

UBA
User Behavior Analytics

Interface Madison – September 22, 2016

Presented by:
Ken M. Shaurette, CISSP, CISA, CISM, CRISC
FIPCO Director IT Services

FIPCO

1 FIPCO® © 2016

DISCLAIMER

- Covering topic in general terms, some products may provide options and cross over, but in generality many of the statements being made apply to the base industry category for SIEM/SEM or UBA/UEBA.
- I have not represented all products in the presentation and some areas such as DLP, advanced endpoint tools, advanced correlation of some SIEM may cross over into UEBA/UBA.

FIPCO

2 FIPCO® © 2016

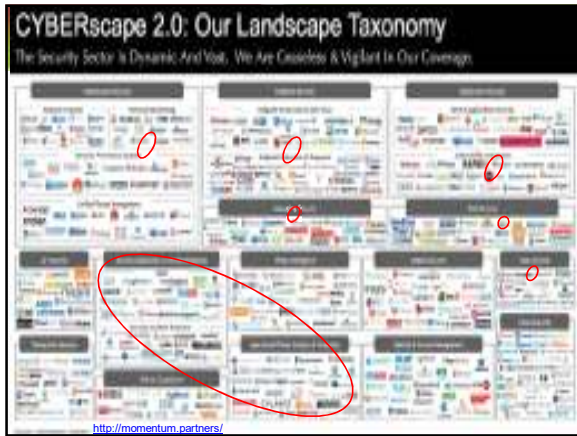
The total cost of cybercrime to the global economy could be as high as **\$500 billion**
Source: IBM and McAfee Research

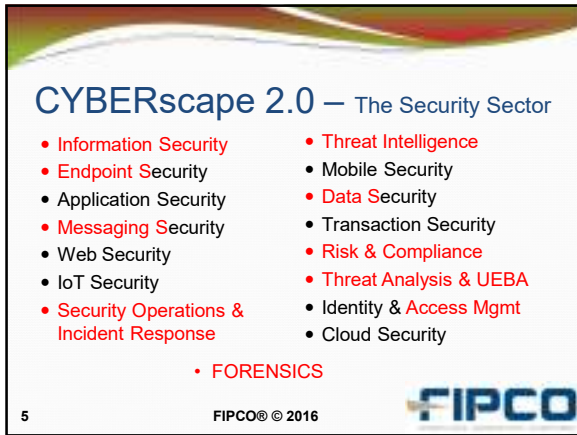
Compromised credentials make up 76% of all network inclusions
Source: McAfee, Cisco, and IBM Research

200+ days is the median number of days attackers stay within a network before detection
Source: McAfee, Cisco, and IBM Research

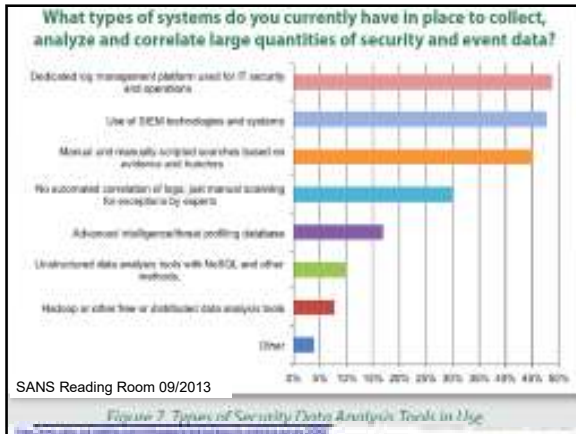
\$3.5 million is the average cost of a data breach to a company
Source: Verizon Business Research, 2014 Cost of Data Breach

