Think your network is safe?
Check all your endpoints

Dave Rose

Security Advisor HP WW Security Practice





Risks of Print... More than fake N



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Research By: Eyal Itkin and Yaniv Balmas

Fax, the brilliant technology that lifted mankind out the dark ages of mail delivery when the postal service and carrier pigeons were used to deliver a physical message from a sender to a receiver.



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Why Fake News on PC and Printer Death Is Dangerous



HP Inc. is the only company with significant positions on both PCs and printers; it dominates the printer market and is ranked second in PCs. Even though it looked like it was initially set up to fail, apparently, the executive staff didn't get that memo and on most financial metrics, it is growing. This is in sharp contrast to the beliefs that both PCs and printers are failing. There were two initial causes for this belief. The iPad and similar tablets initially seemed to be a smartphone kind of revolution and were going to take over the world from PCs and printers, and the related drop in support for both categories of products and the massive flip to digital media over print.

However, the primary driver of the PC collapse and the contributing driver of print collapse. tablets, have not risen to expectations. Apple, the lead market maker in the category, has recently flipped from an emerging market strategy to a cash cow strategy with its latest reduced-price iPad offering, suggesting it now believes that tablets are on life support. (Apple is rumored to be working on an iOS-based MacBook.) The HP Inc. results and Apple's latest moves support the counter argument that, while not yet growing at emerging speeds, PCs and printer segments are getting healthier and that strategies based on their expected demise are no longer founded in fact but on fake news. In short, I'm saying that the demise of PCs and printers is effectively no longer true and that making decisions on fake news is dangerous.

Let's get to specifics.

Printers

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STRATEGY?















FEATURED PRODUCT





Funtenna Video

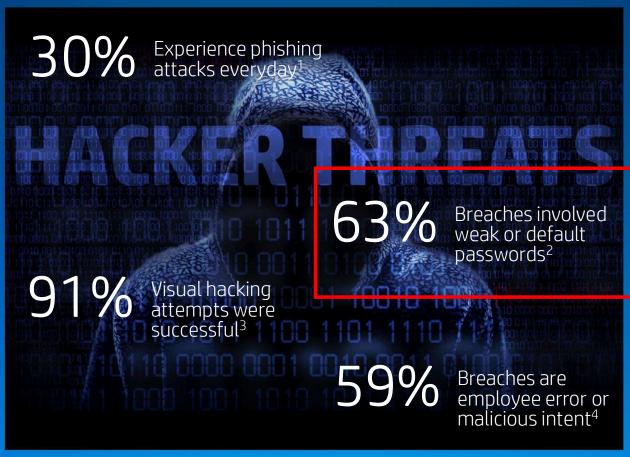
Go to Youtube and look up funtenna with Motherboard



Some of the Major Overlooked Areas in Printer/Printing Security



Endpoint vulnerabilities



- Malware & viruses
- Device access
- Data flows between devices and network
- Data on hard disks
- Device configuration
- Visual hacking
- Physical loss or theft
- Fraud and counterfeit



¹ 2016 State of Cybersecurity Study, ISACA and RSA Conference

² 2015 Data Breach Investigative Report.

Ponemon Institute, "Global Megatrends in Cybersecurity," Feb. 2015

The risk is real

It's easy for hackers to break into unsecured printers



"I probe around for a multifunction printer and see that it is configured with default passwords. **Great, I am in...**"

"We've compromised a number of companies using printers as our initial foothold. We move laterally from the printer, find Active Directory, query it with an account from the printer and bingo, we hit GOLD..."

Peter KimIndustry-leading penetration
Tester, Hacker, Author





Software exploit

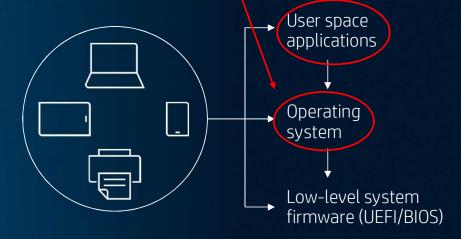
- Buffer overflow
- Misconfiguration
- Code injection (SQL)
- Open network ports and application vulnerability

