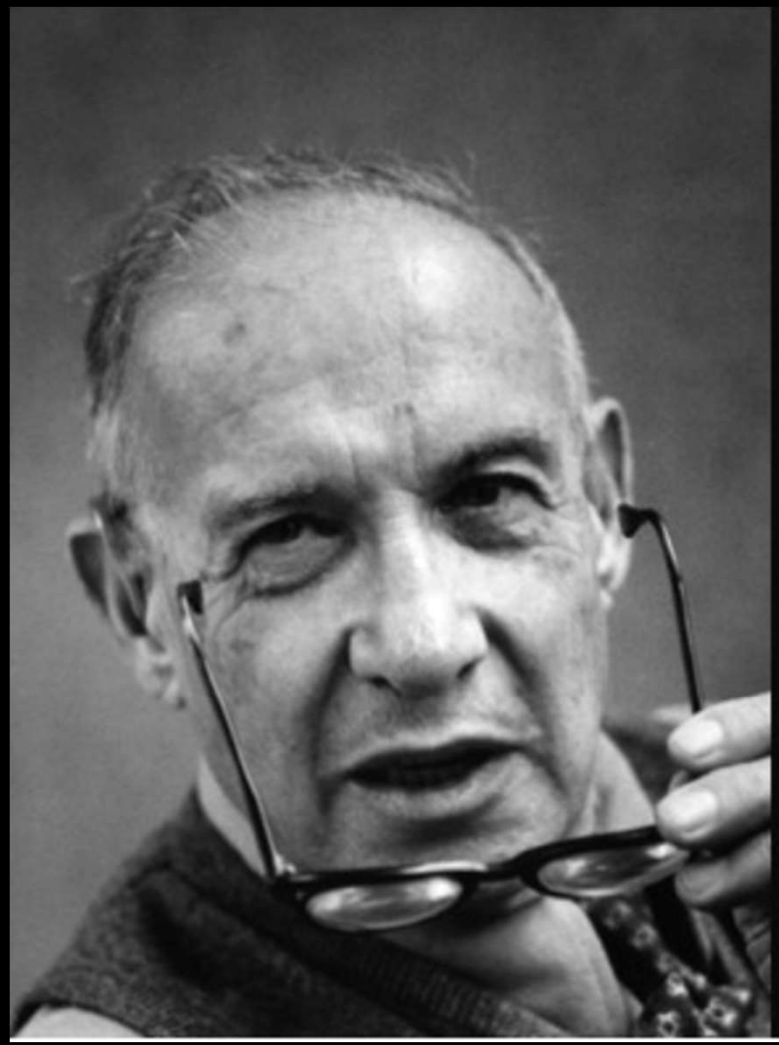
Proactive Cyber Risk Management

Pawel Malak

What is your cyber security risk level today?



You can't manage what you don't measure.

— Peter Drucker —

AZ QUOTES

TREND MICRO™


In a world where investments in cybersecurity are reaching unprecedented levels, why do we continue to witness large-scale cyber attacks that challenge the most advanced defenses?

- **Risk-Based Approach**: Entities are required to adopt a risk-based approach to cybersecurity, identifying and assessing risks relevant to their specific context and implementing appropriate measures to mitigate these risks.

IDENTIFY VULNERABILITIES, THREATS & CONSEQUENCES

Threat

Threat refers to anything that has the potential to cause harm or allow unauthorized access to an information system. This could be malicious actors, state-sponsored groups, cyber criminals or insider threats.

Vulnerability

Vulnerability is a weakness that can be exploited by a threat. Examples include unpatched software, misconfigured controls and users who may fall victim to social engineering.

Consequence

Consequence is the impact or damage that would occur if a threat successfully exploits a vulnerability. Financial loss, reputational harm, loss of proprietary data, and business disruption are common consequences.

