

# Deception through History...

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# How to keep pace?

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<5 Hours to Break In  
15 Hours to Exfiltrate Data  
79 Days to Find

4.5 Hrs to Break Out  
60% Move Laterally  
12 Hours to Exfiltrate

Root Cause Analysis  
Confident Response  
Predictive Defenses

# Attacks are Frequent and Costly

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64%

Of respondents

confirmed their company experienced at least one successful attack on their endpoint(s)<sup>1</sup>

\$3.86M

Average total

cost of a data breach—and breaches that take over 30 days to contain can cost companies an extra \$1 million<sup>2</sup>

221

Days on average

to identify the root cause of a criminal attack and another 81 days to contain it<sup>3</sup>

1 Ponemon Institute 2018 State of Endpoint Security Risk, sponsored by Barkly

2 Ponemon Institute 2018 Cost of Data Breach Study, sponsored by IBM

3 Ponemon Institute 2018 Cost of Data Breach Study, sponsored by IBM

# Attackers Are Out-Innovating Us



**Attackers** have access to the same technology that you do



“**Set and forget**” is no longer an option



**We need** a new approach

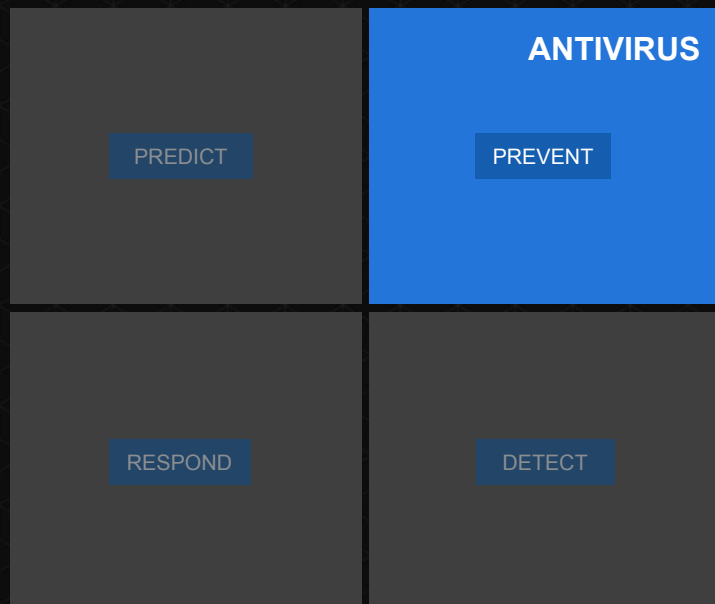




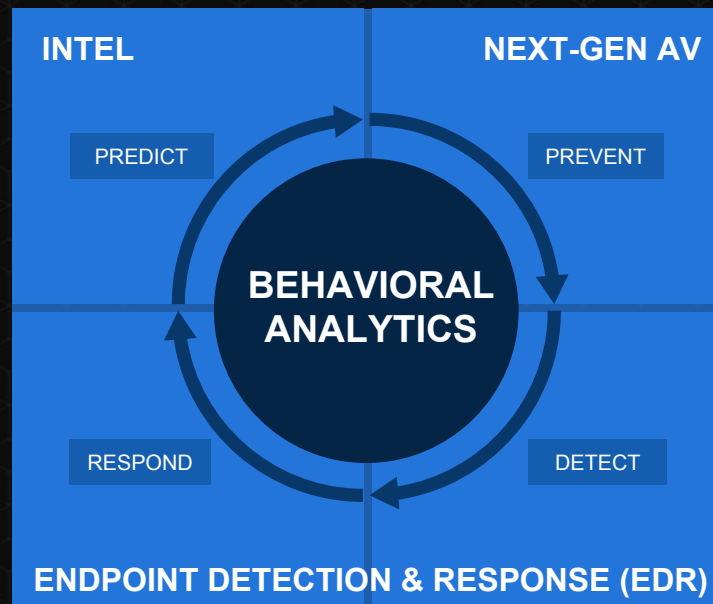
CYBER DECEPTION IS  
ONE PIECE OF THE  
PUZZLE

