

Top 5 reasons your business needs to be protected with EDR right now

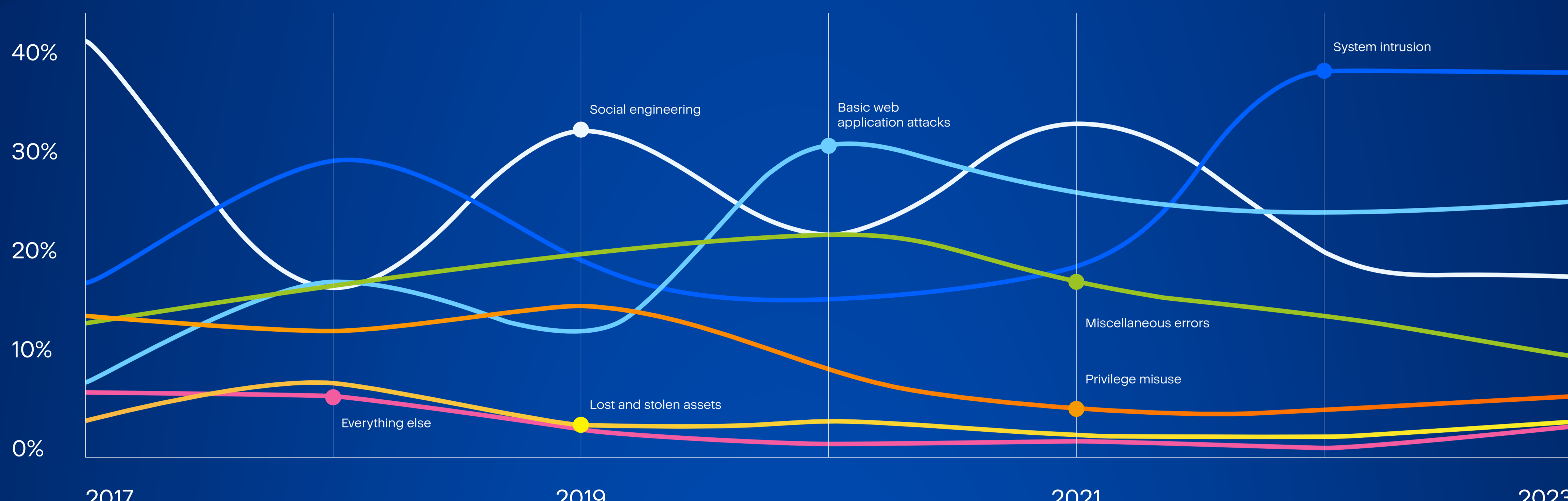
01. Increased digital risks require a prevention-first approach

The average cost of a data breach reached an all-time high in 2023 of USD 4.45 million USD. This represents a 2.3% increase from 2022.

Source: Cost of Data Breach Report, 2023, Ponemon Institute and IBM Security

02. Ensure defense against advanced attacks

Attacks are becoming more sophisticated and you need more advanced security controls like EDR to be protected.

