



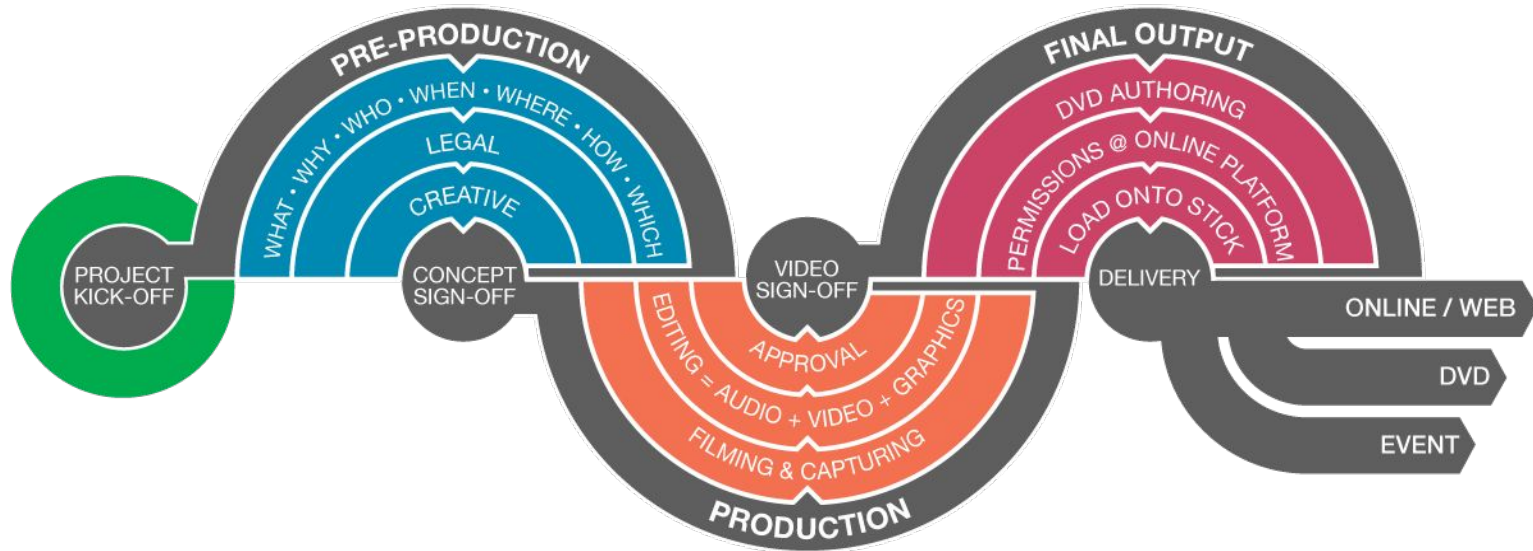
Protecting the Creative Process from Insider Threats

Cristian Zamfir
Co-Founder and CISO



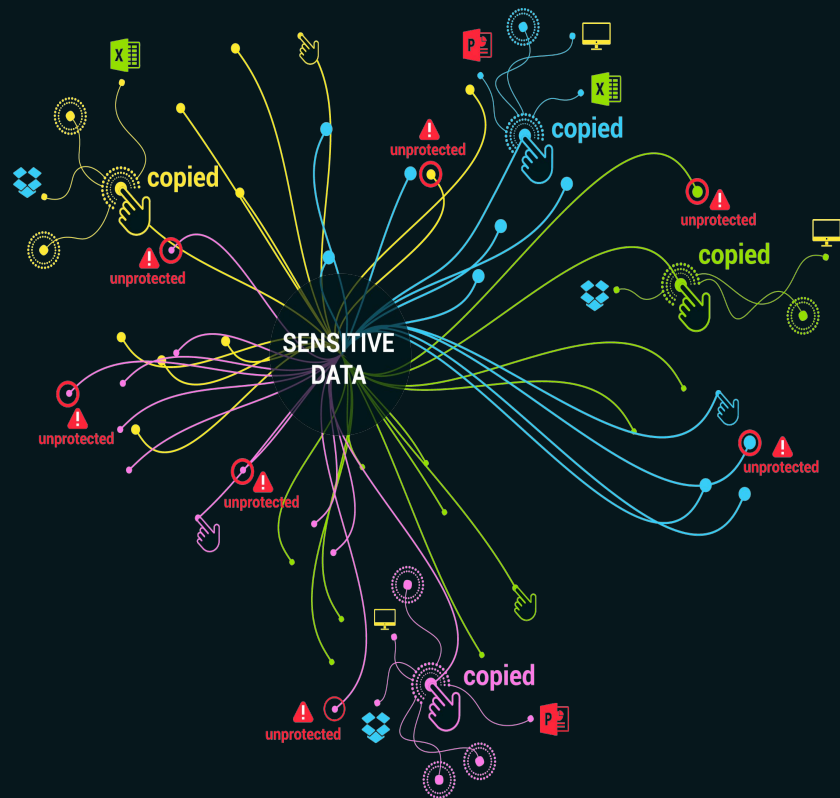
77% of M&E cite **COLLABORATION** as critical skill that drives **GROWTH**