TREND MICRO

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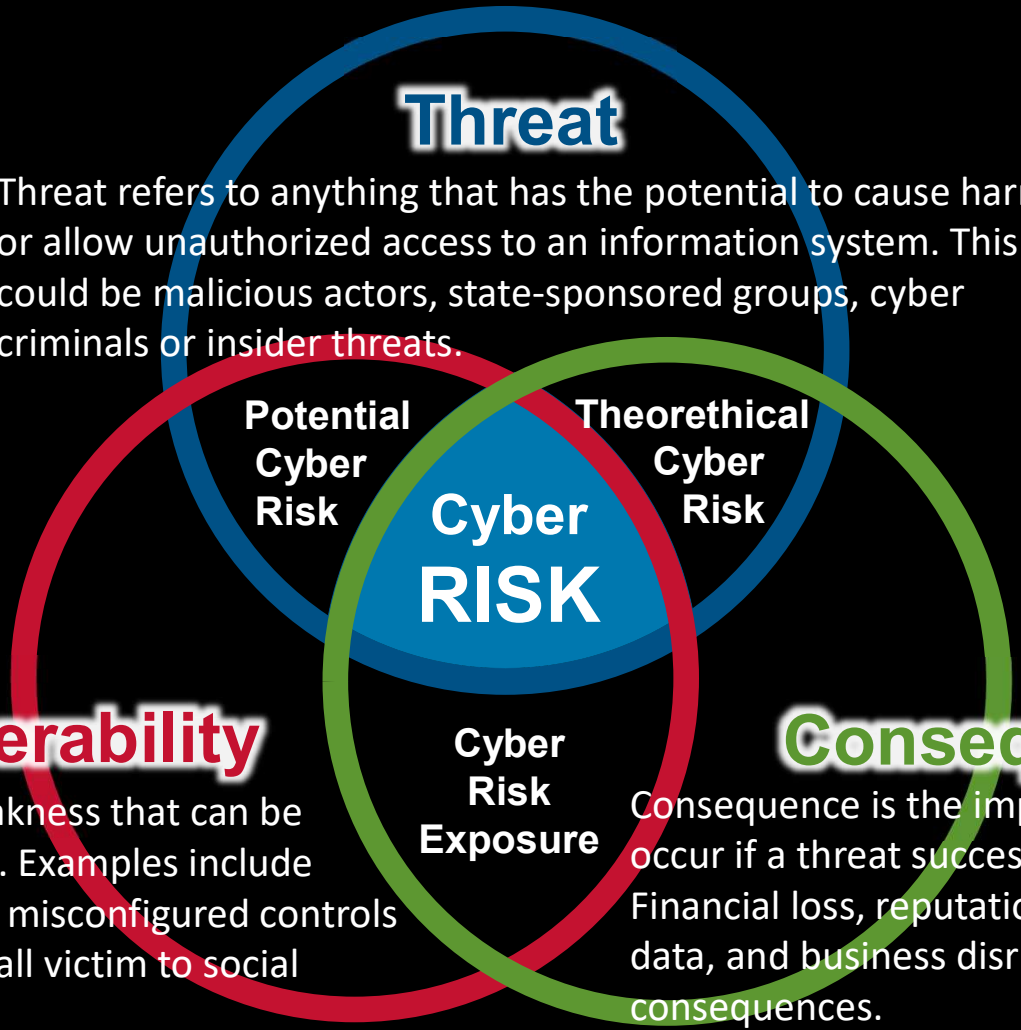

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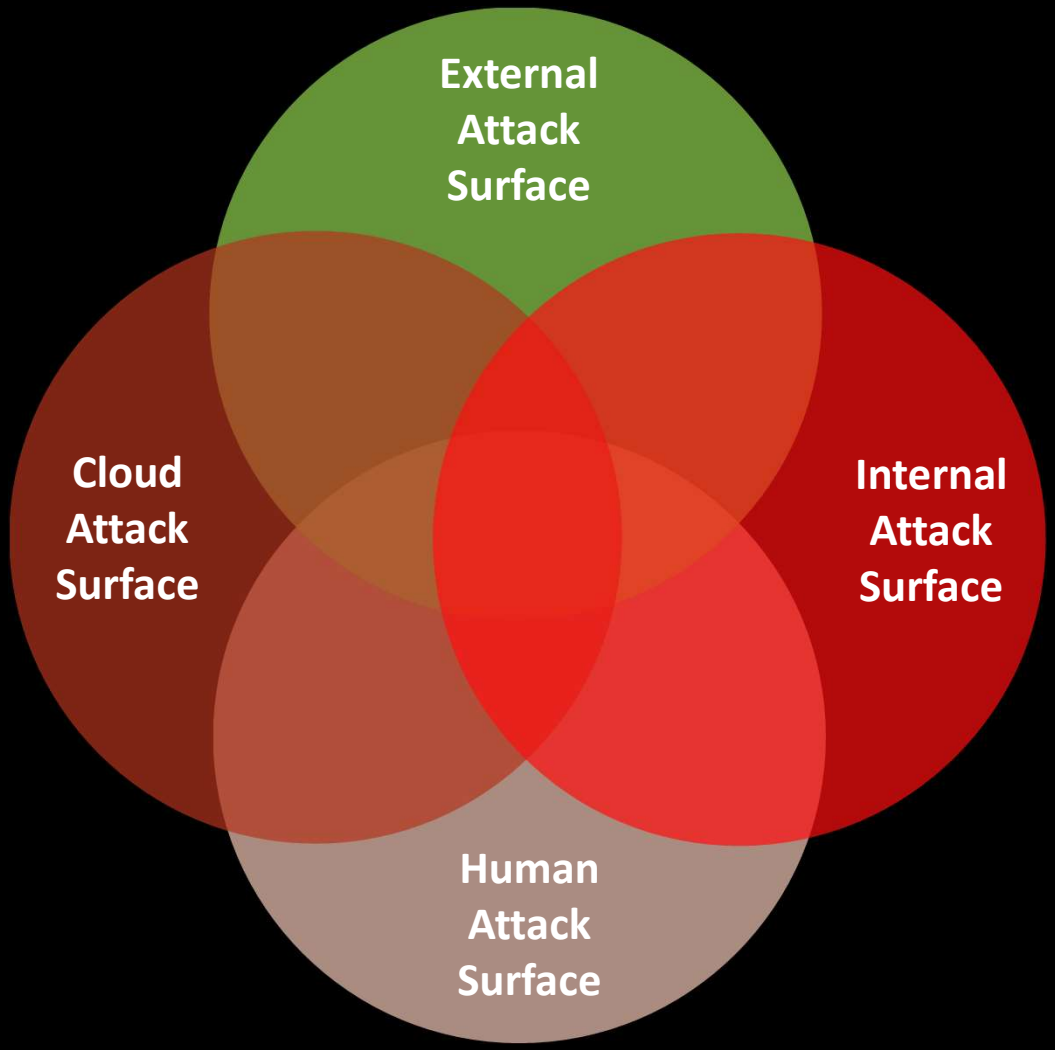
TREND MICRO