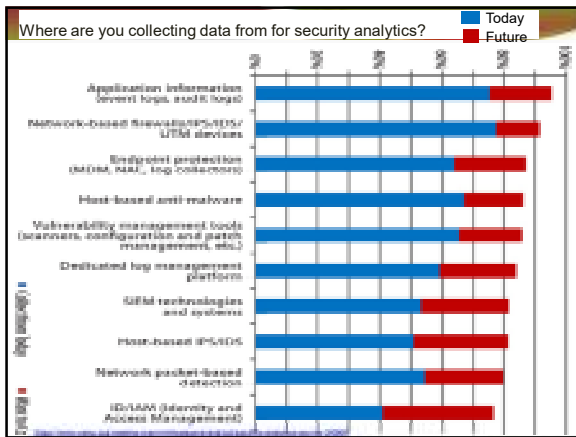
One in five small and medium businesses are targeted in cybercrime attacks
Source: Verizon Business Research, Security of Small Business

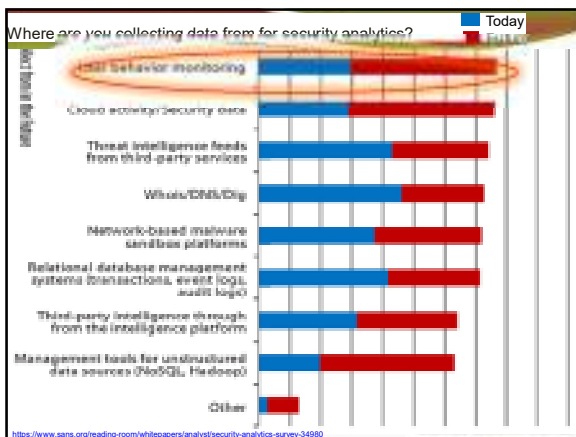


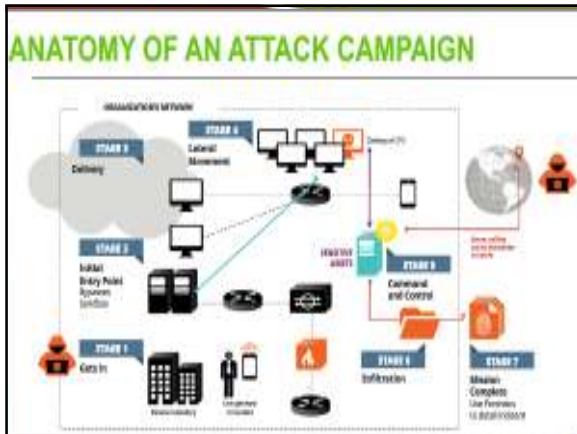


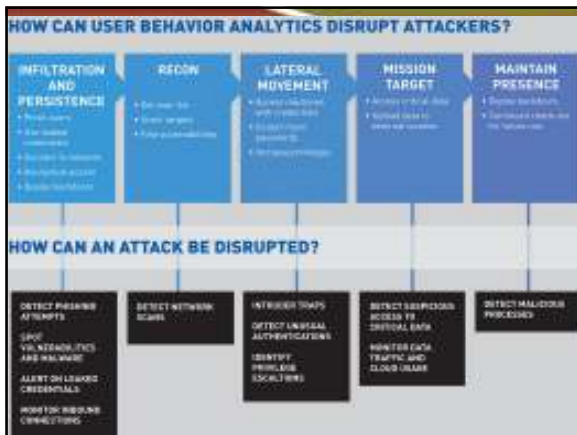












Address Behavior, Not Rules

- 200+ days = the average amount of time attackers reside inside a network before detection (188 days may be more current)

If you can identify a baseline of what a user or device normally does daily, hourly, every minute...


From a Baseline you can Begin to determine if something is different

12 FIPCO © 2016

Detecting Threats and Using Intelligence

- User activity and other assets
 - managed and unmanaged endpoints,
 - networks,
 - applications (including cloud, mobile and other on-premises applications),
 - Printing, storage devices, access,
 - as well as external threats.

13 FIPCO® © 2016




Collecting Events

Content Based and User Access Information, programmed by a vendor.....

