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HARNESS THE POWER IN PREDICTION

Sarah Morgan - Webroot

The onslaught is relentless…..

71%

percentage of ransomware attacks aimed at small to medium-sized businesses

(Source: Beazley Group)

67% - 58%

Small businesses experiencing a cyber attack and breach

(Source: Ponemon: 2018 Sate of SMB Cybersecurity)

$8 Billion

the cost of ransomware damage in 2018

(Source: Cybersecurity Ventures)

56%

of breaches take months or longer to discover

(Source: 2019 Verizon Data Breach Investigations Report)

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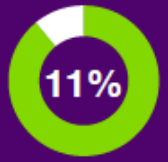
SMBs ARE UNDER ATTACK

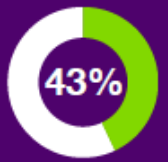
<100 SMBs with <100 employees face high risk levels

+100 SMBs with 100+ employees face same risk as enterprises

Failed cyber-readiness



Graded as experts



of SMBs suffered breaches in 2019

Sources: 2018 Hiscox Cyber Readiness Report; Verizon DBIR 2019

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The threat is real

4,000

The amount of daily ransomware attacks since the beginning of 2016

(Source: CyberSense)

65%

of small companies face existential risk within 30 days of a major data loss

(Source: Better Business Bureau)

$6 Trillion

Projected losses worldwide by 2020 from cybercrime (up from 3 trillion 2015)

(Source: Cybersecurity Ventures)

80%

of hacking-related breaches leveraged either stolen passwords and/or weak or guessable passwords

(Source: Verizon DBIR)

Most Prevalent Threats

Polymorphic Malware 93% of malicious .exe's

Ransomware more targeted and destructive

RDP - MSP warning from FBI

40% Malicious URLs in Good Domains

Phishing Grew 220% in 2018

Cryptojacking Coinhive 80% of Attacks

(Source: 2019 Webroot Threat Report)

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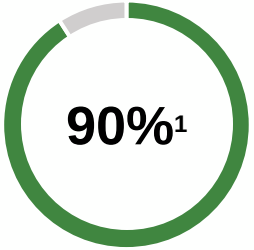
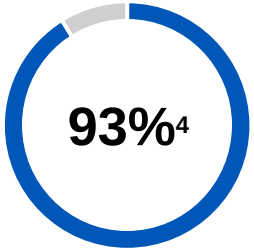
Phishing: Success



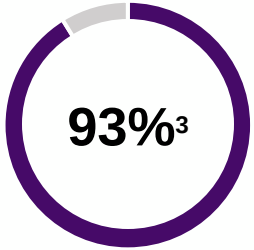
of breaches are due to human error



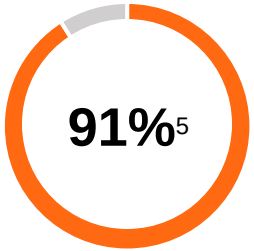
of phishing emails involve ransomware

Most SMBs consider user education a necessity[2]

Advanced social engineering is the norm



Percentage of breaches caused by phishing and scams



of cyberattacks start with phishing email

Sources: *1: chiefexecutive.net/almost-90-cyber-attacks-caused-human-error-behavior | 2: ESG SMB Security Trends 2018 | 3: 2018 Verizon Data Breach Investigations Report | 4: PhishMe June 2016 | 5: Dark Reading 7 ways hackers target your employees*

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Phishing: Complexity

Multilevel phishing needs multilevel defense

1. Deceptive/Cloned Phishing
2. Malware-Based Phishing
3. Keyloggers/Screenloggers
4. **Spear Phishing**
5. Smishing (SMS)
6. **Vishing**
7. **DNS-Based 'Pharming'**
8. Search Engine Phishing
9. Content Injection Phishing
10. **CEO Fraud 'Whaling'**
11. **Dropbox Phishing**
12. Google Docs Phishing
13. Session Hijacking
14. Hosts File Poisoning
15. System Reconfig Attacks
16. Man-in-the-Middle Phishing