IDENTIFY VULNERABILITIES, THREATS & CONSEQUENCES


DISCOVER ASSETS & ASSET VALUATION
IDENTIFY VULNERABILITIES, THREATS & CONSEQUENCES
CYBER RISK ASSESSMENT, PROFILING & CALCULATION
IMPLEMENT DEFENSES & CONTROLS
CYBER RISK MITIGATION
CYBER RISK TRACKING & MONITORING
CYBER RISK MANAGEMENT LIFECYCLE

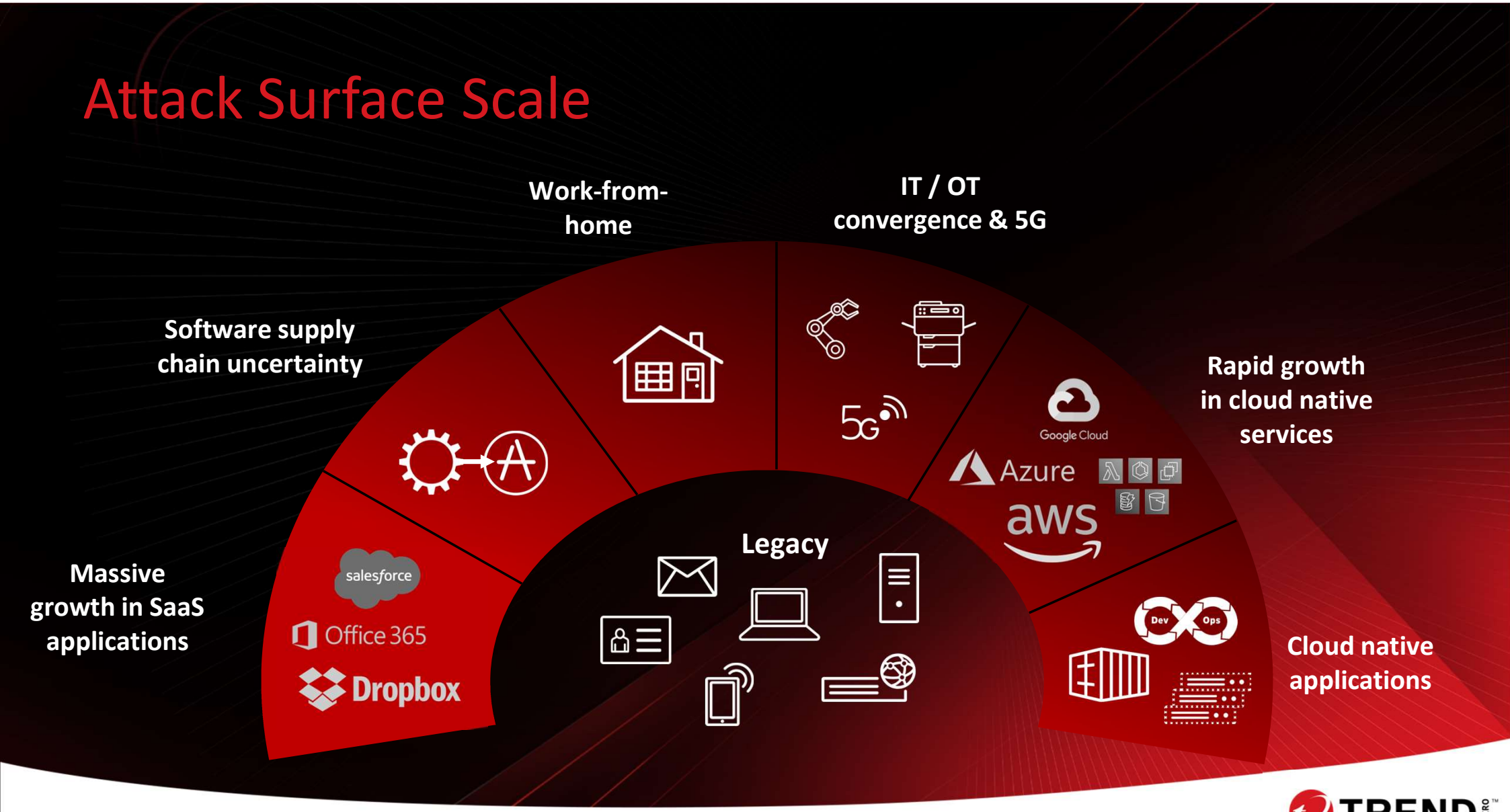
Attack Surface

DISCOVER ASSETS & ASSET

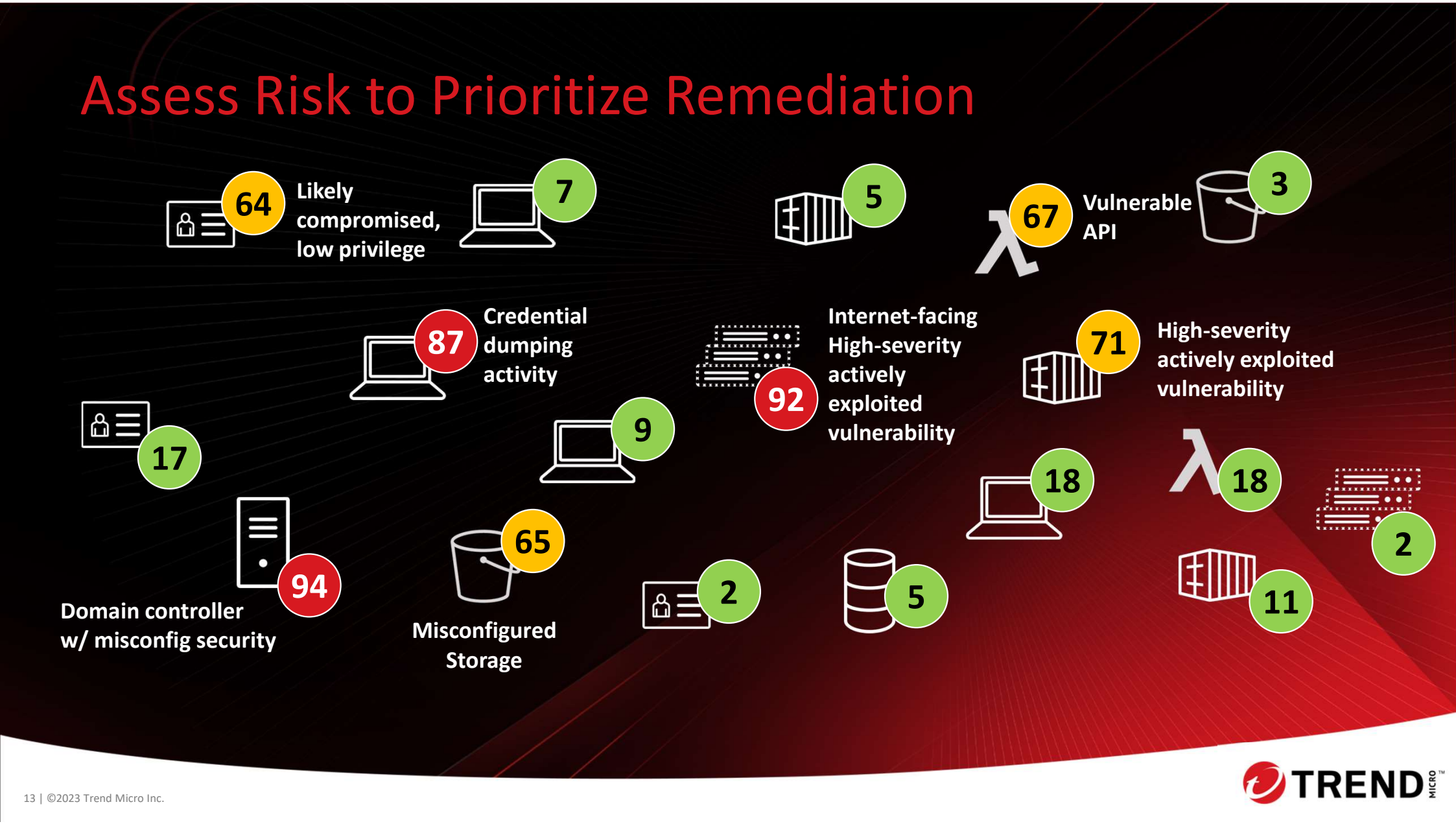


