Traditional security solutions have reached their limit…

- **256 days** to identify a breach
- **100-120 days** to remediate a breach
- **$3.8M** average cost per breach

Sources: Ponemon Institute, Kenna Security
How do I protect the integrity of modern business when...

... must govern an explosion of the numbers and types of endpoints?

... the digital enterprise is shared, open and accessible?

... and compromise is inevitable?

The requirements: Disrupt. Defend. Unite.

A new era of endpoint security

**Watch every move**
Record every step. Cut out the noise. Relentlessly watch for known, unknown behavior. Create a “system of record.”

**Unravel the entire attack**
Quickly understand the root cause. Garner insight into attacker behavior. Isolate and disrupt attacks.

**Disrupt adversaries’ behavior**
Make them change behavior. Make it harder for them to succeed. Counter their every move.

**Implement the right form of prevention**
Match the right approach to fit your business needs, endpoints, users, and system.

**Automate and integrate**
Automate everything. Integrate your entire security stack. Reduce the errors. Change the economics.

**Hit back with a united front**
Leverage collective intelligence of thousands of users. Share knowledge and patterns of attack behavior across the community.
Full security lifecycle coverage

**Response**
Rapidly analyze, contain, disrupt and remEDIATE attacks

**Prevention**
Stop attacks with proactive, customizable techniques

**Visibility**
Monitor and record every endpoint

**Detection**
Detect attacks in real-time without signature

You need this for
EVERY machine

---

Laptops  | Desks  | Servers  | Fixed-function devices
---|---|---|---

What forward-thinking security teams choose

**EVERY SECOND COUNTS**
Continuously record, centralize and retain activity from every endpoint

**DISRUPT ATTACKER BEHAVIOR**
Hit them where it counts: root cause and behavior patterns

**CHOOSE THE RIGHT PREVENTION**
Multiple options to fit your business

**NEVER GO IT ALONE**
United people, knowledge, and systems

DISRUPT. DEFEND. UNITE.
Arm your endpoints
SANS – Top 20 Controls

CIS Critical Security Controls for Effective Cyber Defense Now
- 20 controls on actionable ways to prevent cyber attacks.
- Realized need for continuous monitoring and detection.
- Provide quick wins on how to achieve a majority of the control to combat the vulnerability.

Your choice of deployment

On Premises
(everything on your site)

Cloud
(put whatever you want in cloud)

SaaS
(we host and manage the back-end)

MSSP
(everything managed for you)
What's the Plan?

“Everybody has a plan until they get punched in the face.”

Thank You
Carbon Black: #1 in next-gen endpoint security

- Market share leader
- 3X nearest competitor
- “Shaped the year”
- Endpoint fastest growing security segment (47% five year CAGR)

IDC: Market Share by Vendor

- Carbon Black: 37%
- Other: 13%
- Invincea: 12%
- Crowdstrike: 12%
- Bromium: 12%
- Cylance: 13%


Carbon Black Customers

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<th>Industrial/Manufacturing</th>
<th>Technology/Internet</th>
<th>Retail/Travel/Hospitality</th>
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Next-Generation Endpoint Security Use Cases

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<td>Critical infrastructure security</td>
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