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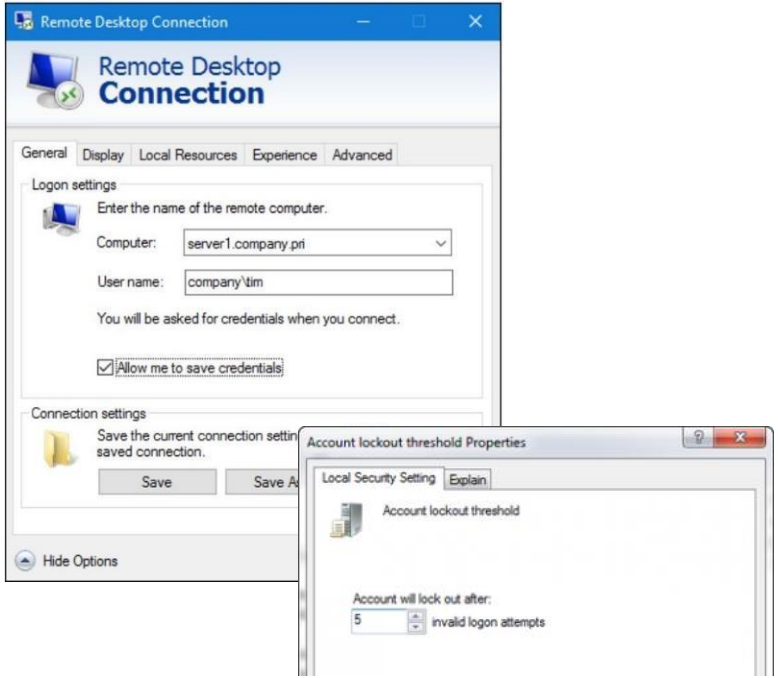
Remote Desktop Protocol (RDP)



Admins use RDP to control servers remotely

RDP gives attackers admin access to your entire network

Attackers can easily scan for a vulport

Accounts can usually be cracked with brute force

https://www.webroot.com/blog/2016/11/23/remote-desktop-protocol-attacks-need-know/

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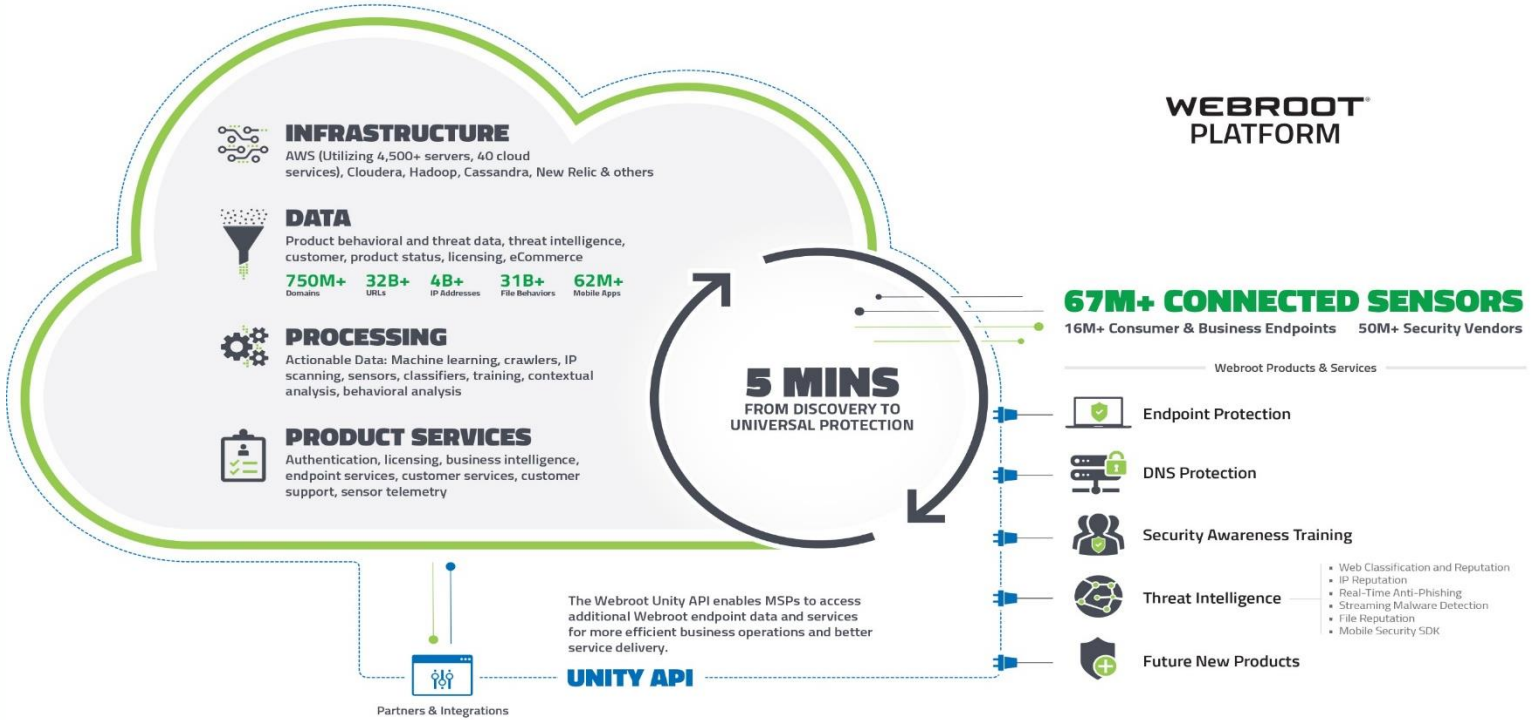
The Webroot Platform

