

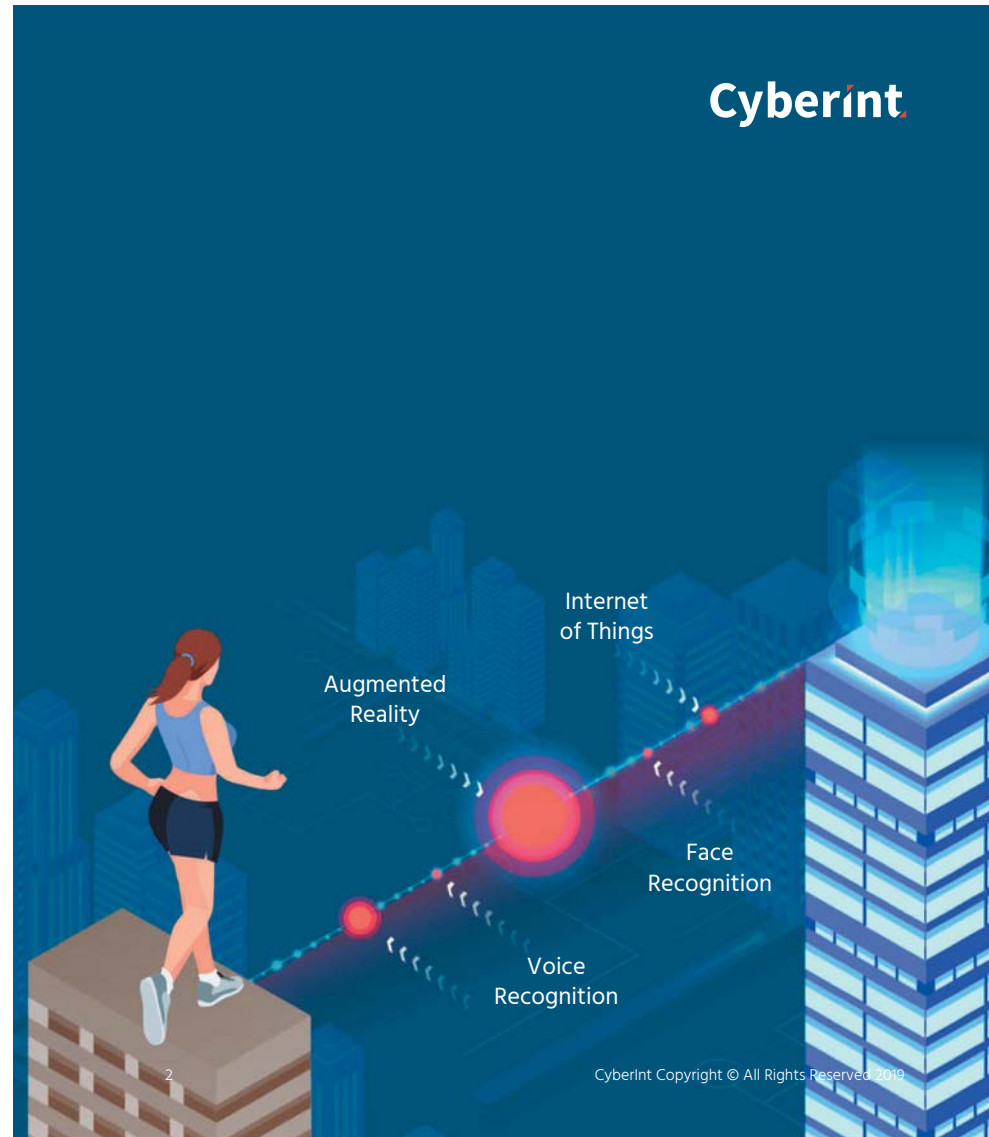
MY DIGITAL PRESENCE



Digital Transformation: Today's Business Reality

Success in today's business environment demands embracing digital transformation to maximize engagement with customers, increase customer touch points and extend trust zones. Increasingly, new technologies that enrich experience, convenience and personalization, such as the Internet of Things (IoT), voice and facial recognition, and augmented reality (AR) across multiple touchpoints, are becoming omnipresent. Customers are enjoying richer digital in-store experiences, seamless cashless and cardless checkout, AI-powered customer assistance and mobile app functionality. In addition, more and more data is becoming an asset and a value driver.