- Active Directory
- VMWare logging
- CISCO ISE
- DHCP
- DNS
- Syslog
- VPN – RDP
- SSH
- Kerberos
- Others.....

14 FIPCO® © 2016




Collecting Events and Maybe Reporting, Alerts

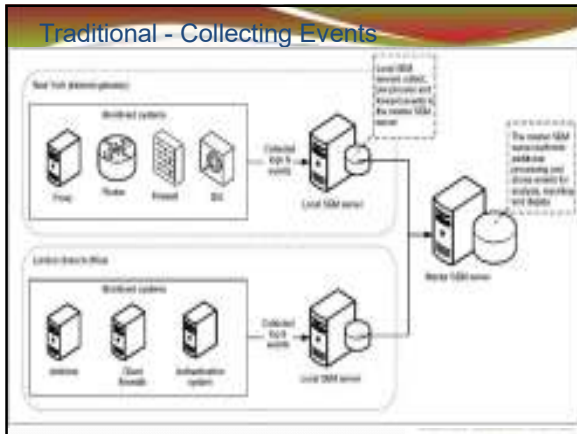
Core and Critical Applications

- Applications – Core Banking, ERM etc..
- Web Application Access
- Billing systems – AP, GL, AR

Lots of Data

15 FIPCO® © 2016





SIEM (Security Information and Event Management)

- Good at aggregating logs and alerts from other tools for reporting and compliance purposes, **does not provide accurate and efficient detection of attacks in progress**
 - SIEM combines [SIM](#) (security information management) and [SEM](#) (security event management) functions into one security management system.
- collects logs and other security related documentation for analysis

17 FIPCO® © 2016

What are other Experts Saying


- SEM or EM Primarily aggregating events from operating systems and infrastructure devices (e.g. firewall) - provide centralized logging...
- SIEM began monitoring the security of applications
- Next generation:
 - needs to detect and predict threats based on the behavior across systems
 - Anomaly - changes from normal versus just what was logged....

Article: The hunt for data analytics: Is your SIEM on the endangered list? searchsecurity.techtarget.com

18 FIPCO® © 2016

SIEM (Security Information and Event Management)

- Correlation may offer some detection....
 - Organizations have spent years trying to write correlation rules to leverage this data into attack detection, but it hasn't worked.
- Doesn't have the best source of data for advanced attacks – have logs from servers and other tools
- No granular network traffic or current state of an endpoint being attacked
- SIEM's suggest adding Netflow, but that is still limiting


19 FIPCO® © 2016 

What are other Experts Saying?

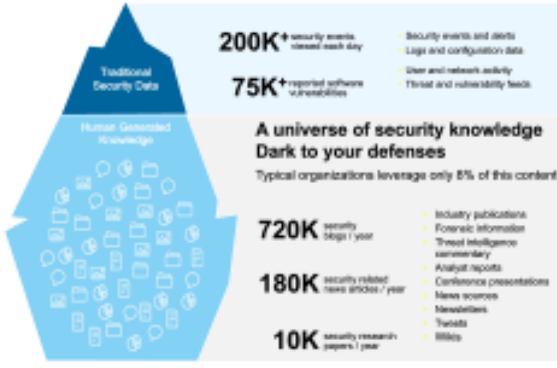
SIEM systems regularly saw as many as 15,000 events per second.
Now, 80,000 events per second is not uncommon

"As an analyst starts to get swamped, that precognitive bias kicks in, and they say, 'I've seen this alert before,' and they will ignore it."