Simple physical access exploits

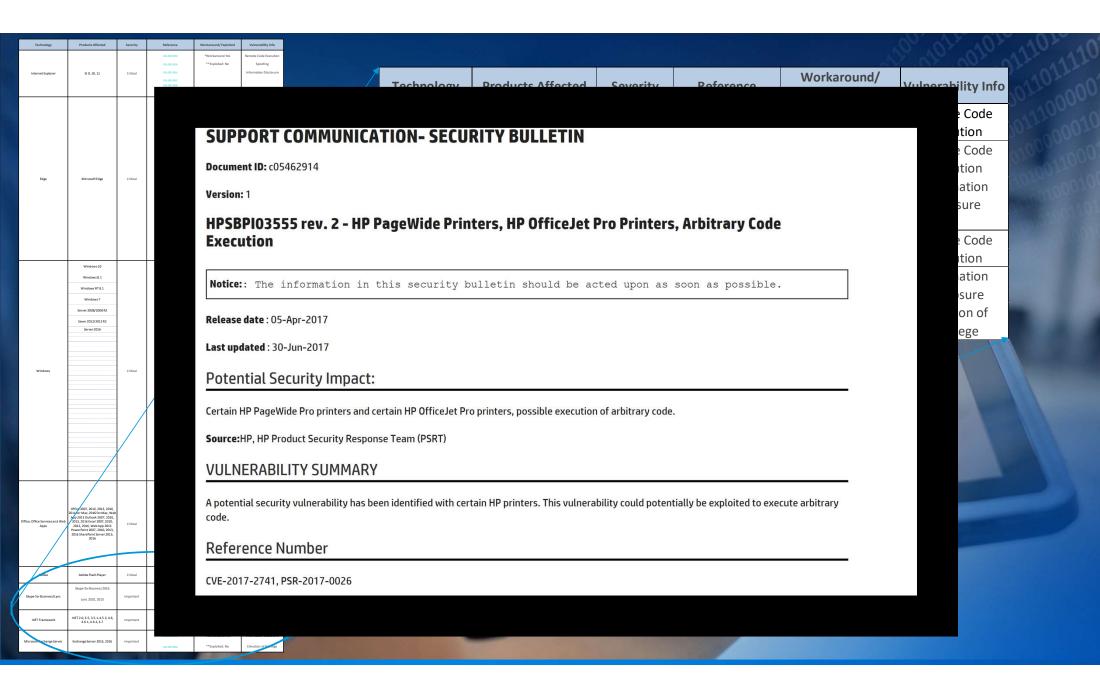
USB based attack

Human exploit

• Phishing email









JUSTICE S COMING



NISTIR 8023

Risk Management for Replication Devices

Kelley Dempsey Celia Paulsen

This publication is available free of charge from: http://dx.doi.org/10.6028/NIST.IR.8023



Security Risk Assessment Table for Replication Devices (RDs)

Replication Device Information

Manufacturer and Model:

Associated System ID:

Assessment Information

Date of Assessment:

Name(s) of Assessor(s):

#	Risk-Related Question	Yes, No, or N/A	Risk Score	Accept Risk? (Y/N)*	Action** or Justification for Risk Acceptance
	PLANNING/SECURE CONFIGURATION			21	v
1	Is the device included within a system security plan with applicable controls implemented?		(Yes=0; No=4)		
2	Does the device or its control software have any relevant security certifications (e.g., Common Criteria)?		(Yes=0; No=1)		
3	Does the vendor/manufacturer provide information on a secure configuration for the device?		(Yes=0; No=1)	60	
3.1	If a secure configuration is available, has it been implemented on the device?		(Yes=0; No=2)		y
	THIRD PARTIES				
4	Is the device leased by the organization? (N/A if the organization owns the device)		(Yes=3; No=0)		
4.1	If leased, does the lease agreement stipulate federal ownership of storage devices internal to the device? (N/A if the organization owns the device)		(Yes=0; No=4)		
5	Is the device under a service contract?		(Yes=0; no=2)		
5.1	If under service contract, does the service contract stipulate that hard disk drives (HDDs) and solid state/nonvolatile storage must be removed before the device can leave	2	(Yes=0; no=5)		5



Building trust with device security

Design for cyber-resilience









Protect

Detect

Recover

Software security is **not enough** Must start from the **firmware up**



Secure the Device

HP Sure Start

Keeps the BIOS safe and self-heals

Run-time intrusion detection

Monitors run-time operations and self-heals

Whitelisting

Keeps the firmware safe

HP Connection Inspector

Monitors network connections and self-heals

HP Security Manager

Checks and remediates printer settings



HP JetAdvantage Security Manager

Comprehensive security management with policy-based print security compliance

HP Security Manager makes it easy to monitor and protect your entire fleet:

- Strengthen compliance to corporate security policies
- Streamline security management by automating many processes
- Get efficient fleet management of device certificates
- Secure new devices immediately with Instant-on Security





HP Quick Assess (with JetAdvantage Security Manager)