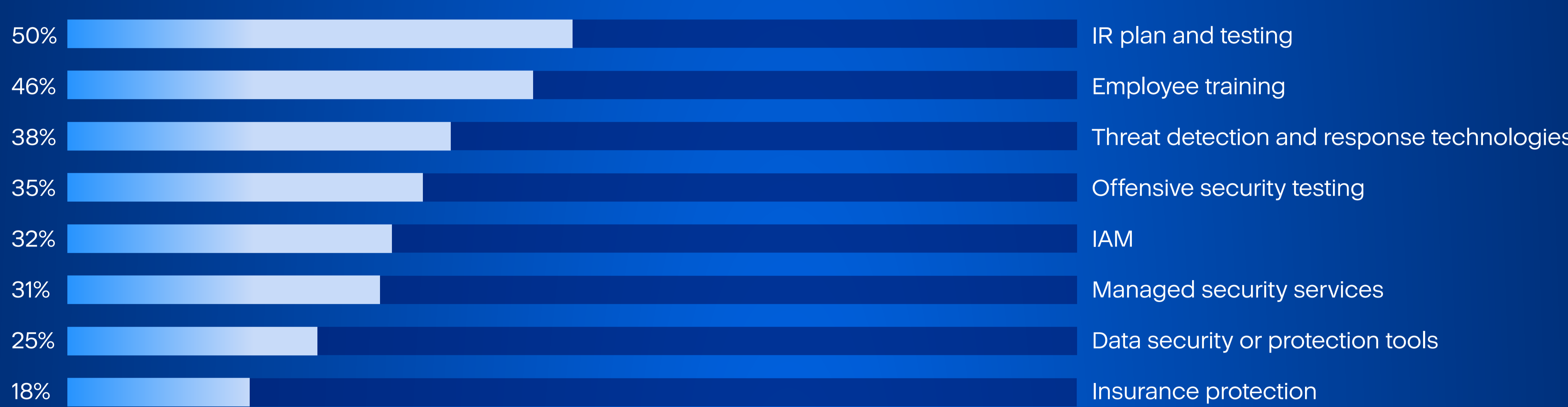


Source: 2023 Verizon Data Breach Investigation Report (DBIR)

03. Accelerate incident response and enrich analysis

51% of organizations planning to increase security investments as a result of a breach. The top areas identified for additional investments included incident response (IR) planning and testing, employee training, and threat detection and response technologies.

Most common investment types among those increasing security investments following a breach



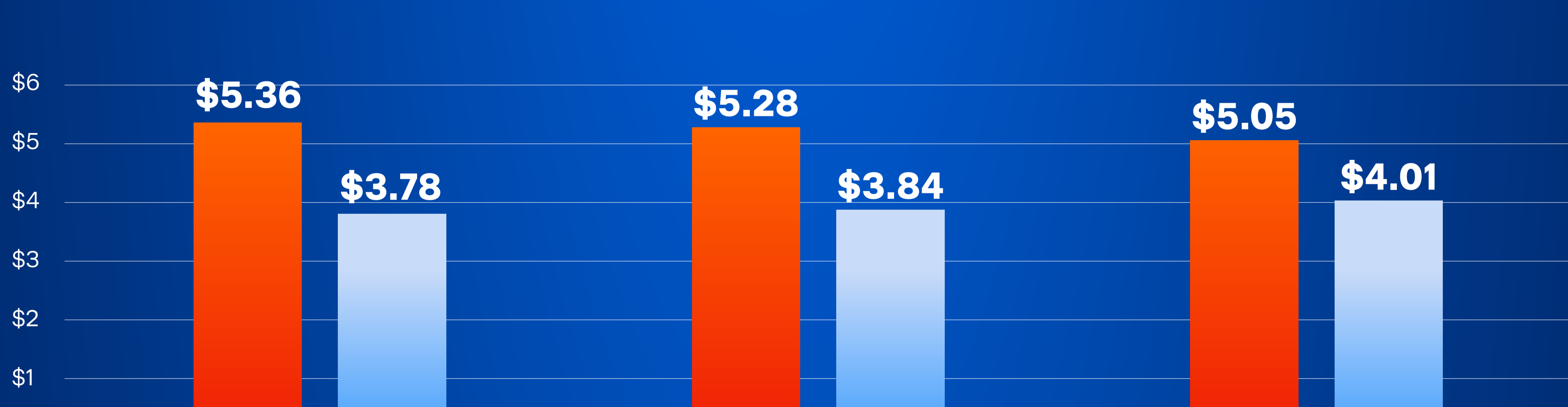
Source: Cost of Data Breach Report, 2023, Ponemon Institute and IBM Security

04. Ensure compliance with existing and looming regulatory requirements

Each class A company shall implement, unless the CISO has approved in writing the use of reasonably equivalent or more secure compensating controls: (1) an endpoint detection and response solution to monitor anomalous activity, including but not limited to lateral movement.

Source: NY State DFS

The three most impactful breach cost amplifiers out of 27 factors.



Source: Cost of Data Breach Report, 2023, Ponemon Institute and IBM Security

05. Cybersecurity insurance requirements

Source: Federal Trade Commission <https://www.ftc.gov/business-guidance/small-businesses/cybersecurity/cyber-insurance>

Best practice includes

- Encryption of sensitive data
- Vulnerability assessment and patch management
- EDR
- Programmatic backup and a DR plan
- Stringent policies around authentication (MFA) and authorization (least privilege management)
- Behavioral anti-malware
- Security awareness training
- Incident response plan

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