Article: The hunt for data analytics: Is your SIEM on the endangered list? searchsecurity.techtarget.com

20 FIPCO® © 2016 

Most security knowledge is for humans and is untapped



200K+ security events, **75K+** reported software vulnerabilities

- Security events and alerts
- Logs and configuration data
- User and network activity
- Threat and vulnerability feeds

A universe of security knowledge Dark to your defenses
Typical organizations leverage only 8% of this content

- 720K security blogs / year
- 180K security related news stories / year
- 10K security research papers / year
- Industry publications
- Forensic information
- Threat intelligence commentary
- Analyst reports
- Conference presentations
- News sources
- Newsletters
- Tweets
- Blogs

Security blindness:

Too many alerts and too few resources



22 FIPCO® © 2016

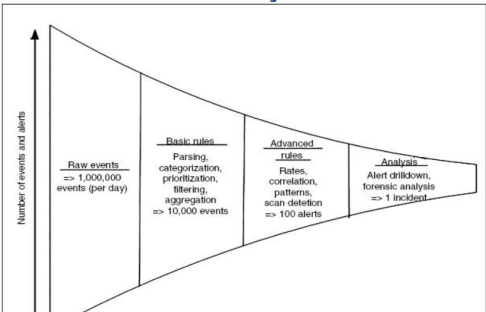
SIEM Blindness

Events only as programmed not all activity



23 FIPCO® © 2016

The better the Analytics




Stage	Description	Event Volume
Raw events	Raw events	=> 1,000,000 events (per day)
Basic rules	Parsing, categorization, prioritization, filtering, aggregation	=> 10,000 events
Advanced rules	Rates, correlation, patterns, scan deletion	=> 100 alerts
Analysis	Alert triage, forensic analysis	=> 1 incident

24

Key Features of Big Data Analytics

1. Scalability
2. Reporting and Visualization
3. Persistent Big Data Storage
4. Information Context
5. Breadth of Functions

Searchsecurity.com - Introduction to big data security analytics in the enterprise <http://searchsecurity.techtarget.com/feature/Introduction-to-big-data-security-analytics-in-the-enterprise>


25 FIPCO® © 2016 

Key Features of Big Data Analytics

1. Scalability

One of the key distinguishing features of big data analytics is [scalability](#). These platforms must have the ability to collect data in real or near real time. Network traffic is a continual stream of packets that must be analyzed as fast as they are a captured. The analysis tools cannot depend on a lull in network traffic to catch up on a backlog of packets to be analyzed.

ALSO OFTEN THE BIGGEST FAILING OF MANY TOOLS!


26 FIPCO® © 2016 

Key Features of Big Data Analytics

2. Reporting and Visualization

Another essential function of big data analytics is [reporting and support for analysis](#). Security professionals have long had reporting tools to support operations and compliance reporting. They have also had access to dashboards with preconfigured security indicators to provide high-level overviews of key performance measures.


[Visualization tools](#) are also needed to present information derived from big data sources in ways that can be readily and rapidly identified by security analysts.

27 FIPCO® © 2016 

Key Features of Big Data Analytics

3. Persistent Big Data Storage

Big data [security analytics](#) gets its name because the storage and analysis capabilities of these platforms distinguish them from other security tools. These platforms employ big data storage systems, such as the [Hadoop Distributed File System \(HDFS\)](#) and longer latency archival storage.


28 FIPCO® © 2016 

Key Features of Big Data Analytics

4. Information Context

Since security events generate so much data, there is a risk of [overwhelming analysts](#) and other infosec professionals and limiting their ability to discern key events.

Useful big data security analytics tools frame data in the context of users, endpoints, devices and events


29 FIPCO® © 2016 

Key Features of Big Data Analytics

5. Breadth of Functions

The final distinguishing characteristic of big data security analytics is the [breadth of functional security areas](#) it spans.

[Bolt-on solutions create data silos, visibility holes, and tend to strain the network.](#)

30 FIPCO® © 2016 

What Is Behavior-Based Threat Detection?

- Behavior-based threat detection is based on machine learning methodologies that require no signatures and less human analysis, enabling multi-entity behavior profiling and peer group analytics – for users, devices, service accounts and applications. The result is automated, accurate threat and anomaly detection.

31

FIPCO® © 2016



UEBA (UBA) – What is it : Definition?