Unparalleled Threat Intelligence Driving Our Power in Prediction



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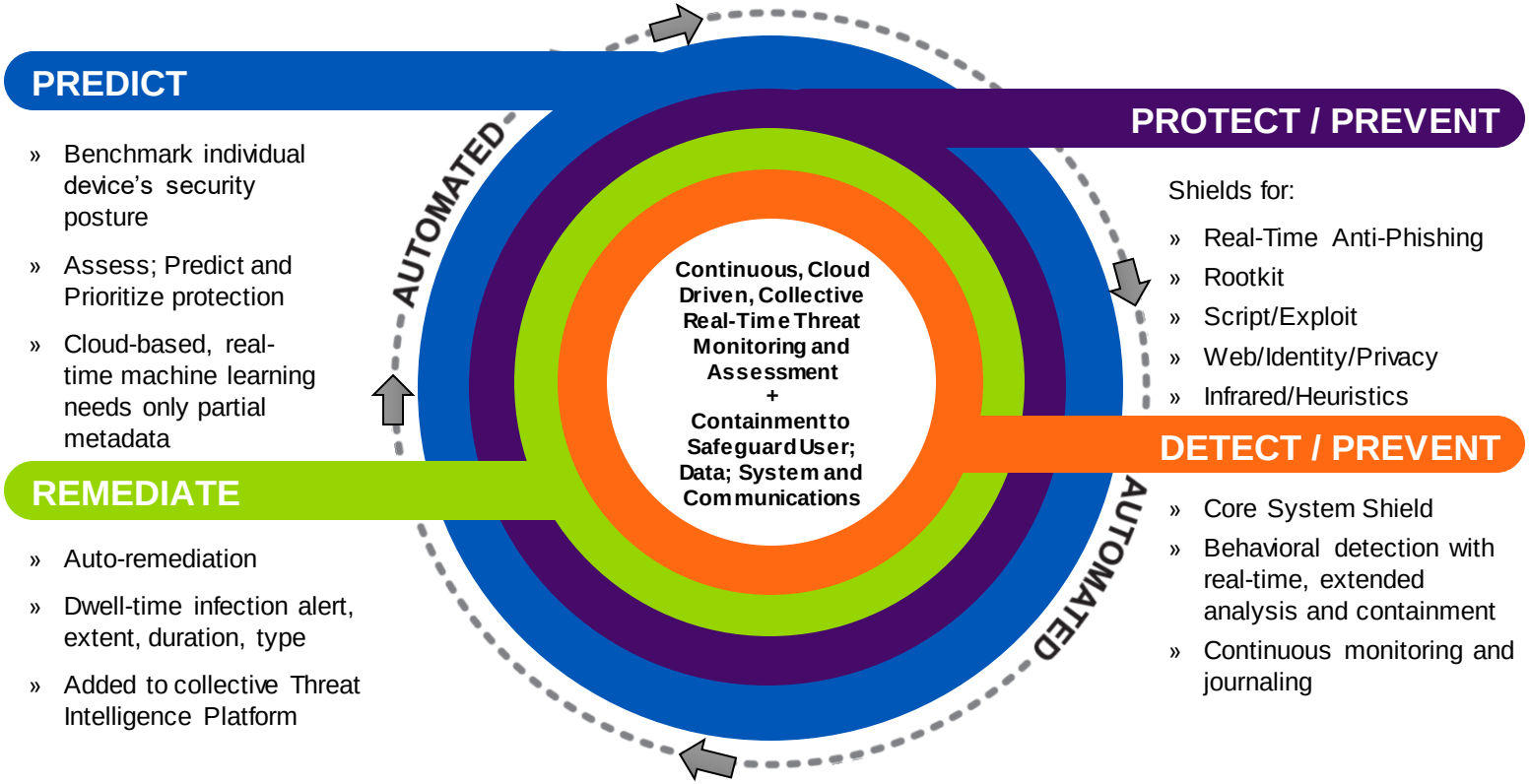
Automated Threat Detection