# You Need a Solution that Evolves with Attackers

## Traditional Antivirus Focuses on Prevention Only

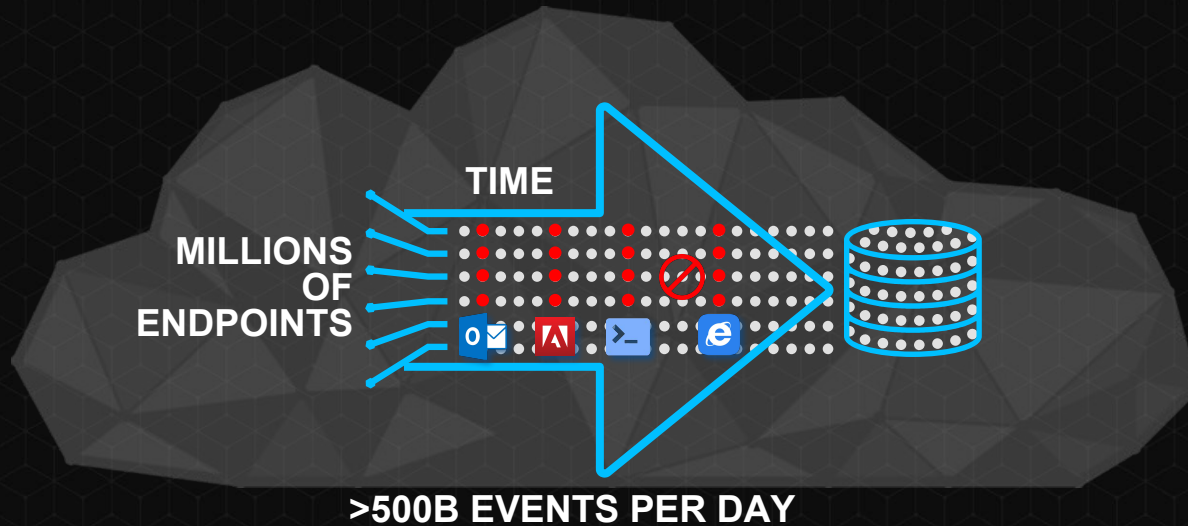


## Carbon Black Provides Full Security Lifecycle



# Prevent More Attacks

## Analyzing Endpoint Behavior



STOP NEVER  
SEEN BEFORE  
ATTACKS



STAY AHEAD  
OF EMERGING  
ATTACKS

# What We Deliver

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## **SUPERIOR PROTECTION**

Prevent known  
and new threats  
as they evolve

## **ACTIONABLE INSIGHTS**

Real-time  
investigation and  
remediation

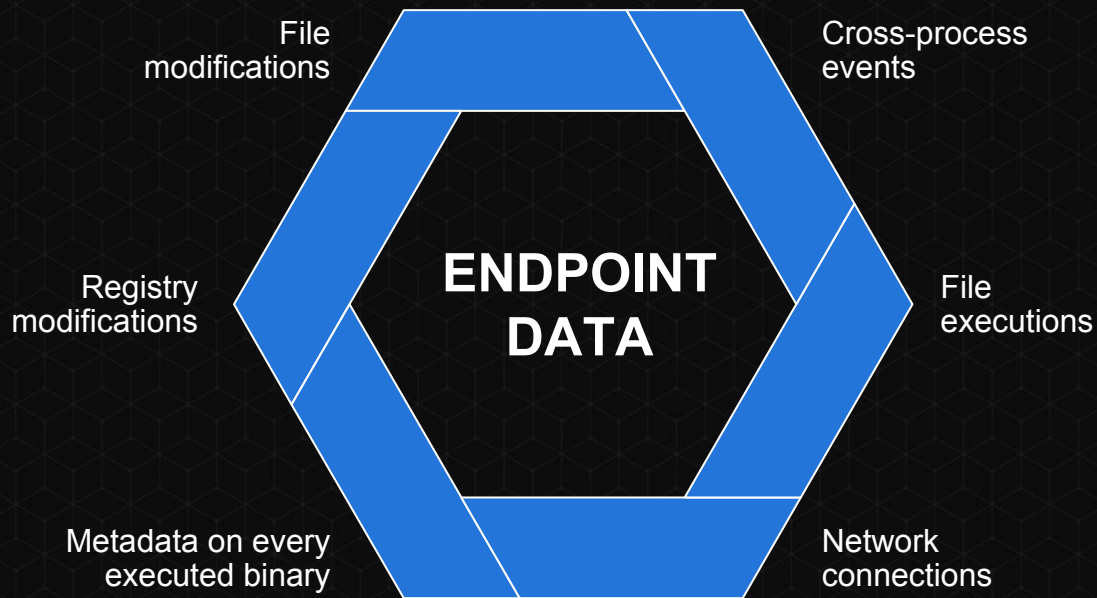