MEDIA PRODUCTION PROCESS & WORKFLOW



Protecting Creativity and Collaboration

- ▶ Insider threats are on the rise
 - ▷ 47% increase in 2 years
 - ▷ avg cost of \$1.6M/incident
- ▶ Insider threat challenges
 - ▷ 288 SaaS apps for a 1000+ user company
 - ▷ 70% suffering from “rogue” cloud apps
 - ▷ data in many formats
 - ▷ data lives everywhere (COVID → WFH)



MOTOROLA

INTELLECTUAL PROPERTY PROTECTION



COMPELLING EVENT

Losing market share to copycats due to continuous leaks of pre-launch hardware designs



COST SAVINGS

Reduced IR team from 3 FTEs to 1PTE
Increase Productivity



TIME TO VALUE

Immediate - In two hours, detected a malicious leak of IP by employee



INSIGHT TO IP RISKS

Reduced risk to sensitive data exposure with global visibility and malicious user identification



Cyberhaven provided new capabilities for unprecedented visibility across our business to quickly identify data leakage in less than a few days.

Richard Rushing
CISO, Motorola



DATA BEHAVIOR ANALYTICS: VALUE PROPOSITION



PROTECT HIGH-VALUE DATA

Instantly detect and stop insider threats to high-value data to proactively prevent data breaches



IDENTIFY AND EDUCATE RISKY EMPLOYEES

Identify employees who are putting high-value data at risk and continuously educate them to follow security policies

ACCELERATE INCIDENT INVESTIGATIONS

Reveal user intent to differentiate between careless and malicious behavior to guide response

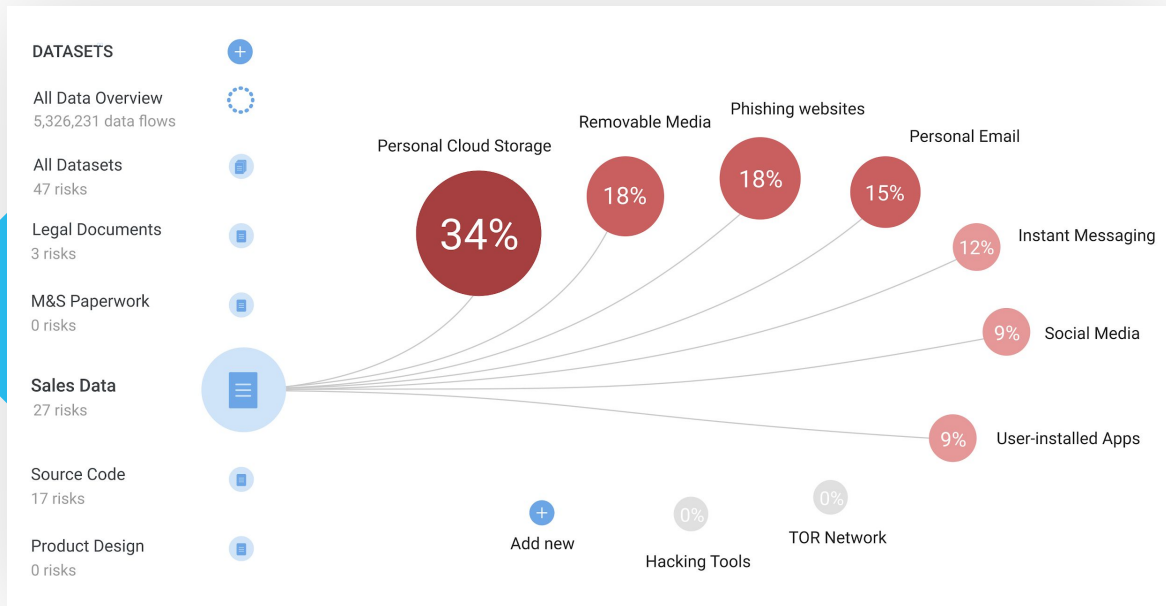
RISK DETECTION AND RESPONSE FOR ALL HIGH-VALUE DATA