1st and most complete next gen protection….



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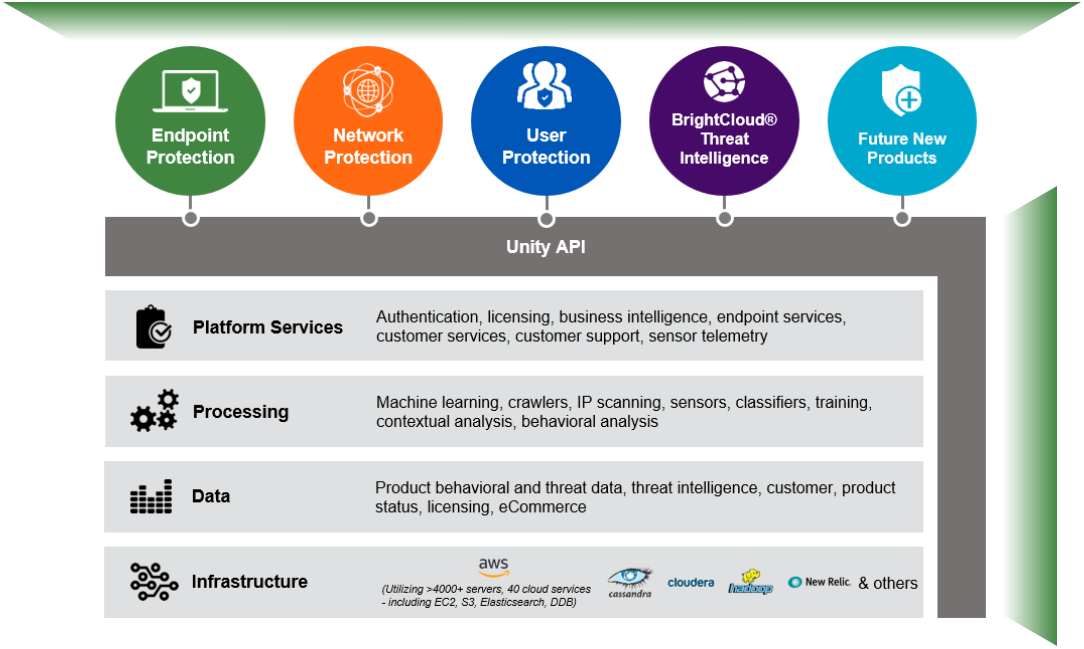
Integrated Products on a Proven Platform