## **SIMPLIFIED OPERATIONS**

Operate faster  
and more  
effectively

**Reduce cost and complexity** by consolidating multiple security solutions



# Carbon Black Is a Camera On Your Endpoints

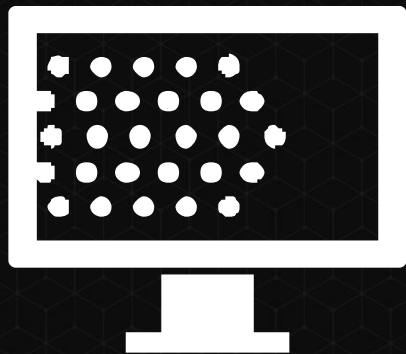


**No blind spots**

**Continuous recording**

**Proprietary data shaping**

# Quick & Easy Investigations



Access the **complete activity record** of any endpoint—even if it is offline

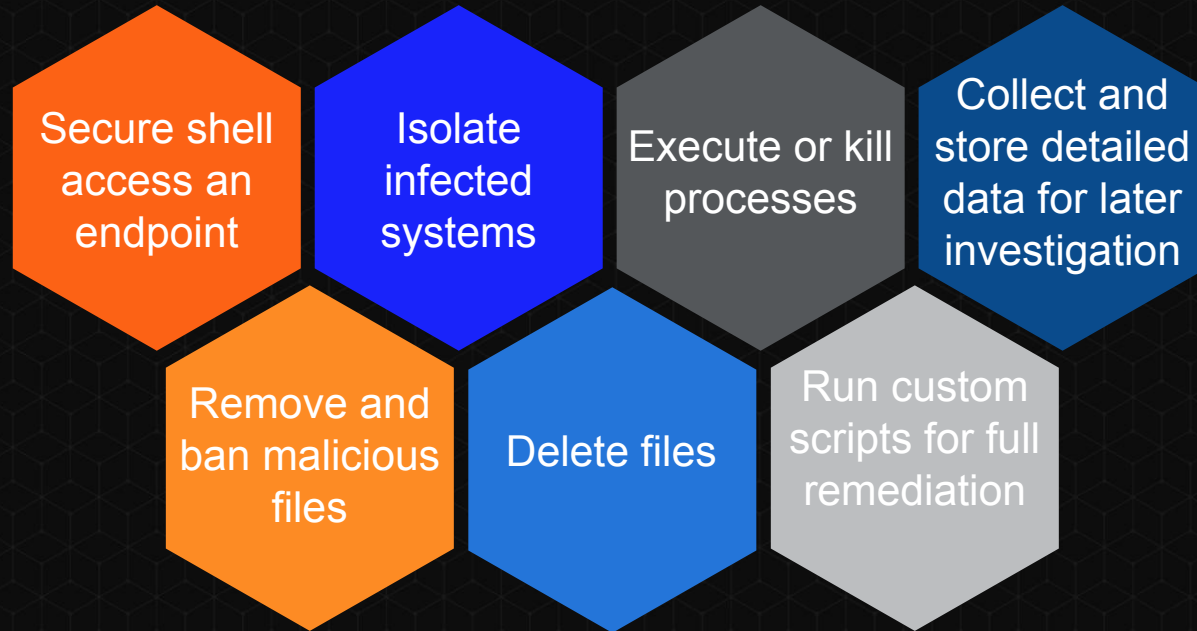


Intuitive **attack chain visualizations**—see what happened at every stage of the attack