- User and Entity Behavior Analytics (UEBA) is the tracking, collecting and assessing user and endpoint data and activities using log monitoring systems. Forrester calls it SUBA (Security User Behavior Analytics)

UBA tools perform **two main** functions:

1. Identify **baseline** of "normal" activities specific to the organization and its users/assets.
2. **Flag deviations** from Baseline

32

FIPCO® © 2016



UBA answers the question

- UBA = Activity by users/endpoints (not events or logs) (focus on apps launched, network activity and files accessed)

Is this User or Device behaving Unusually?

VERSUS

Is this event unusual?

- SIEM = **programmed events** by OS, network device, Firewall, other security (focus on what the OS or device has been programmed to log, network and system coded events) **SIEM = SIGNATURE DEPENDENT?**

33

FIPCO® © 2016



UBA Scenarios

Assess frequency of assets

- User's volume of activity suddenly spikes or access to number of assets increases rapidly

Usage deviates from peer group

- User pattern of activity starts deviating from the peer group

Change in account privileges

- User attempts to change privileges on existing account or open new accounts on other systems

FIPCO

34

What is a Behavior Anomaly?

Vertical	Type of Fraud	Pattern of Fraud
Financial Services	Account takeover	Many transactions between \$5-\$50K
Healthcare	Physician billing	Physician billing for drugs outside their expertise area
E-tailing	Account takeover	Many accounts accessed from one IP
Telecom	Roaming abuse	Excessive roaming on partner network by unintended use customers
Online Education	Student loan fraud	Student IP in "high-risk" country and student absent from classes and assignments

FIPCO

35

Sample Threats Detected

- Privileged Account Abuse** – inappropriate usage of access permissions
- Privilege Escalation** – transformation of identity and access credentials
- Data Exfiltration** – the act of stealing private, confidential and sensitive data within an organization by malware or an attacker
- Unusual Activity** – accessing external domains, remotely accessing high privileged assets, and unusual login duration, time or location
- Credential Compromise** – stealthy takeover of accounts for malicious purposes

FIPCO


36

FIPCO © 2016

Sample Threats Detected

- IP Theft & Data Exfiltration
 - Identify evidence of data exfiltration from assets or users within the organization
- Account Hijacking & Privileged Account Abuse
 - Detect compromised accounts and gain full visibility into threats associated with privileged accounts.
- Virtual Container & Cloud Asset Compromise
 - Behavior base lining, anomaly detection, and threat detection for virtual containers and cloud applications.


37 FIPCO® © 2016



Sample Threats Detected

- Fraud Detection
 - Behavioral modeling on transactions, and automated threat modeling to detect fraudulent activity
- Suspicious Behavior: User, Device, & Application
 - Identify threats and anomalies associated with user and entities within an organization: User and Entity Behavior Analytics (UEBA)
- Malware Detection & Lateral Movement
 - Detect cyber-attacks and gain visibility into threat actor's east-west movement within an organization

38 FIPCO® © 2016



Examples of UBA Tool Wins

■ Compromised Accounts Found	■ Source Code Compromised
■ Departing Users Stealing IP	■ Compromised System Behavior
■ Geolocation Anomaly	■ Retired Devices Still in Service
■ Anomalous Behavior in VPN Activity	■ Unauthorized Access to Patient Records
■ Customer Service Rep. Privacy Breaches	■ Privileged Accounts Shared

https://www.raoconference.com/writable/presentations/file_upload/air-109-demystifying-security-analytics-data-methods-use-cases-final.pdf

FIPCO


Requirements of UBA Solutions

Able to detect differences

- User – every employee or contractor
- Device – workstations, printer
- Network – traffic, firewall, traffic
- System – server, VMware/Microsoft
- Configuration Differences – errors out of norm

➤ Ability to collect Data
 ➤ Analyze the Data
 ➤ Provide Actionable Intelligence

40 FIPCO® © 2016



Gartner UBA – UEBA or Forrester SUBA!

