



THE MALWARE REPORT

RSA Trends with Neal Weinberg of Network World

Participants:

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Matt Grant: Hi, this is Matt Grant, and you're listening to The Malware Report with Randy Abrams live from the 2009 RSA Security Conference in San Francisco. We have a special guest with us today, Neal Weinberg, editor at *Network World*. Randy has some questions for you today, Neal.

Randy Abrams: Thanks Matt and thank you for being here today, Neal. It's great to have you.

Neal Weinberg: Thank you.

Randy Abrams: So, I wanted to talk a little bit about RSA, but before I do that, in case some of our listeners aren't familiar with *Network World*, can you give

us a brief overview and tell us who your audience is and what you provide for them?

Neal Weinberg: *Network World* is a magazine and Web site, www.networkworld.com, and we cover networking. The magazine goes out to 160,000 IT executives. *Network World* is part of a larger corporation called IDG. IDG owns *CIO* magazine, *InfoWorld* and *ComputerWorld*. If you're familiar with those magazines, you know they target different parts of the IT infrastructure. Obviously *CIO* is for the CIOs; *Network World* magazine focuses on the networking guys, the guys who do the real work.

Randy Abrams: If a person needs to get up to speed on networking or stay on top of what's happening in networking, then they would turn to *Network World*?

Neal Weinberg: Right. We try to get down into the real nitty gritty of deploying enterprise networks.

Randy Abrams: The kind of stuff that turns a 20 year old kid's hair gray, right?

Neal Weinberg: Exactly.

Randy Abrams: Okay, you've been at RSA now for a couple days. Have you seen anything that you thought was particularly cool?

Chima Njaka: I thought there were two different themes. It seems every year at RSA there's a different buzz and this year it's obviously cloud computing. There were probably 20 sessions on cloud computing and cloud security. That seems to be the big hot area, although it's so vague nobody knows what cloud computing is and nobody knows what cloud security means, but people have been talking about it.

Randy Abrams: I was going to ask you, have you seen anything concrete or was it as nebulous as a cloud?

Neal Weinberg: It's very nebulous. You have two schools of thought. Some people are saying cloud computing is taking over the world. Then you have the skeptical people saying it's bogus. There's a big difference of opinion.

I was just talking to one vendor on the show floor who said, “It’s not going to happen.” If you went to the cryptographer panel yesterday, some distinguished people from Sun said, “Cloud is going to take over the world.”

Randy Abrams: I guess that all depends on how you define cloud because to me, cloud computing is marketing speak for the Internet. Yes, the internet is taking over the world.

Neal Weinberg: Right. But from the enterprise perspective, the question is, are you willing to put your applications out in the cloud? Are you willing to let Google, Amazon or Microsoft host your applications? That gets pretty tricky.

Randy Abrams: It does. You don’t need a buzzword to obscure your vision and understand exactly what this cloud computing thing is.

Neal Weinberg: The other thing is that everybody is now claiming to be a cloud vendor. So, whatever company it is or whatever product they have, they just put cloud in front of it.

Randy Abrams: Exactly.

Neal Weinberg: If you were a storage company that did backup, now it’s called cloud backup. There’s nothing really different, you’re just calling it cloud backup.

Randy Abrams: Rebranded.

Neal Weinberg: Rebranded, right.

Randy Abrams: Yes, I was on a panel talking about cloud computing and I said, “The important thing to remember is a cloud is a container of fog that obscures vision.”

Neal Weinberg: Exactly.

Randy Abrams: Anything else at this RSA you found really interesting?

Neal Weinberg: I went to a panel on social networking and some of the things people do on Facebook and Twitter, it’s so scary when you stop and think about it. One of the speakers was talking about how if you go on

Facebook everybody wishes you a happy birthday; your birthday is out there. He was saying you don't want your birthday out there because that's a piece of your identity that if a hacker wanted to do identity theft, that's a key thing they would want to know about you. Because they know your name, they probably know your address and then once they know your birthday that's another way. But people just give that out and do not think twice about it. You're on Facebook, all your friends are saying happy birthday and you're thinking what's wrong with that? If you stop and think about it, there are a lot of things people do out there. He was saying that hackers, now they patrol Facebook and get information such as your dog's name. If they want to do some kind of attack and they get to that place when you're on the Web site, they'll know your dog's name. They can hack in and pretend to be you. You thought those passwords were a secret, but you're giving it out on Facebook.

Randy Abrams: I'm sure that would have been a great session, I'm sorry I missed it. I think we're just about out of time for this podcast, but I wanted to thank you very very much for being our special guest today and I hope you enjoy the rest of the show.

Neal Weinberg: Thank you.

Matt Grant: This has been Matt Grant and you're listening live to the Malware report live from the RSA Conference.

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