Purpose Built Solutions for MSPs and SMBs
Low total cost of ownership

Superior Efficacy Against Zero Day Threats
Multi-vector, multi-staged protection

Easy To Deploy and Manage
Always up to date, doesn't require security expertise



Collective Threat Intelligence
Analyzes half-a-trillion data objects daily gathered from real people, machines, and products

Highly Automated, Massive Scale Machine Learning
Accurate and automated threat classifications

Multi-Tenant Cloud Architecture
No on-prem hardware required

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Webroot SecureAnywhere® Endpoint Protection

Leading multi-vector endpoint security solution

Advanced Protection & Detection

- Advanced behavior & ML-based threat detection – no signatures
- Multi-vector approach to protect against malicious files, scripts, exploits, URLs, phishing attacks

Simplified Security Management

- Cloud based, multi-hierarchical management console enables control and visibility from anywhere
- Cloud-powered agent is always up-to-date

Integrated Support & Remediation

- One-click integrated customer support for fast issue resolution
- Precision journaling and roll-back restores files and other settings to uninfected state

Webroot Differentiators

Collective Threat Intelligence

- Powered by advanced Machine Learning
- Predictive analytics provide automated protection against zero-day & unknown threats
- Requires minimal human interaction

Highest Ranked for Speed & Efficiency

- Tiny agent designed for minimal footprint and system performance impact
- Easy to deploy; installs in seconds
- Ultra-fast scans

Cloud-Based Architecture

- Data from tens of millions of sensors is correlated and analyzed continuously
- Access to advanced compute power, not reliant on endpoint
- <5 min from discovery of new threats to universal protection

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Webroot DNS Protection

Advanced, go anywhere, network protection

Stops Threats Earlier

- Uses DNS to block malicious destinations before connections established
- Blocks malware before it reaches network or endpoints

Visibility and Control over Internet Activity

- Advanced web filtering using 82 categories to enforce acceptable use policies
- Control Content with flexible policies

Layered Security

- Malware cannot exfiltrate content, mitigating compromised endpoints
- Always on security protects devices on or off network

Webroot Differentiators

Highly Scalable Cloud Architecture

- Cloud delivered, requires no on-prem components
- Carrier grade infrastructure and no latency

Ease of Management & Deployment

- Deploys within minutes securing corporate, guest, and roaming devices
- GSM Console provides integrated management with other Webroot products

BrightCloud Threat Intelligence

- Categorizes and analyzes largest URL database of its kind in real time
- Contextual analysis to create a deeper insight of interconnected files and websites on the internet