Simultaneously, in order to increase agility and enhance innovation, companies turn to third party providers for commerce platforms, CRMs, chatbots, fast shipment services. They are also internally transforming their IT infrastructure and moving to the cloud to enable efficient performance. But these processes have a downside.



Whether you already have a broad digital presence or you're in the process of transforming your business activities to keep in lockstep with the digitizing world, every digital touch point with your employees, customers and partners is a potential cybersecurity risk.

Digital transformation, and its consequent multi-layer expansion of the organization's business presence and touch points, are an exciting opportunity for companies to offer their customers more personalized and engaging experiences. But on the flip side, this complex digital environment increases the amount of entry points for hackers. Cloud based IT and operations, such as public cloud infrastructure, cloud-based apps, open source code, open web interfaces, etc., which are open by nature, become potential entry points too.

Security Challenges

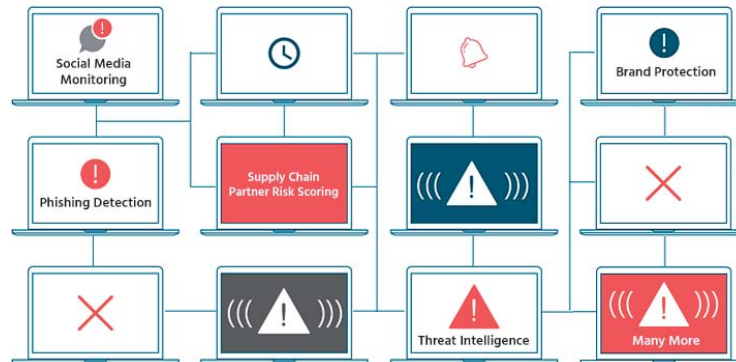
Lack of full visibility into the entirety of the company assets and prioritization of vulnerabilities in order to address them based on the risk they pose to the company

Inability to mitigate and manage the various vulnerabilities in an effective, scalable way

In aiming to address the key challenges of digital transformation, security teams shoot in all directions and generate a disjointed cybersecurity environment, where multiple solutions each generate siloed alerts.

Such an environment may include the following solutions:

Social media monitoring / Brand protection / Phishing detection
Threat intelligence / Supply chain partner risk scoring / and many more



While each solution addresses a specific need, when combined, they blur visibility and introduce too much noise into the system. This slows the time to detect or respond to threats and vulnerabilities at best, and at worst, results in overlooking highly critical alerts.

The CyberInt Approach: Proactive Management of Your Digital Presence

We believe in taking a holistic and direct approach by first gaining clear visibility of your attack surface in order to control and reduce threats on an ongoing basis. How does this play out?

Focus on Discovery and Management

CyberInt covers the full cycle of discovery and management of the company's digital presence.

My Digital Presence | Solution Flow

This process is comprised of four main steps:



Step 1

Uncover and Map all externally facing digital assets such as domains, IP addresses, websites, etc. Argos™, CyberInt's proprietary engine, collects information from multiple data sources to uncover the organization's entire digital presence.



Step 2

Scan and Present the company's digital presence for issues and vulnerabilities such as leaked credentials, Botnet infections, exploitable open ports, vulnerable web interfaces, etc. The CyberInt dashboard displays all assets and issues in granular operational view.



Step 3

Prioritize and Act on all assets and issues discovered, and present them in an operational view that enables handling and managing issue statuses and assignments, asset management, e.g., remove/add assets, set different priorities for critical assets.



Step 4

Monitor and Reiterate the dynamic digital presence that's constantly being updated on an ongoing basis. Map the organization's entire digital presence every week and scanning all assets continuously, at least once a week based on specific requirements.