DISCOVER ASSETS & ASSET

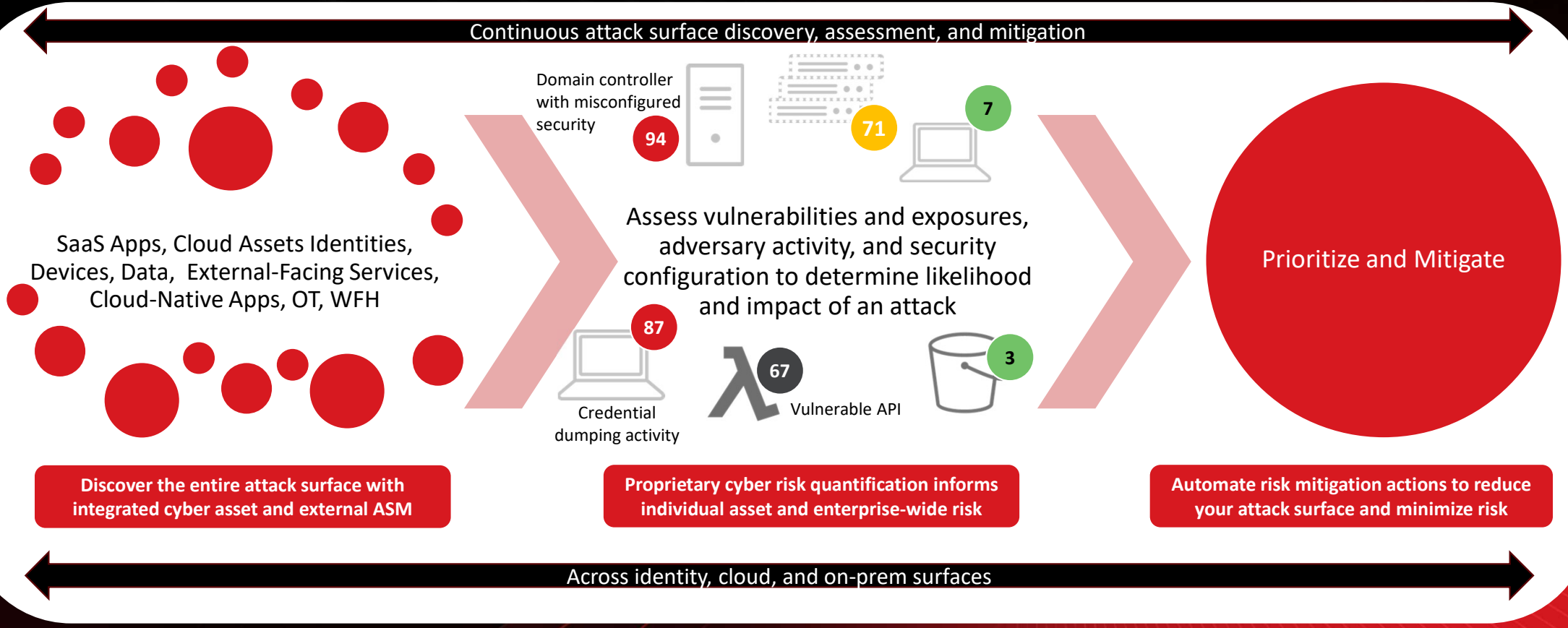
Attack Surface Scale



Assess Risk to Prioritize Remediation



Proactive Security with Attack Surface Risk Management



What about AI?

Platform Discussion Today

Security for AI

Secure your AI journey and protect against AI related attacks

AI Gateway
Private LLM Service Protection
Private Cybersecurity LLM Service Platform
Deepfake Detection