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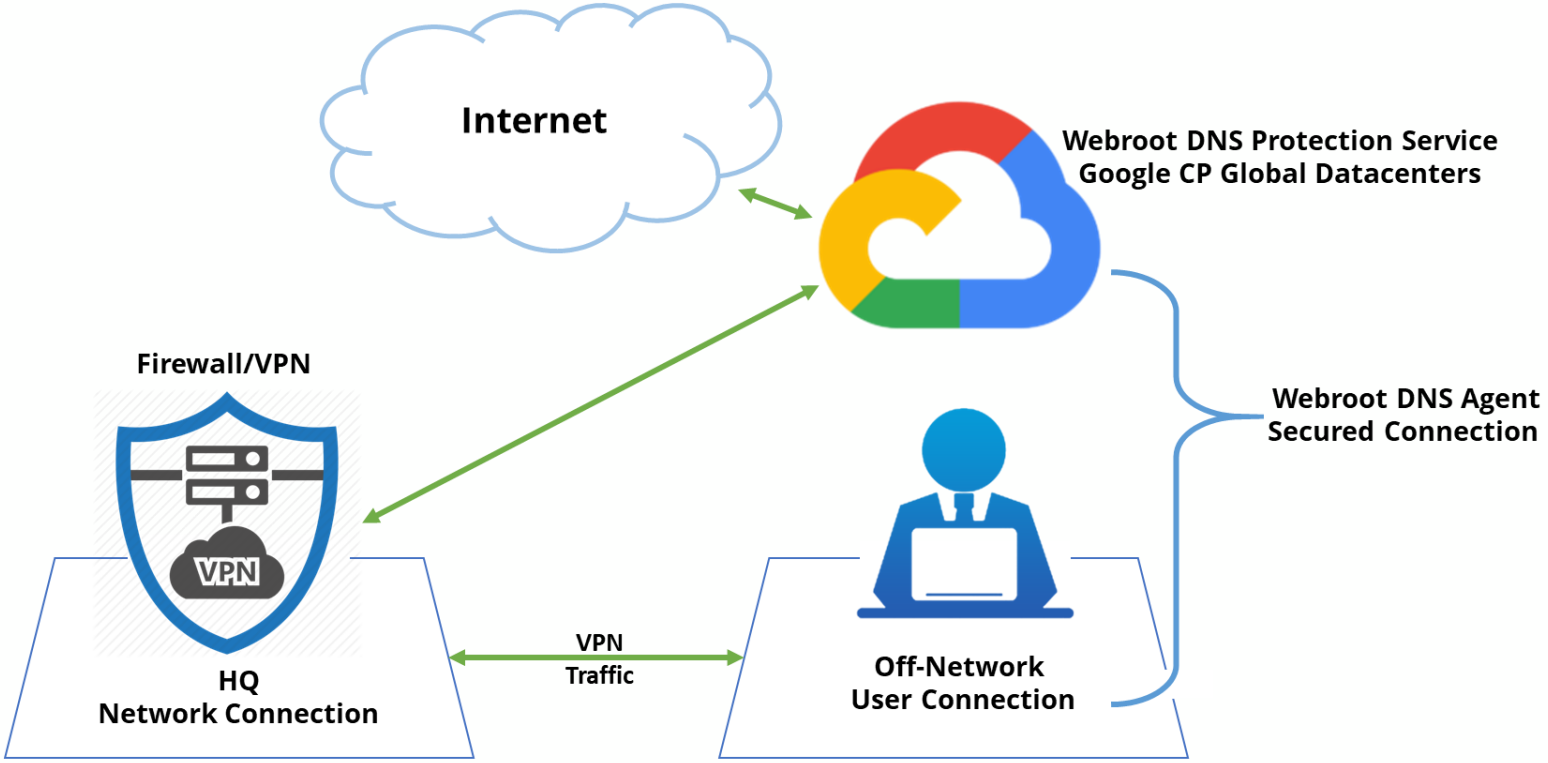
DNS Protection Service



Webroot DNS-Protection Agent Works Seamlessly On & Off Network

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Webroot Security Awareness Training

Centralized solution for ongoing awareness training

Phishing Simulator

- Raise awareness
- Test and measure end users
- Integrated with training courses

Training Courses

- Compliance courses
- Micro-learning
- Easy administration
- One click launch and resume

Reporting/Compliance

- Integrated reporting center within service
- Reporting integration between products

Webroot Differentiators

Usability

- Easy to administer UI with simple 5 step wizard
- Single click course launch end-user experience
- Responsive and mobile / tablet / desktop friendly
- Global Campaign Deployment and Management

Comprehensive

- All the tools needed in one solution
- Compliance features and courses included in base package
- Ever expanding content updated regularly

Integrated

- One vendor – no need for others
- Easy deployment and management through Webroot GSM and Unity API
- Familiar provisioning and support team

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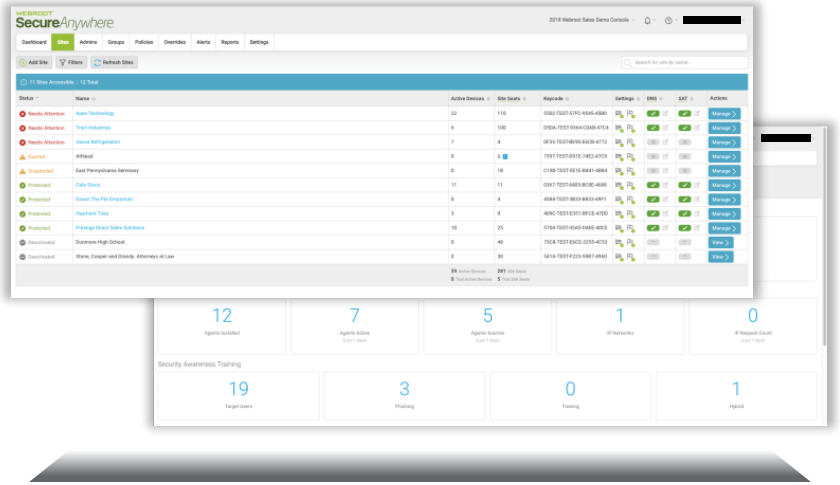
Webroot Management Console