- The user and entity behavior analytics (UEBA) market grew substantially in 2015; UEBA vendors grew their customer base, market consolidation began, and Gartner client interest in UEBA and security analytics increased.
- Enterprises successfully use UEBA to detect malicious and abusive behavior that otherwise went unnoticed by existing security monitoring systems, such as just SIEM and DLP.
- Not all companies think they need UEBA. Advanced SIEM users say they maintain sufficient visibility as long as they keep SIEM rules tuned, while organizations with advanced data science skills say they build more-effective business-focused models than UEBA vendors do.


41 FIPCO® © 2016

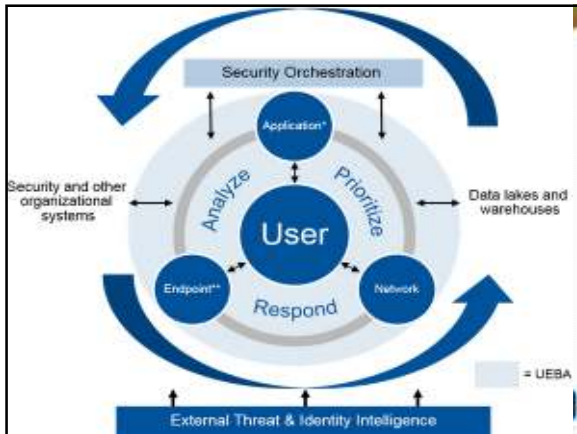


Gartner

- UEBA vendors must **profile users and look for anomalous user behavior** relative to their profiles using machine learning, statistical models and/or rules. UEBA vendors that are considered advanced use machine learning and statistical models to detect anomalous behavior. **UEBA vendors that only use rules** are still, however, included in this market as long as they profile user behavior.
- **Optimally, vendors should use all types of tools that aid in anomaly detection.** Also, they should combine a rule engine with machine learning and statistical models built into the platform, so that users can write their own policies and rules based on information they know that the machine learning models have not yet (or cannot) learn on their own. For example, this could include a policy that restricts all communications with a certain geographical area based on political considerations that originate from state doctrines unknown to machine models.


42 FIPCO® © 2016






A few UEBA Vendors

- **Aristotle Insight** is the next generation Big Data Security Analytics Platform. Implementing UDAPE™ Cyber Intelligence Service, it eliminates SIEM tool dependence by doing the heavy lifting of collecting, organizing, and first pass analysis of security data.
- **Bay Dynamics** profiles and analyzes users, endpoints, applications and other entities independently and then correlates their alerts.

44 FIPCO® © 2016 


A few UEBA Vendors

- **Exabeam** has about 50 active deployments of its UEBA platform that integrates directly with SIEM systems such as Splunk and QRadar.
- **LightCyber** began its solution by primarily profiling network and other machine assets (for example, applications, endpoints), and using machine learning to detect anomalous activities related to these entities.
- **Lockheed Martin's LM Wisdom** product is focused on identifying insider threats.

45 FIPCO® © 2016 

A few UEBA Vendors

- **Microsoft's Advanced Threat Analytics (ATA)** platform is based on the Aorato software it acquired in November 2014. It provides deep packet inspection of Active Directory traffic, which is captured through port mirroring and data from SIEM tools
- **ObserveIT** uses an agent-based desktop collection method to monitor desktop and user activity, and it aligns its solutions to the domains of employee monitoring (including privilege users), audit and compliance, insider threat, vendor risk management, and gateway and windows monitoring.