Quickly **uncover advanced threats** and minimize attacker dwell time

# Real-time Investigation & Remediation



***Result: Respond to and close security gaps in real time without IT involvement***

# Consolidated Endpoint Protection Platform



## CB Predictive Security Cloud

COLLECTIVE INTEL

Next-Gen  
AV & EDR

Managed  
Alert  
Monitoring  
& Triage

Real-time  
Endpoint  
Query &  
Remediation

Advanced  
Threat  
Hunting

Virtual  
Datacenter  
Security

One Lightweight Agent

Everything you need  
to secure your  
endpoints



# Time to Change the Game!

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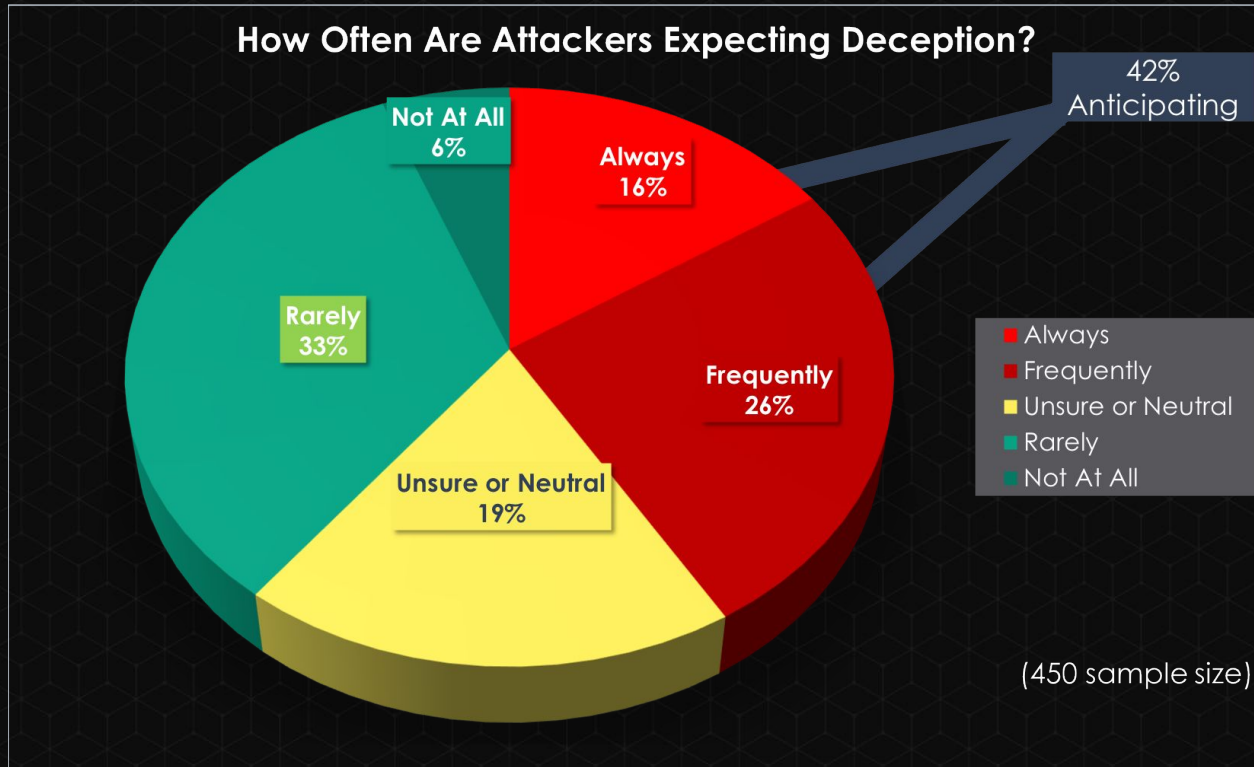
Make the attackers start playing by your rules.

Can't Tell Real from Fake...

Increase the Attacker Costs...

Find an easier Target!

# Final thought...



**To Learn More Visit**

**[www.carbonblack.com](http://www.carbonblack.com)**