Cloud-based, multi-tenant centralized management console



Integrated Management for Multiple Offerings

- Endpoint Protection
- DNS Protection
- Security Awareness Training

Global View with Granular, Multi-tier Management

- All Sites
- One Site
- Groups
- Individual Users

Allows administrators to manage, view, report, set policies, and enforce access rights at each level

Specifically Designed to Simplify Management of Multi-Customer, Multi-Location, Multi-Administered, and Other Complex Deployments

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Profitability…
Less hassle means more profit for MSPs

When endpoint devices get infected, they don't just endanger user and business data!

- Cost time and money - teams burdened with remediation & reimaging
- Employees' productivity slows to a standstill
- Tarnishes MSPs reputation with customer
- Webroot solutions are cloud-based * no costly on-site infrastructure* Require minimal support * no reimaging *no signature updates *deploy in seconds

» Let's face it: Webroot works and less hassle = more profit **$$$$$**

Webroot reduces deployment costs by up to 66%

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INTRODUCING…

Public

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Thank you!

smorgan@webroot.com

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1. Tap on Agenda icon

2. Tap on the session you want to rate

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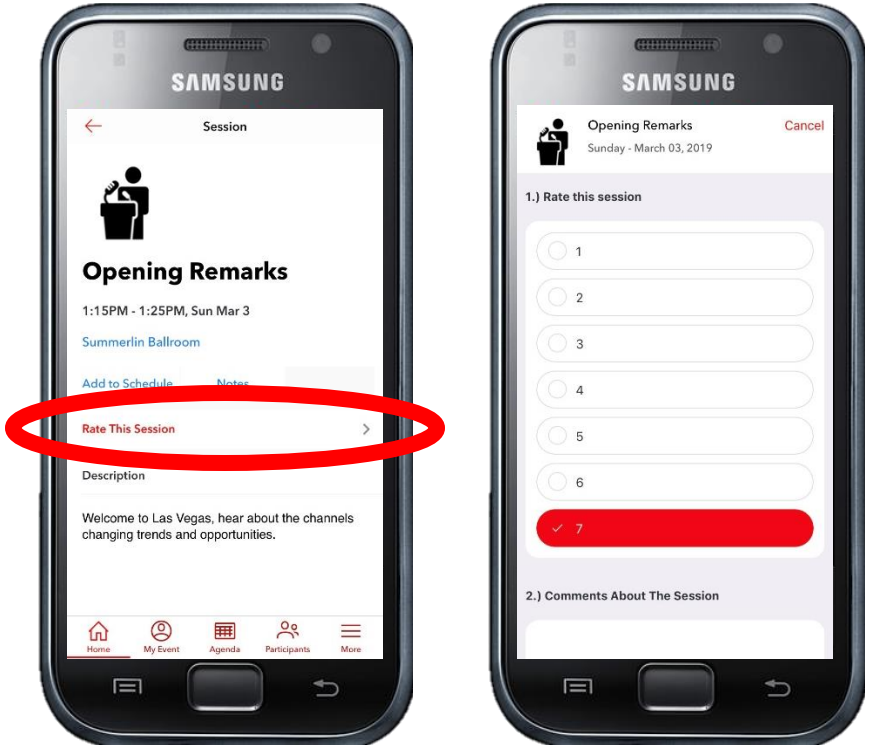
4. Write a comment (if you want)

5. Hit Submit!