

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

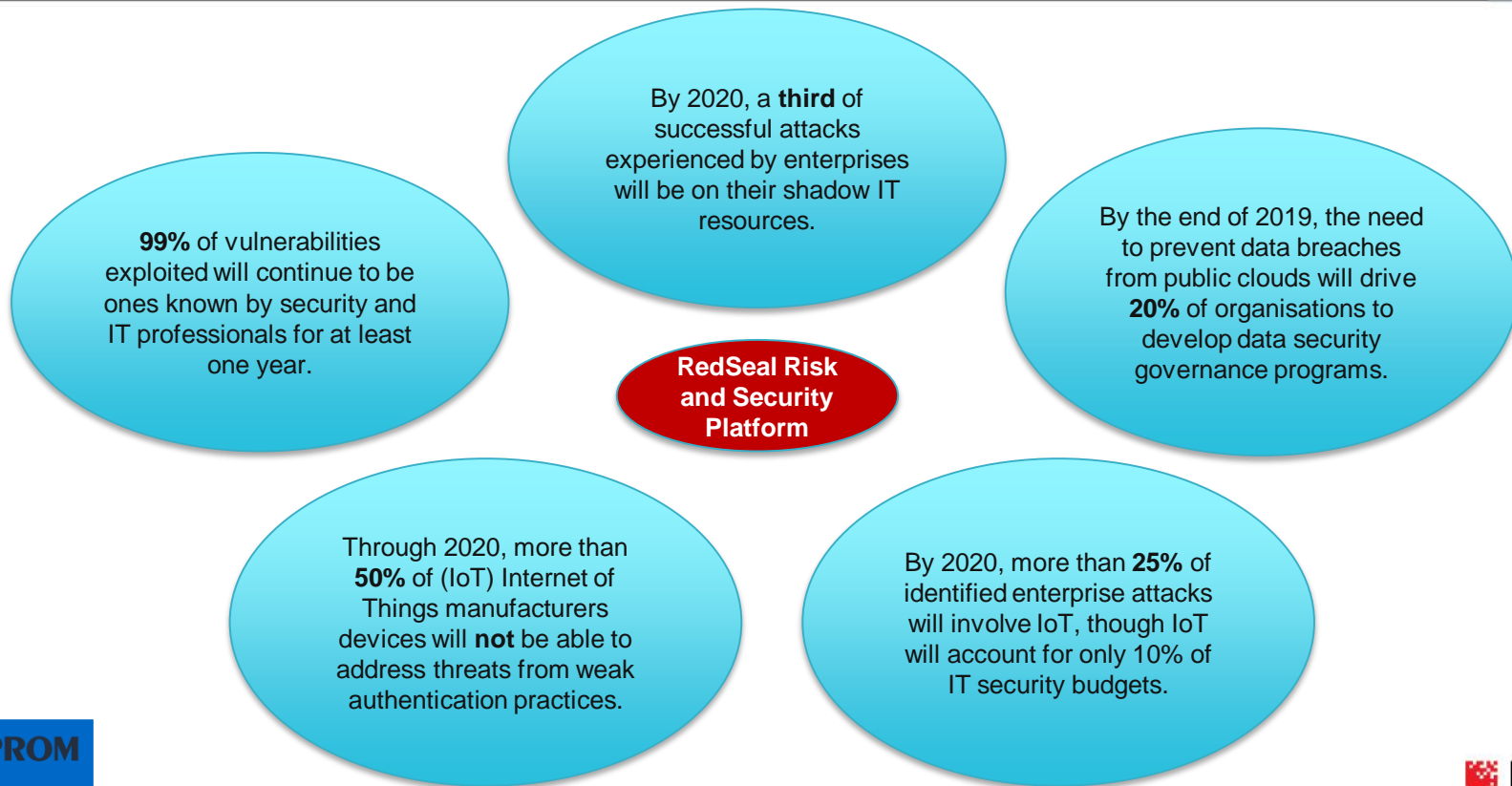
76%

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

100%

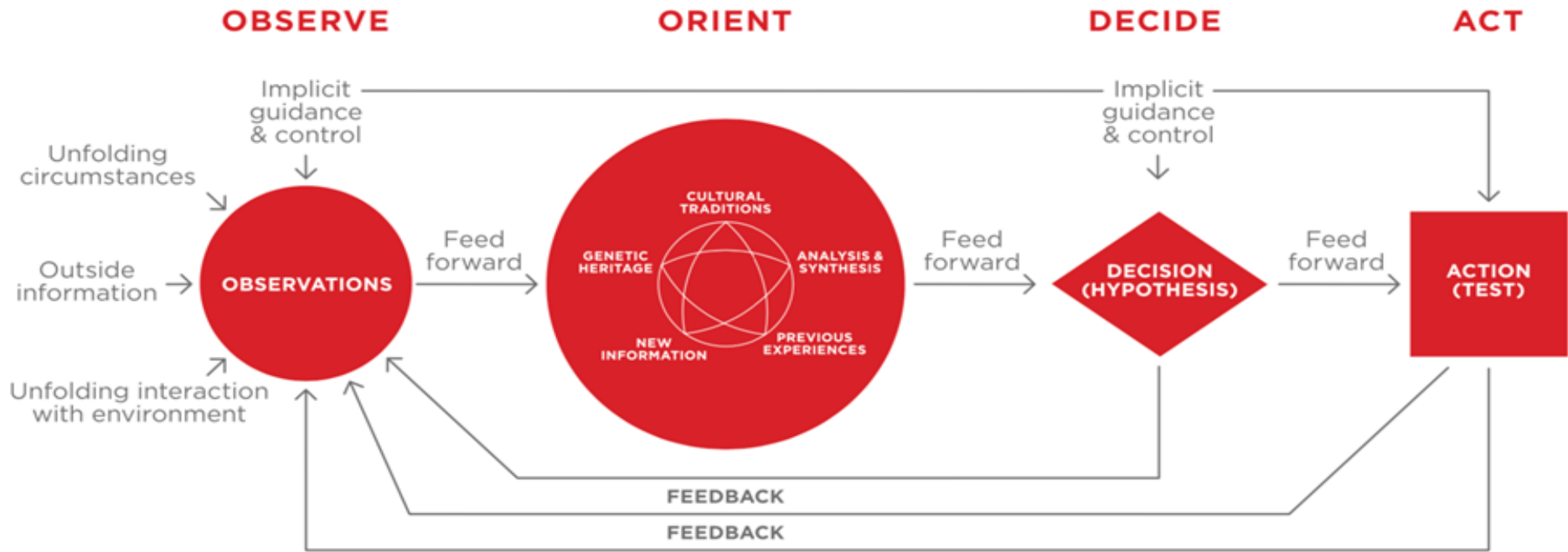
Of our deployments find network
devices, subnets, and paths that
weren't on the blueprint