46 FIPCO® © 2016 

A few UEBA Vendors

- **Securonix**, founded in 2008 and one of the first UEBA vendors, supports behavioral analytics for multiple use cases, such as detecting insider or external threats, for more than 50 enterprises.
- **Splunk** moved into the UEBA market with its July 2015 acquisition of Caspida, which profiles users, peer groups, endpoints, IP addresses and other entities, and detects anomalies using machine learning and by correlating entity behavior. Most UEBA vendors listed have relatively tight integrations with Splunk, but now Splunk has its own UEBA engine that supplements its existing Enterprise security module
- **Varonis** uses a rule-based engine and some statistical analysis functions that focus on insider threats and data exfiltration by analyzing users' access to files and their use of email

47 FIPCO® © 2016 

Splunk User Behavior Analytics



Category	Value
Total Alerts	45
Alerts	978
Total Users	109K
Total Events	170K
Total Alerts	53
Total Events	119K

Microsoft ATA

Malicious attacks
ATA detects known malicious attacks almost as instantly as they occur.

- Fake the Ticket (FTT)
- Fake the Hash (FTH)
- Corrupt the Hash
- Faked File (MNTA-000)
- Golden Ticket
- Shadow Key malware
- Backdoor.exe
- Btlhsvc.exe

Behavioral analysis technologies like those in ATA can be extremely tricky to implement and take a long time to deliver impactful information.
<https://www.clearswift.com/blog/2015/08/27/microsoft-advanced-threat-analytics-is-it-enough>

Microsoft ATA

Advanced detection
Behavioral analysis leverage machine learning to uncover questionable activities and abnormal behavior.

- Anomalous logins
- Unknown users
- Password sharing
- Local movement

Behavioral analysis technologies like those in ATA can be extremely tricky to implement and take a long time to deliver impactful information.
<https://www.clearswift.com/blog/2015/08/27/microsoft-advanced-threat-analytics-is-it-enough>

Microsoft ATA


Security issues and risks
ATA identifies known security issues using world-class security researchers' work.

- Broken trust
- Weak protocols
- Known protocol vulnerabilities

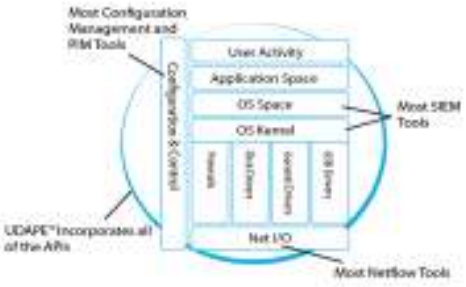
Behavioral analysis technologies like those in ATA can be extremely tricky to implement and take a long time to deliver impactful information.
<https://www.clearswift.com/blog/2015/08/27/microsoft-advanced-threat-analytics-is-it-enough>

Clearswift research
 More than 70 percent of data breaches start from **inside** the organization.

Careful that the main focus is ONLY on external attacks



UDAPE®
 User, Device, Application, Process, Endpoint
 (registered to Aristotle Insight – Sergeant Labs, Lacrosse, WI)



Most Configuration Management and RIM Tools

Most SEM Tools

Most Netflow Tools

UDAPE™ incorporates all of the APIs

AristotleInsight® – www.aristotleinsight.com


UDAPE Definition

The UDAPE model is the measurement, comparison, and tracking from User, to Device, to Application, to Process, to Endpoint.

The model requires the collection, correlation, and organization of data across the entire UDAPE spectrum.

54

FIPCO® © 2016



UDAPE® - tracks from user, to device, to application, to process, to endpoint

- **Detect privilege escalation and user lock-outs.**
- **Track user behavior that could lead to APTs or Cryptolocker.**
- **Eliminate point solutions to increase operational efficiency & reduce cost.**
- **Map regulations to metrics & metrics to regulations proving compliance at a glance.**

55 FIPCO® © 2016

UDAPE® - tracks from user, to device, to application, to process, to endpoint

- **Map vulnerability risk by asset importance.**
- **Automatically collect, organize, store, analyze, and visualize Cyber Intelligence Cycle metrics.**
- **Monitor AUP, True-up, behavior clustering, and data usage.**
- **Conduct unprecedented, detailed post incident response.**

