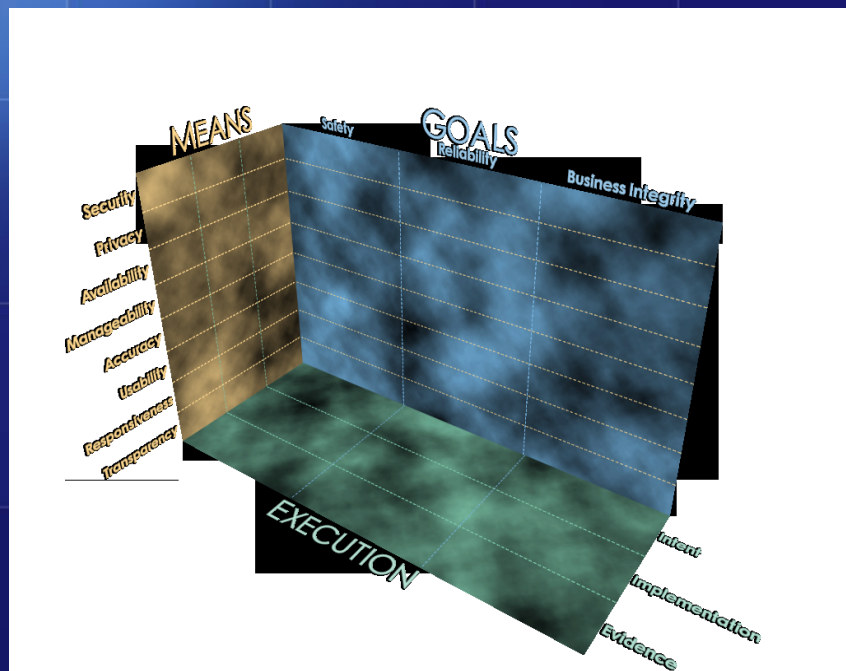
Steps along the Way

New Focus — BillG memo, stand-downs

Begin Roll-out — .NET server launches, WS standards

Built Trustworthy — Longhorn, DRM, Palladium

TWC realized — New critical infrastructure

Summary

Trustworthy systems are key to taking Microsoft to the next level

We need to sell computing systems so safe and reliable that people can take them for granted

It will be a long journey

Everybody plays a part
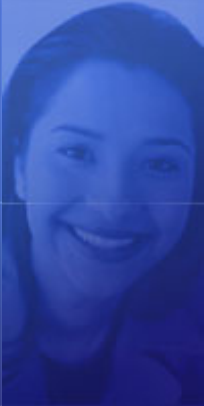
Discussion

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