AI for Security

Enhance cybersecurity and transform security operations

AI-Powered ASRM
Trend Companion

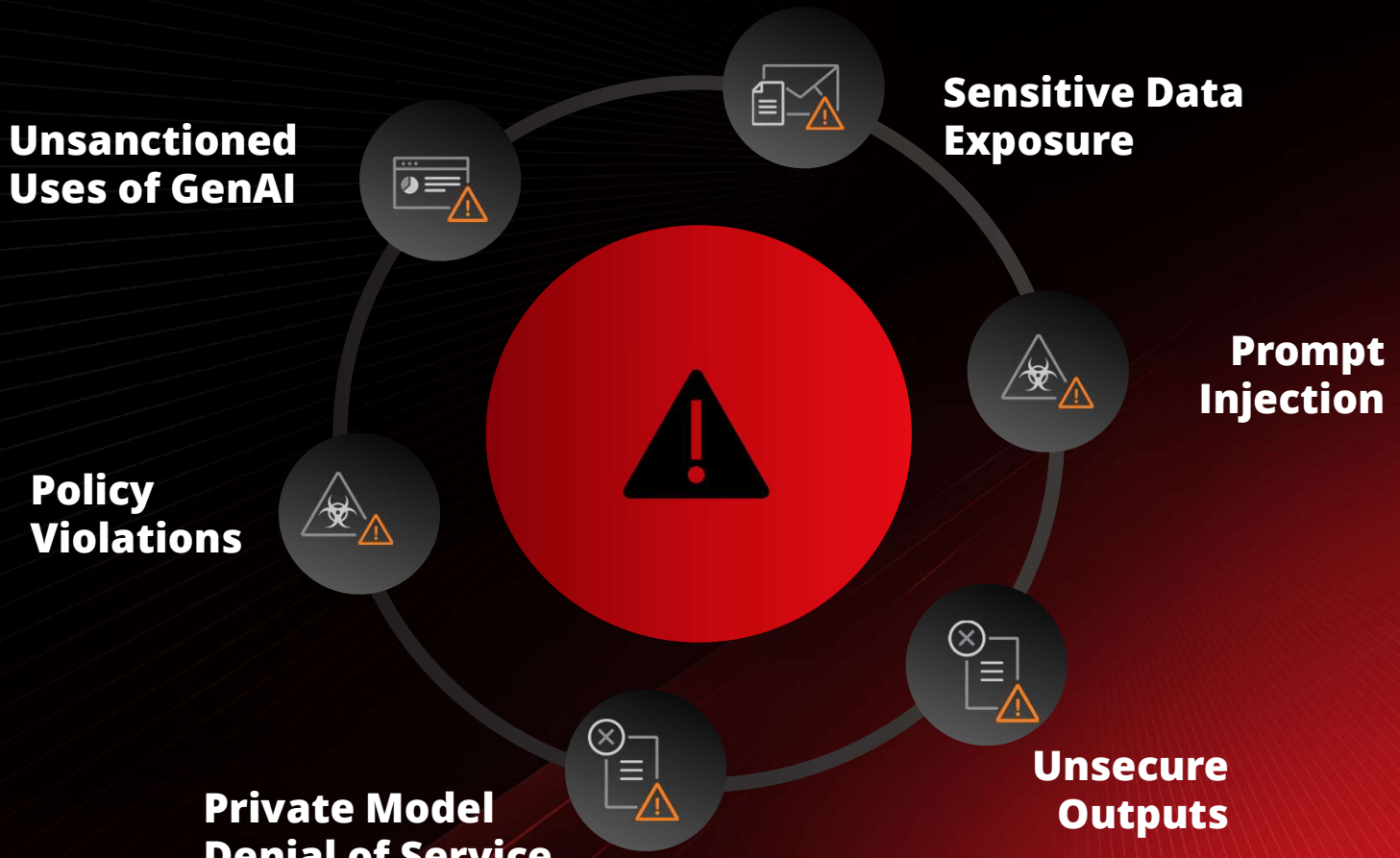
AI Ecosystem

AI Gateway

