RedSeal Customer Value Journey





"What value does Redseal bring in a marketplace full of products and solutions"

- Redseal deployment shows Best practices, Secure config and Inventory checks within hours of set up showing immediate ROI
- Automating Network Mapping of both physical and cloud enables time for valuable skilled resources to be more proactive
- Understanding of your complete network gives assurance that any future spend on Cyber is built on a fundamental knowledge of your environment
- Redseal delivers continual value to many departments, Networking, Compliance, Risk, Security, Finance increasing the ROI (eg RedSeal's PCi report is accepted by auditors.)
- You can see the security impact on network changes and how they will effect security posture before the changes are made
- Redseal can help establish key defensive segmentation zones and continually monitor them (eg IOT Network)
- RedSeal help organisations become more resilient be harder to hit, be ready for the attack when it comes, and be able to recover back to business quickly



"The hardest things about security are non-sexy. Mundane. The things you need to do. They're simple, but they are repetitious and mundane. Tedious. We wanted a product that would take all the data and tell us what is important. We need RedSeal automation."

- RedSeal Customer





RedSeal Customer Value Journey

RedSeal shows you what's on your network, how it's connected and the associated risk

76%

Of CEOs believe they have an accurate blueprint of their network infrastructure

100%

Of our deployments find network devices, subnets, and paths that weren't on the blueprint





Forbes Security Predictions Through 2020

99% of vulnerabilities exploited will continue to be ones known by security and IT professionals for at least one year.

By 2020, a **third** of successful attacks experienced by enterprises will be on their shadow IT resources.

> RedSeal Risk and Security Platform

By the end of 2019, the need to prevent data breaches from public clouds will drive 20% of organisations to develop data security governance programs.

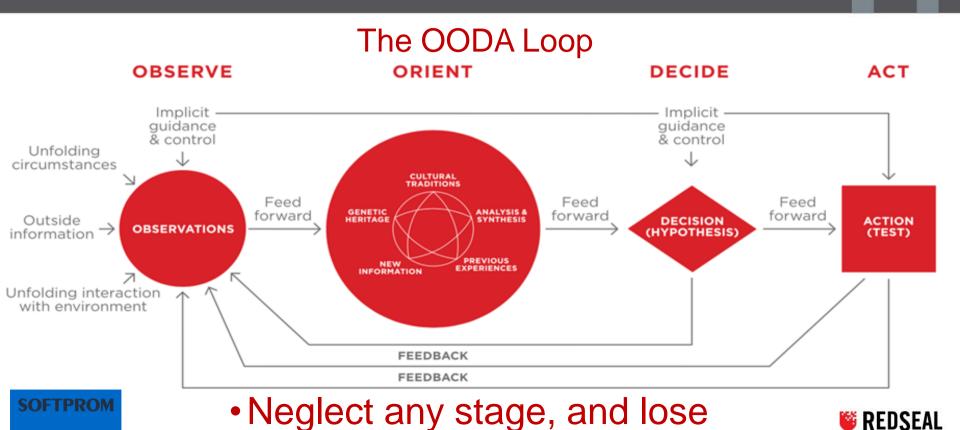
Through 2020, more than 50% of (IoT) Internet of Things manufacturers devices will not be able to address threats from weak authentication practices.

By 2020, more than 25% of identified enterprise attacks will involve IoT, though IoT will account for only 10% of IT security budgets.





How OODA Organises Cybersecurity



RedSeal's Customer journey and value How to Operationalize the journey and value

STAGE 1:

Network Inventory Check and Secure Configuration

STAGE 2: End Point Inventory Check STAGE 3:
Network
Segmentation

STAGE 4:

Vulnerability Prioritization and Digital Resilience

Define the process, owners, metrics, and timelines to:

Identify and secure all network devices

Grow inventory and harden configs

- Fix configuration gaps and mistakes
- Monitor harden Configs

Ingest, compare, and contextualize host data

Identify and fix coverage gaps

- Find top host coverage gaps
- · Monitor your subnets

Build Digital Twin of the Network

Establish key Defensive Segmentation Zones

 Maintain and continuously monitor segmentation status is green Measure your Digital Resilience

Review surprising Access & High-Risk Exposure

 Periodic review of highest risk vulnerabilities and Digital Resilience Score











Value from each stage of the Journey

- Each stage delivers going value
- Getting any phase to 100% perfect is challenging
- Better data by being Focused
 - Even with early data, big issues are clearer
 - · More data improves focus, picks up more detail
- Useful strategies:
 - Get value from each stage without waiting for everything
 - · Find & fix big issues, even without the full picture
 - Refine as you go don't wait for perfect









ACT the dealing with change

- In theory, build a perfect inventory first
 - ⇒ Perfect visibility
 - ⇒ Perfect protection
- In practice, changes never stop
 - New devices & new technologies
 - · New interactions & new features
- Realistic goals:
 - Keep inventory >95% complete
 - Collaborate with us on new anomalies
- Like quality process in manufacturing
 - Continuous goal is 100%, in practice stay above 99.x%

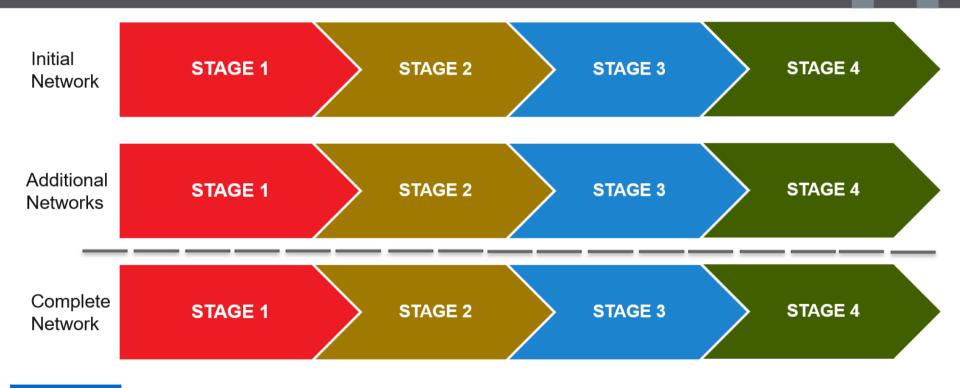






Building value quickly – extract value at each stage

SOFTPROM





RedSeal Delivers value at each stage of the journey

- From the outset we deliver customer value by identifying/delivering:
 - Network devices the customer has in their network and creating a visual map
 - Highlighting weak password issues
 - Highlighting SNMP issues
 - Displaying Unknown and poorly defined connections
 - ACL/ Policy issues

Our most successful customers use RedSeal to build bridges NetOps <-> SecOps



- Seeing all the paths that are supposed to be there and highlight paths that should not.
- Vulnerability prioritisation based on network context
- RISK management
- Digital resilience score