My Digital Presence Features

The module features two different, yet equally important aspects: Discovery and Management



Discovery

- Automatic discovery of the digital assets and the ability to add periodic remapping of the dynamic digital footprint
- Identifying and categorizing critical assets
- Recognizing new assets and assets no longer associated with the organization
- Historical tracking of the digital footprint



Management

- Ongoing scans for threats and vulnerabilities
- Real-time issues for priority assets
- Configurable scan summary per customer and per asset
- Tracking issue lifecycles from detection to resolution
- Historical snapshot of issue handling

Why CyberInt for My Digital Presence?

- **Track and manage** in one place - full lifecycle
- **Automatically discover** all your assets
- **Prioritize** top assets and vulnerabilities

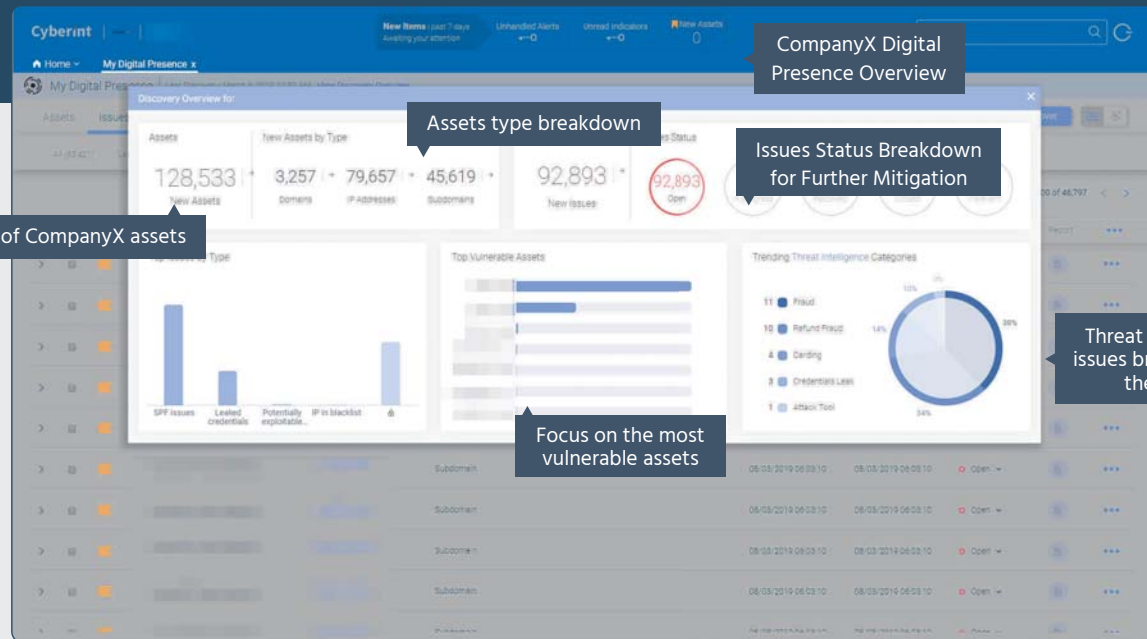


USE CASES

CompanyX* Digital Presence

Discovery

Full coverage of organization's digital presence.
Uncovering, scanning, mapping of online assets & access points



*- CompanyX - Top-20 US-based Retailer

USE CASES

CompanyX* Digital Presence

Management

Operational control over assets and issues (Management, Prioritization, Validation, Removal)

The screenshot displays the 'My Digital Presence' interface with the 'Issues' tab selected. The table lists various issues with columns for Severity, Asset, Asset type, Email address, Password, Times seen, Score, Priority, List start, Status, and Report. Callouts highlight key features: 'Handling and filtering CompanyX issues per type' points to the filter dropdown; 'Severity scoring for issues for better prioritization' points to the severity icons; 'Manage the issue's status and lifecycle' points to the status dropdown; and 'Generate a report for an issue' points to the report icon. A 'Discover' button is visible in the top right of the table area.

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Expand to view all details of an issue

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