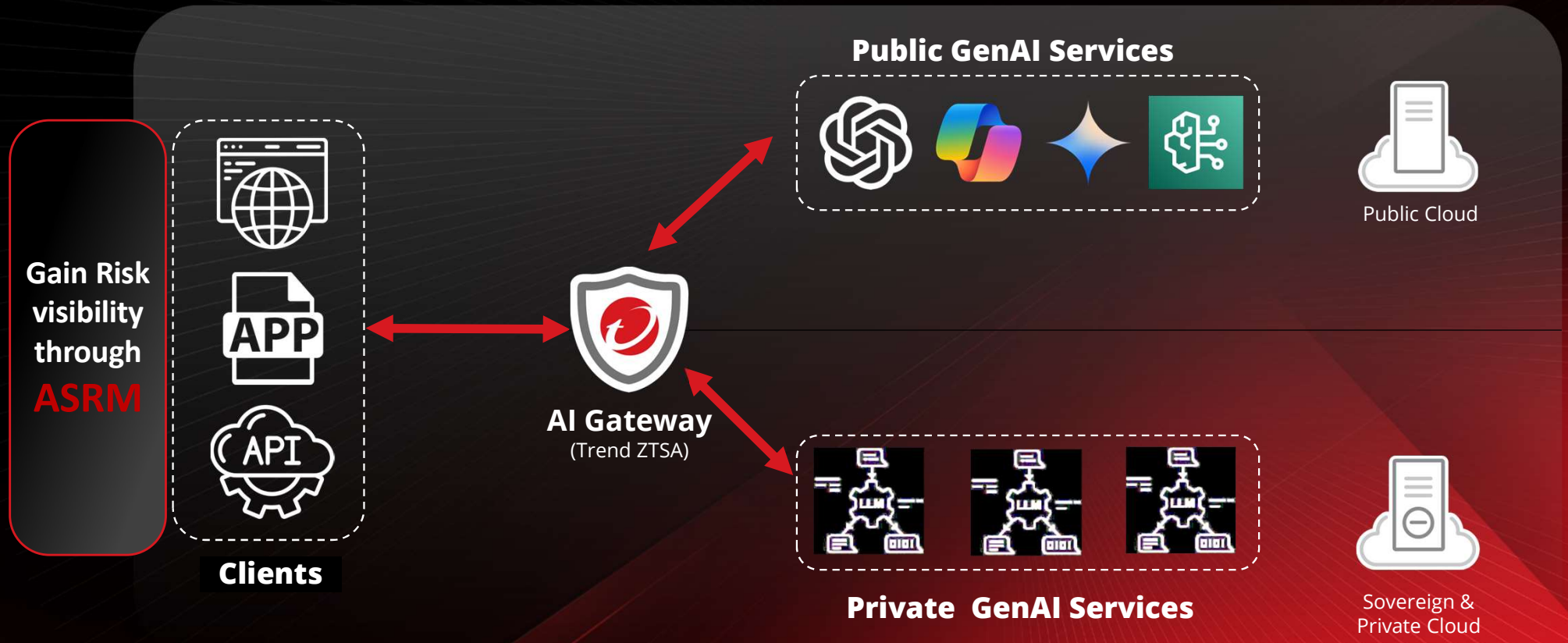
Organizations are exploring how generative AI can be used to unlock business value

Quote from: Deloitte's State of Generative AI in the Enterprise Quarter one report