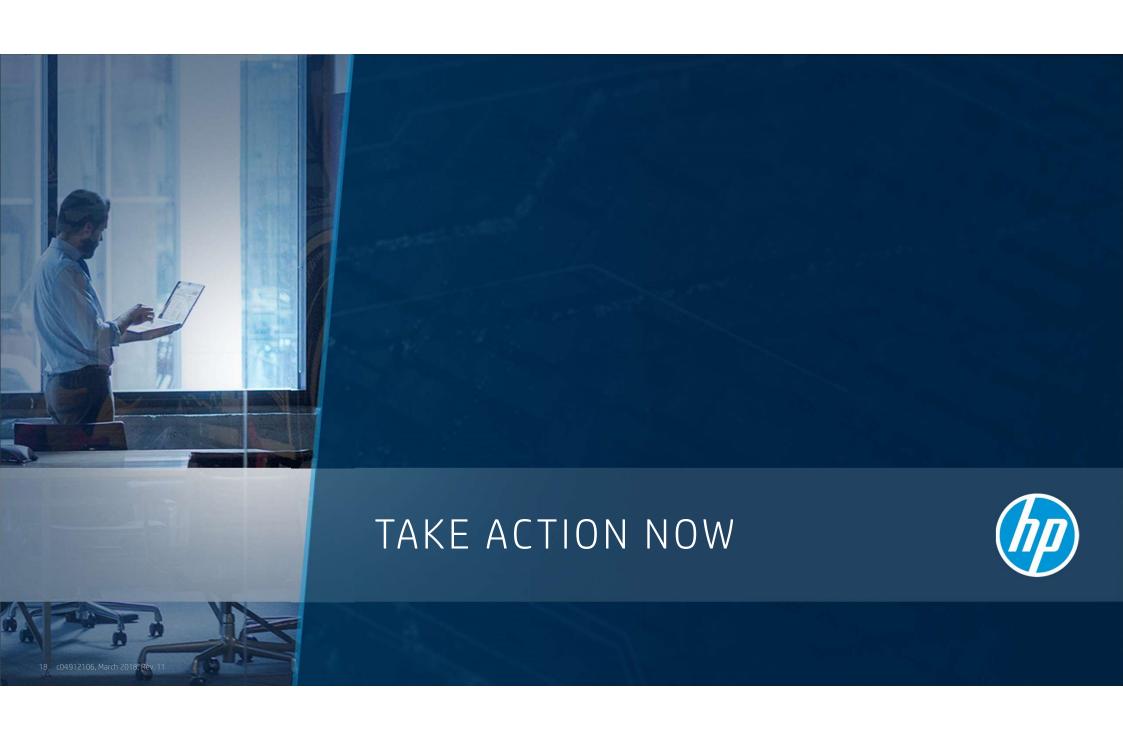
Demonstration that assesses the top 13 security settings on up to 20 HP printers

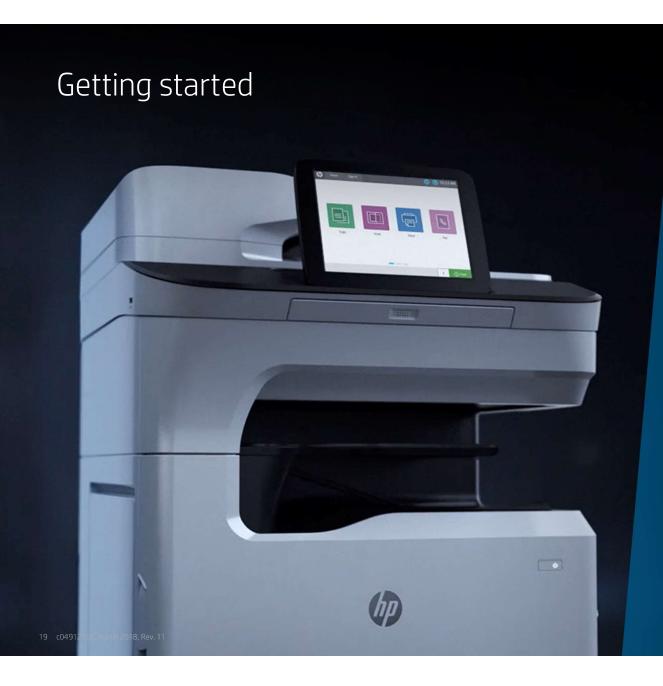


Unconfirmed passwords/ certificates could lead to unauthorized access to the device

Unused protocols left unsecure could become an entry point onto the network









Engage your Sales
Representative
Bring in the experts



Run an assessment Know your risks



Develop a plan Secure your print fleet



THANK YOU

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