



What If?

Andrew Schmidt, Senior Solution Center Engineer

3 APRIL 2018



80%
worry about data
breaches

74%
see need for new
security framework

The world is
under attack.
Cyber Security

\$1 trillion
spent on cyber
security by 2021

49%
feel they can reduce risk of
DDoS or ransomware attacks

Experience &
Productivity



Control &
Security

Forget Everything You Know About Passwords, Says Man Who Made Password Rules

by BEN POPKEN

Was it m@nk3yP@\$sw01rd or m0nk3yp@ssw0!rd?

**#@\$\$%!!

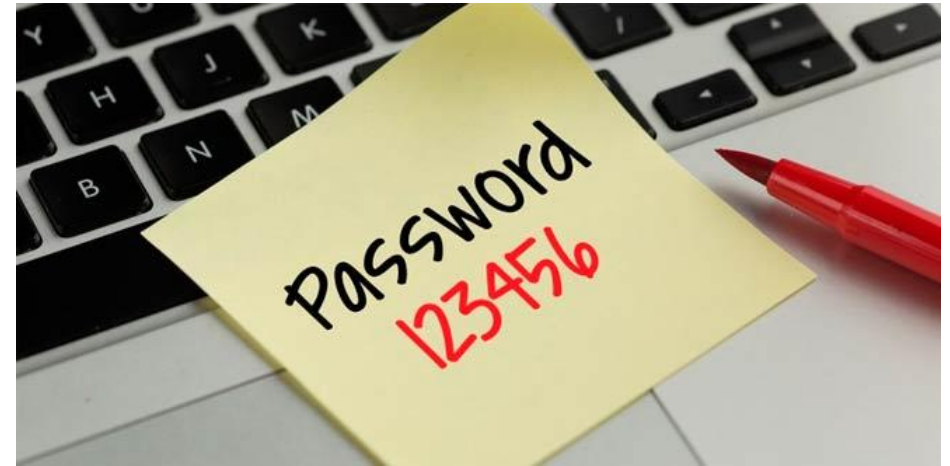
For 20 years, the standard advice for creating a "strong" password that is hard to crack has been to use a mix of letters, numbers and symbols.

It's so ingrained that when you go to create a new email account you'll frequently get praising or finger-wagging feedback from the computer on how well your secret code adheres to these guidelines.

And you're supposed to change it every 90 days.

Now, the man who laid down these widely followed rules says he got it all wrong.

"Much of what I did I now regret," Bill Burr, a 72-year-old retired former manager at the National Institute of Standards and Technology [told the Wall Street Journal](#).



 **NBC NEWS**

AUG 8 2017, 11:26 AM ET

<https://www.nbcnews.com/tech/security/forget-everything-you-know-about-passwords-says-man-who-made-n790711>



Rob Price ✓

@robaeprice

Follow



A password for the Hawaii emergency agency was inadvertently published in an @AP photo in July 2017 after being written on a post-it note. ✓ [uk.businessinsider.com/hawaii-emergen ...](https://uk.businessinsider.com/hawaii-emergen...)



12:27 PM - 16 Jan 2018

130 Retweets 121 Likes



41

130

121




What if...

You only had to sign in once?

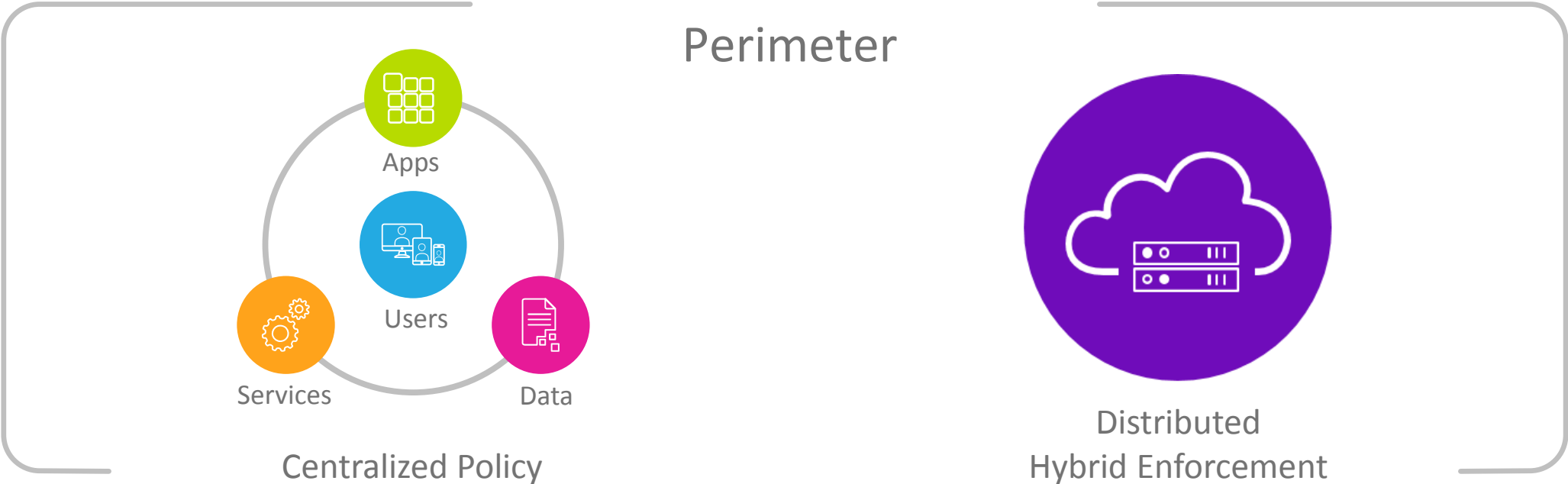
The applications and data you need quick access to were easy to get to?