56 FIPCO® © 2016

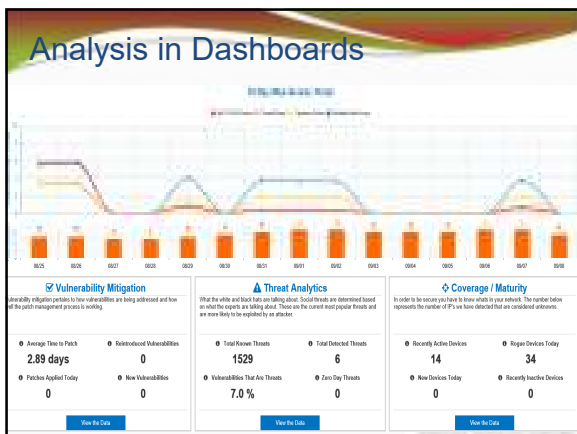
NIST CSF + CIS Implementation:

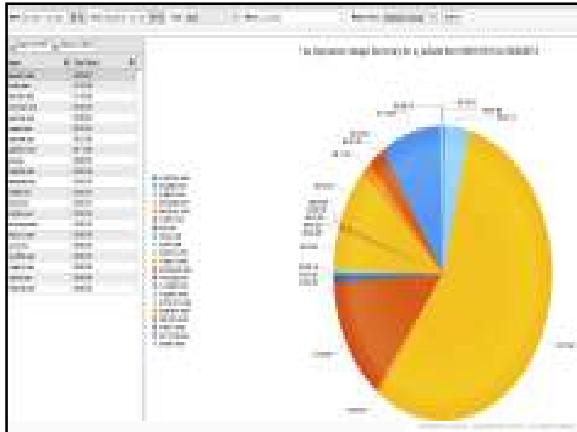
CIS Critical Security Controls (V6.0)	Cybersecurity Framework (CSF) Core				
	Identify	Protect	Detect	Respond	Recover
CSC 1: Inventory of Authorized and Unauthorized Devices	AM				
CSC 2: Inventory of Authorized and Unauthorized Software	AM				

57 FIPCO® © 2016









Correlation for Spot Audit of Admin

The permissions and privileges of every user are compared against each other to group users who are similar. The outliers are users whose privileges and permissions do not fit into a group.


Three Reasons to Deploy Security Analytics Software

- 1. Compliance**
To ensure these regulations, policies and procedures are implemented as intended, it is imperative to verify compliance. This is not a trivial endeavor.
- 2. Security event detection and remediation**
The term "connecting the dots" is often used in security and intelligence discussions as a metaphor for linking-related — but not obviously connected — pieces of information.
- 3. Forensics**
The discipline of collecting evidence in the aftermath of a crime or other event — is the art of exploiting hindsight. Even in cases where attacks are successful and data is stolen or systems compromised, an enterprise may be able to learn how to block future attacks through forensics.

<https://www.sumologic.com/blog-security-analytics/security-analytics/>


Resources

- NIST SP800-61r2, SP800-83
- RSA Conference - https://www.rsaconference.com/writable/presentations/file_upload/air-t09-demystifying-security-analytics-data-methods-use-cases-final.pdf
- Data Gathering and User Behavior Analysis System - http://syrco.se.ispras.ru/2007/files/2007_06_paper.pdf
- Article SIEM Endangered - searchsecurity.techtarget.com
- Gartner UEBA - <https://www.gartner.com/doc/reprints?id=1-2NK6M1R&ct=150922&st=sb>

70 FIPCO® © 2016 

Resources

- Sergeant Laboratories - www.aristotleinsight.com
- Cyber Reason - www.cybereason.com
- Darktrace - www.darktrace.com
- SPLUNK - www.splunk.com
- Microsoft ATA - www.microsoft.com/en-us/server-cloud/products/advanced-threat-analytics/overview.aspx
- Exabeam www.exabeam.com/

71 FIPCO® © 2016 

Questions & Discussion



72 FIPCO® © 2016 