Forbes Security Predictions Through 2020



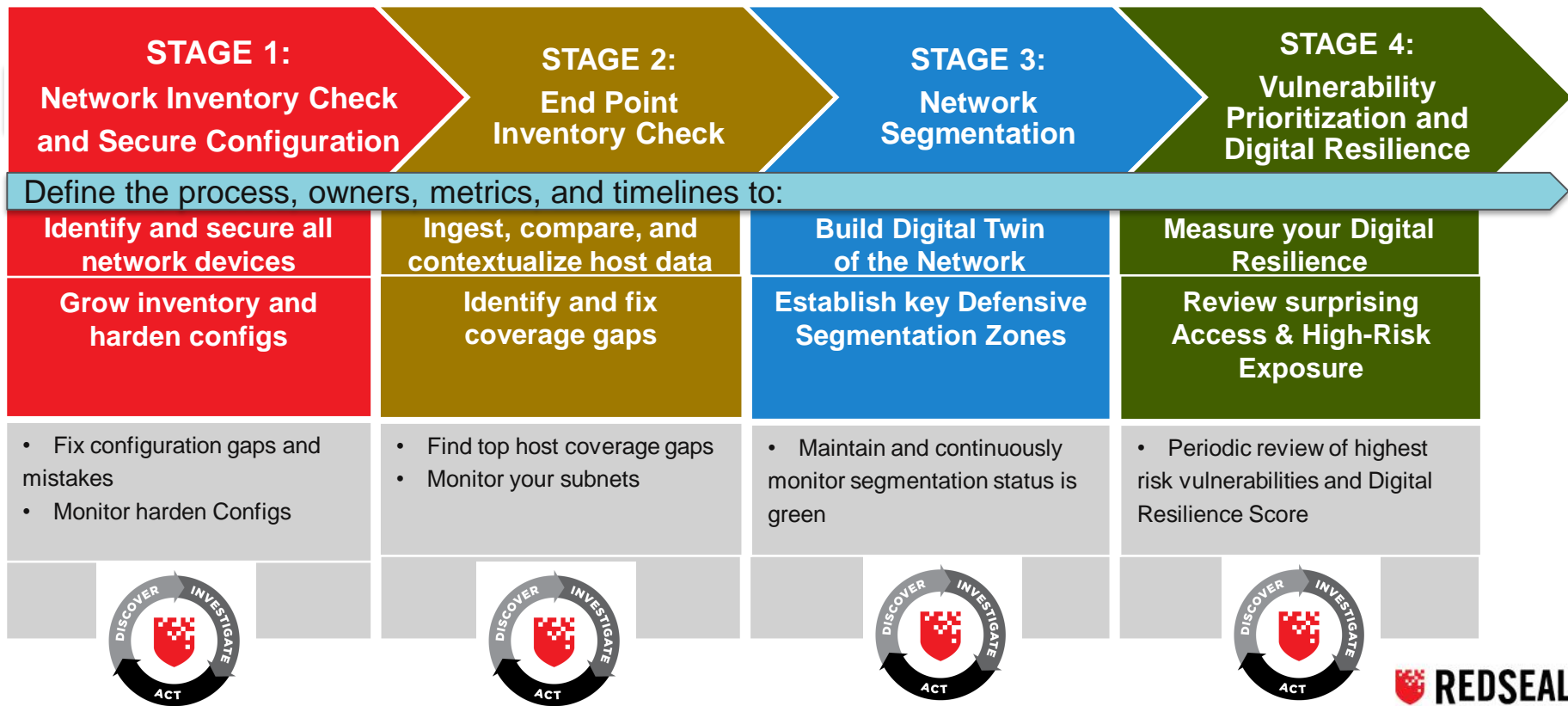
How OODA Organises Cybersecurity

The OODA Loop



RedSeal's Customer journey and value

How to Operationalize the journey and value



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



FOCUS
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FOCUS

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

Initial
Network

STAGE 1

STAGE 2

STAGE 3

STAGE 4

Additional
Networks

STAGE 1

STAGE 2

STAGE 3

STAGE 4

Complete
Network

STAGE 1

STAGE 2

STAGE 3

STAGE 4

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**

- Validate and/or improve your network segmentation. Understand your defensive zones.
 - 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

