



## NEWS AND NOTES

# Weaving A More Secure Web

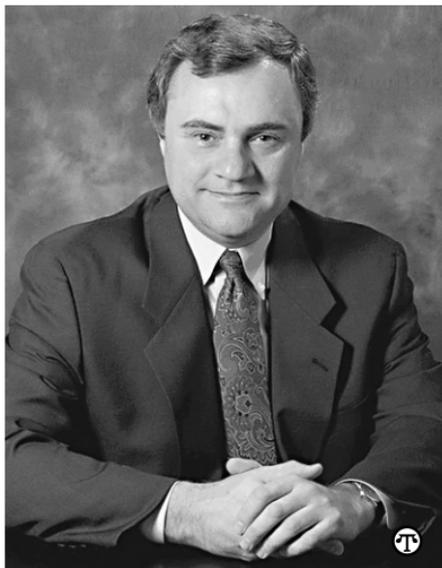
by *Steve Mills*

(NAPSA)—Conflicting news about Internet security does not always compute. Online commerce is the fastest growing marketplace on earth and online fraud accounts for less than 1.2 cents out of every dollar spent online. Yet credit card fraud is reported to be 12 times higher online than in-store and online fraud occurs four times more frequently than the “old-fashioned” kind.

However all technologies—from phone to Internet service—have risks that need to be managed against their business impact. The trick for business is to find a way to maintain security and a company’s bottom line. Try these tips to get the most out of the Web for your business.

- **Focus On The Opportunity**—It’s important that IT professionals don’t focus only on the security challenges in front of them while ignoring the business opportunities they can represent. The job of an IT professional is to identify then minimize risk in a way that lets business still introduce new technology.

- **Remember Integration**—Companies should be sure any added security they use integrates easily and flexibly across the business and is easy to deploy and manage. For example, as employees enter and leave the IT business, administrators need to be



able to update online access rights without having to recode multiple applications for each employee.

- **Web Commerce—Ease-of-use, flexibility and economy** need to be built in to the way a company handles Web commerce risk. Currently, consumers are asked to enter several levels of information (date of birth, Social Security number, etc.) before they can use a credit card online. It’s important any additional protections weed out any would-be bad guys, but do not limit ease-of-use.

With the right ideas, companies can improve online security without getting their business goals caught up in the Web.

- *Steve Mills is senior vice president for IBM Software Group.*