What if you only needed two-factor authentication when doing things differently than you usually do?



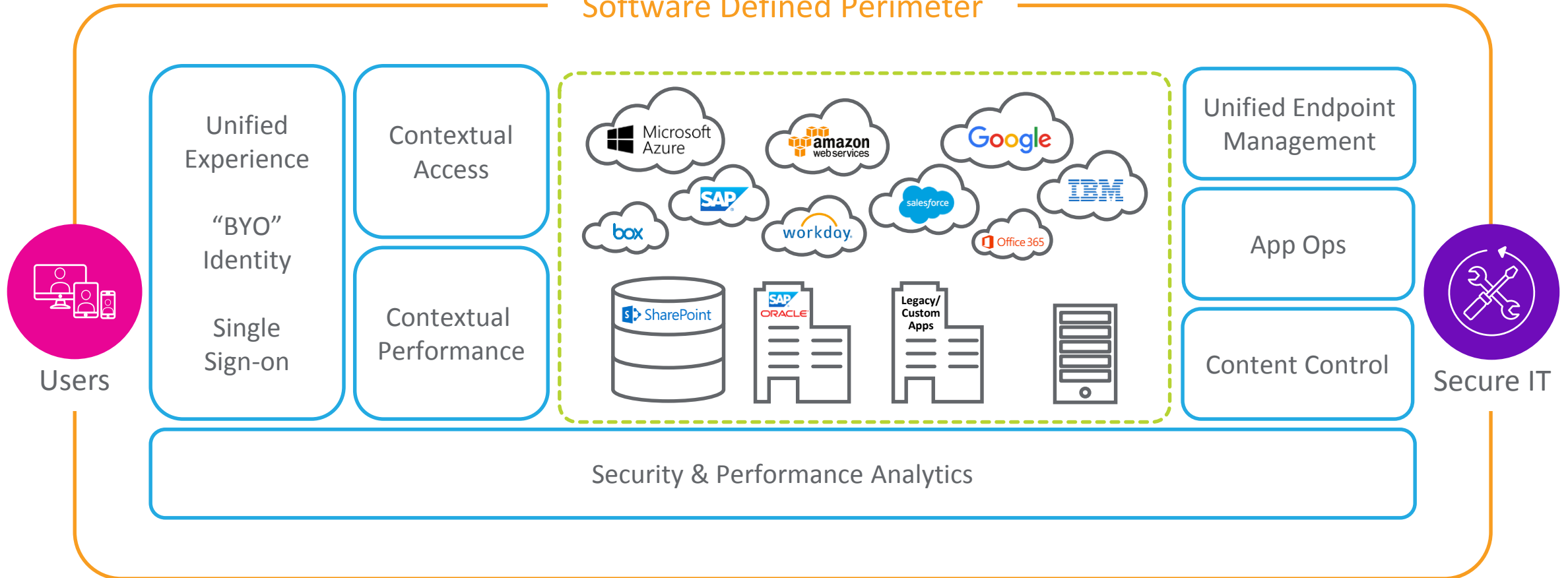
FORCE THE USER  FOLLOW THE USER

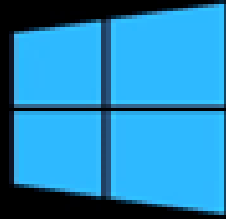
Software-Defined Perimeter



Citrix Secure Digital Workspace

Software Defined Perimeter





+





iPHRENZY

8:33

Today

PERTH NEWS

iPHONE 6 RELEASED IN PERTH TODAY

FANS SLEPT OUTSIDE APPLE STORE OVERNIGHT





NETFLIX



Loading

The Citrix Portfolio

On Premises

- Virtualization
 - XenDesktop
 - XenApp
 - XenServer
- Networking
 - NetScaler ADC / Gateway
 - NetScaler MAS
 - NetScaler SD-WAN
 - NetScaler Secure Web Gateway

Hybrid

- Secure Digital Workspace
 - Workspace Service
- Virtualization
 - XenDesktop
 - XenApp
- App Layering

Cloud Native

- EMM / UEM
 - XenMobile Service
- EFSS
 - ShareFile Service
- Secure Browser Standard
- NetScaler Gateway Service
- NetScaler Web App Security Service

Start the Conversation

- What are your current business problems?
- What is your current IT state?
- Are you cloud curious or cloud adverse?
- What regulatory and compliance concerns do you have?
- What is your current IT security strategy?
- How, where and on what do your employees want to work?