Security Risks from Employee AI Usage



Securing Employee AI Usage via AI Gateway



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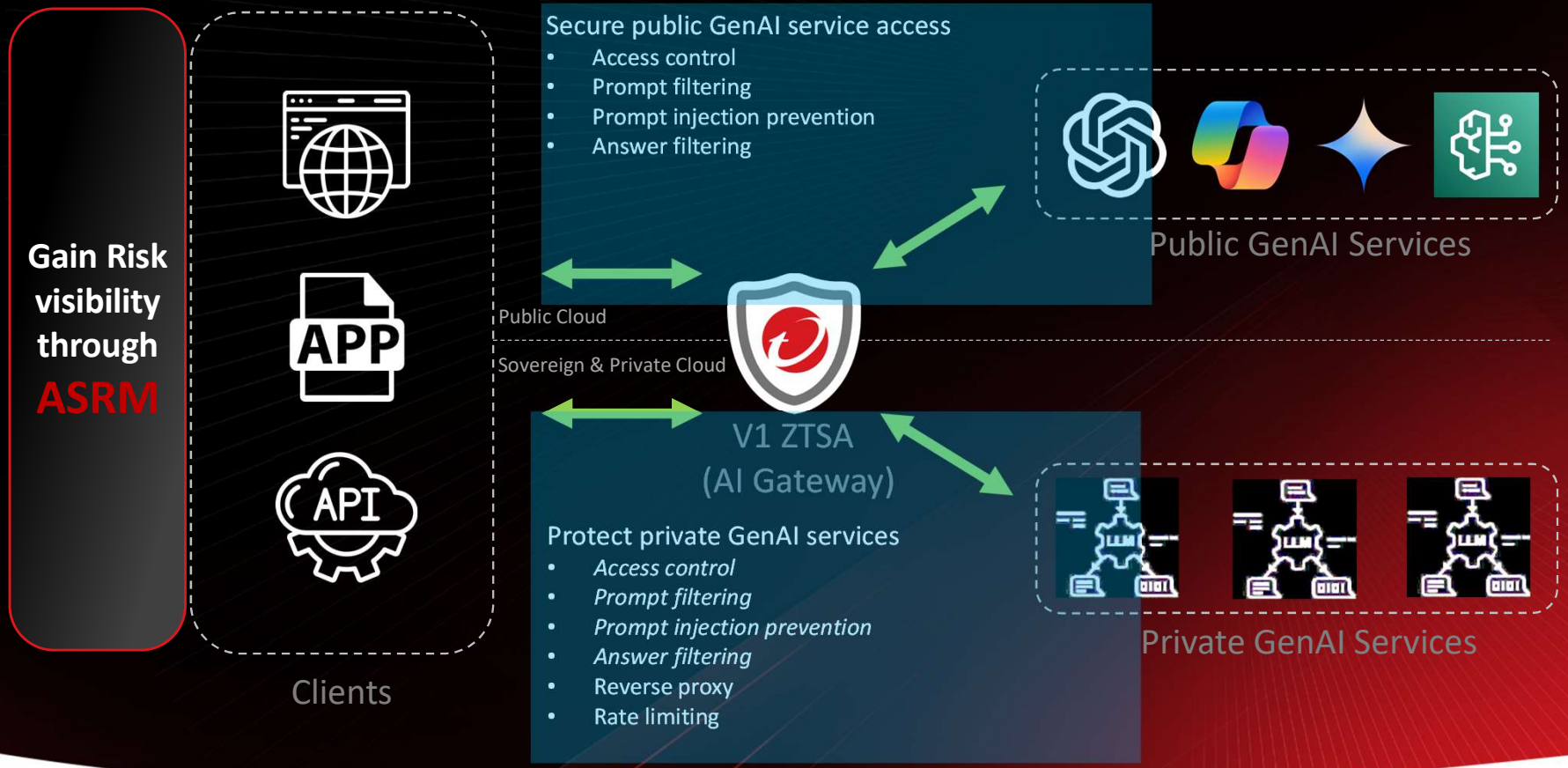
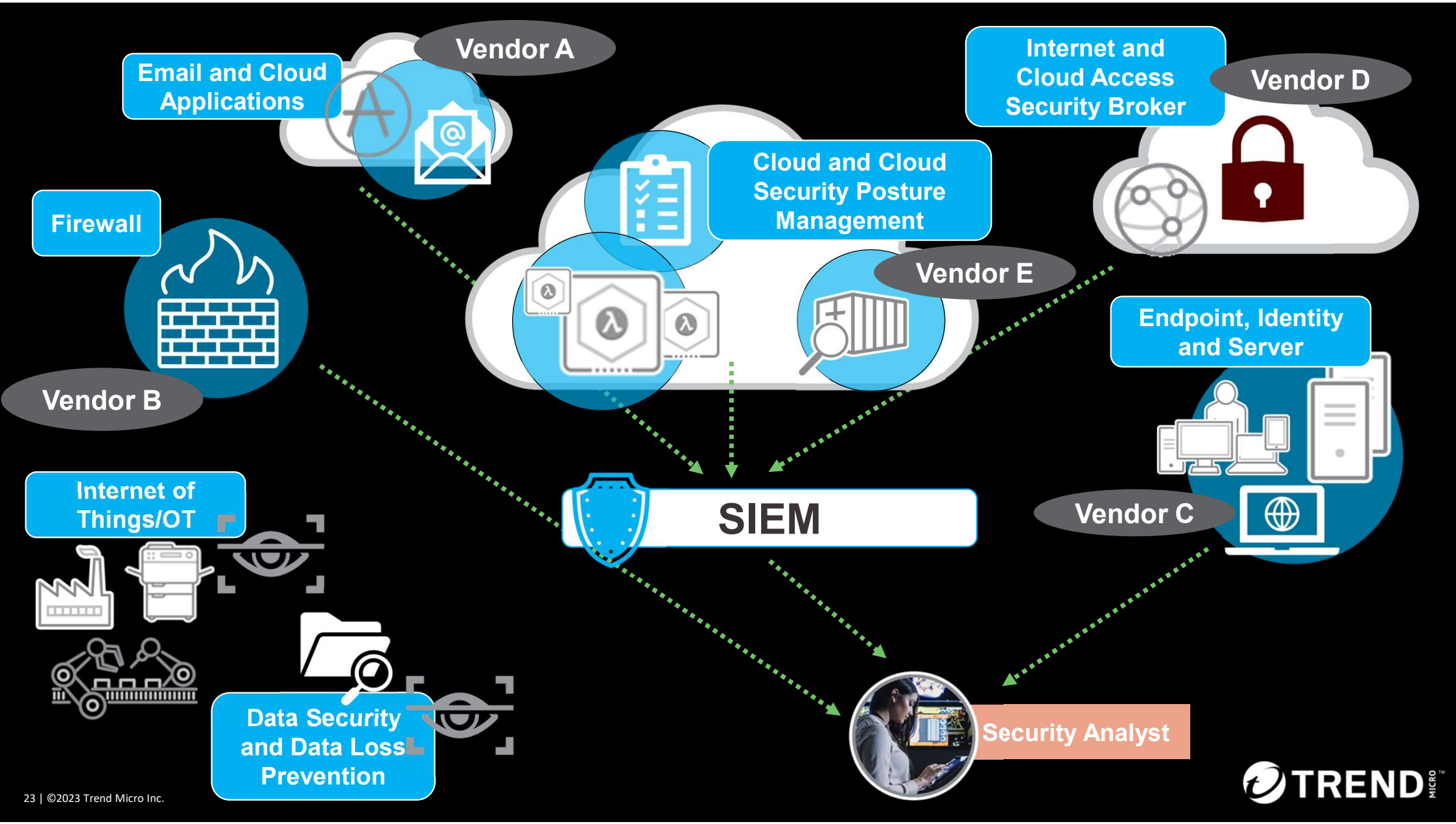
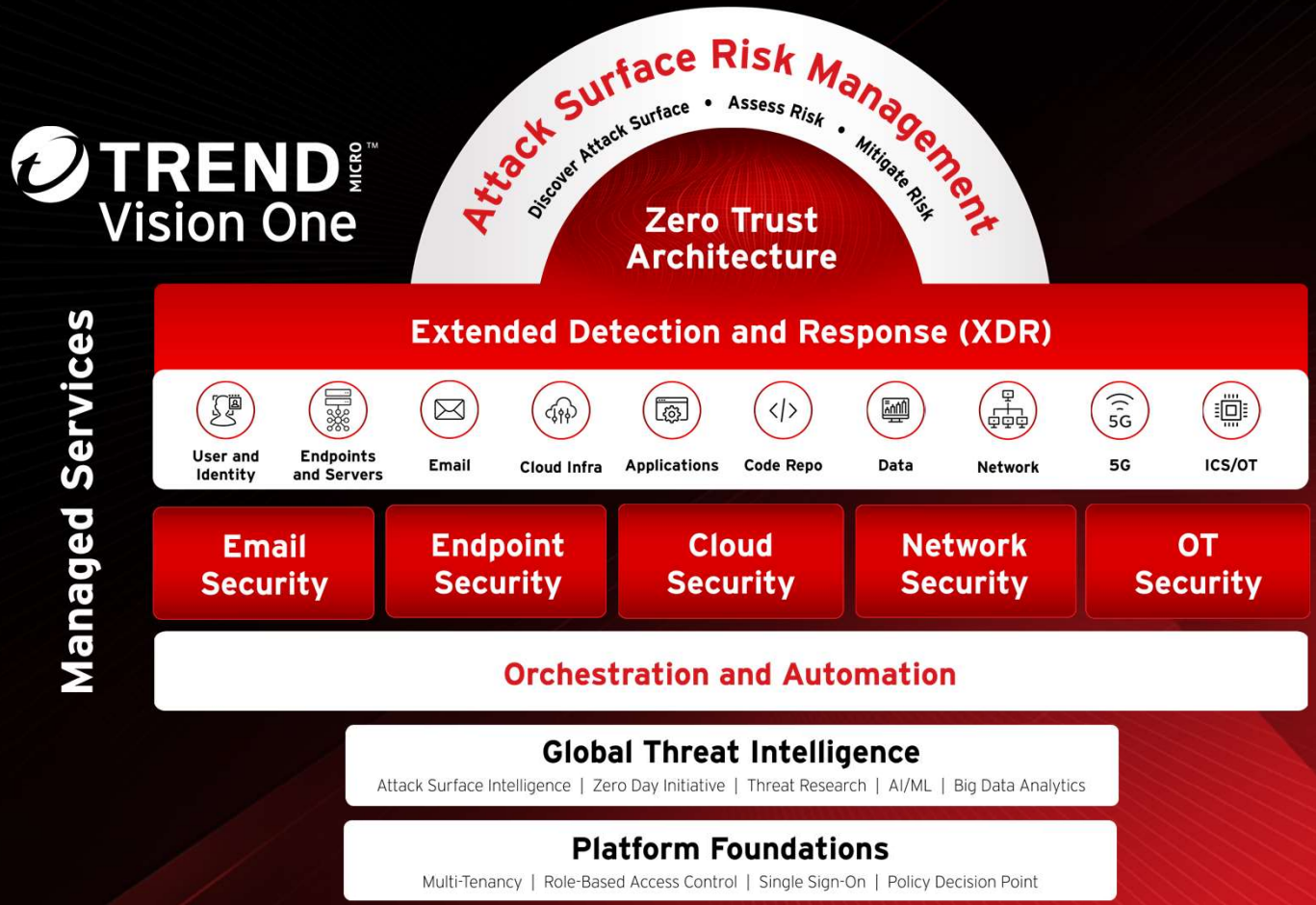


Are you ready for a change?


Email and Cloud Applications
Vendor A
Internet and Cloud Access Security Broker
Vendor D
Cloud and Cloud Security Posture Management
Firewall
Vendor E
Endpoint, Identity and Server
Vendor B
Internet of Things/OT
SIEM
Vendor C
Data Security and Data Loss Prevention
Security Analyst

Shift from Security Tools to a Cybersecurity Platform



Don’t let small problems to become bigger, start proactive cyber risk management.

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