Monitor all high-value data everywhere

Discover all risky locations and users

Respond to threats automatically in real-time



STORYTELLING FOR THE ENTIRE JOURNEY OF THE DATA



Record and reveal
entire journey of
high-value data

Investigate and
demonstrate user
intent

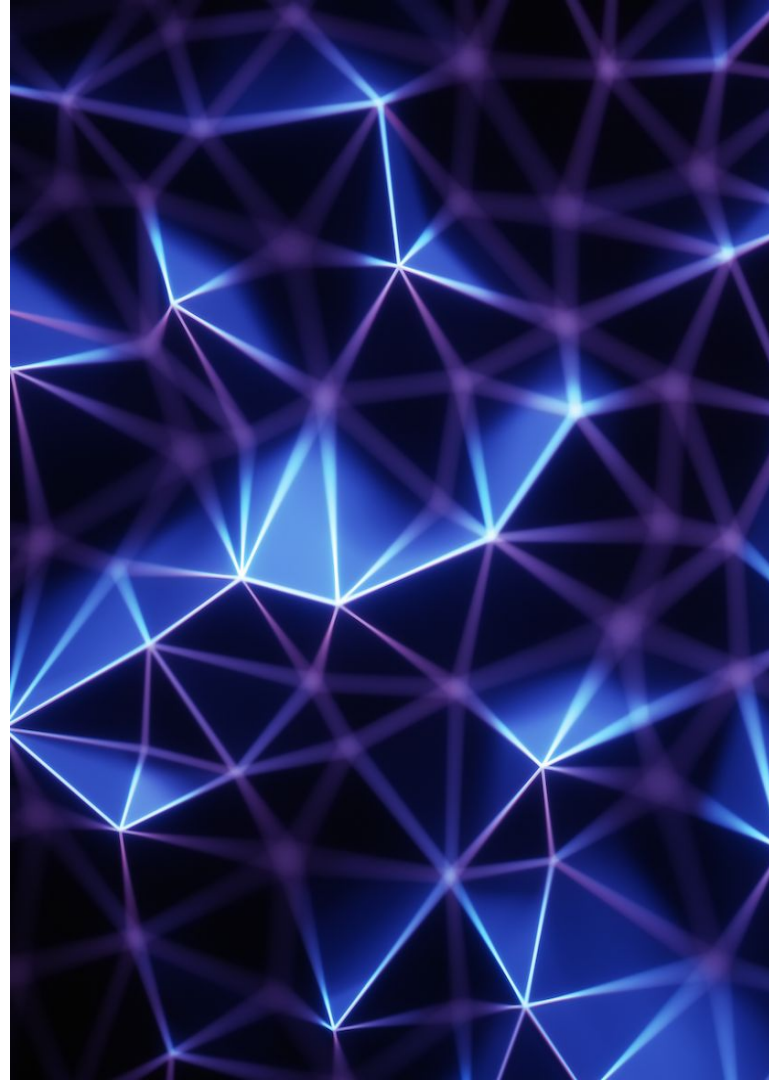


Summary.pdf ⚠ Sales Data sent to Personal Cloud Storage

- John downloaded attachment Q1.pdf from Acme Salesforce → John-PC
- John viewed Q1.pdf → AdobeAcrobat.exe
- John sent email from john@acme.co with attachment Q1.pdf → bob@acme.co
- John uploaded file Q1.pdf → Acme OneDrive
- Alice copied Q1.pdf → Reports
- Bob copied Q1.pdf → Summary.pdf on BOB-PC
- Bob uploaded Summary.pdf → dropbox.com (Personal Cloud Storage) ⚠

SECURITY THAT ADAPTS TO THE WAY PEOPLE WORK

- ▶ Particularly suitable for the creative industry
 - ▶ no classification required
 - ▶ no false positives
 - ▶ instant value, easy setup
 - ▶ allow spontaneity
 - ▶ adapts to your creative process
 - ▶ continuous risky user education



NEXT STEP - FREE DATA RISK CONSULTATION

Immediately improve your security posture
with a Cyberhaven Data Risk Consultation



Increase productivity of
security staff



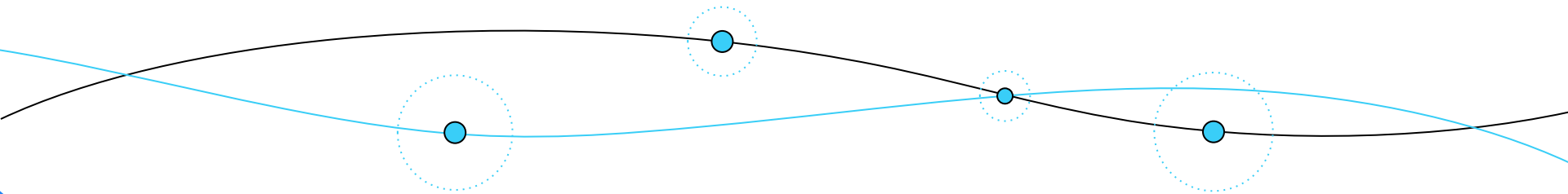
Find insider threats and
speed current investigations



Improve utilization of
existing security tools

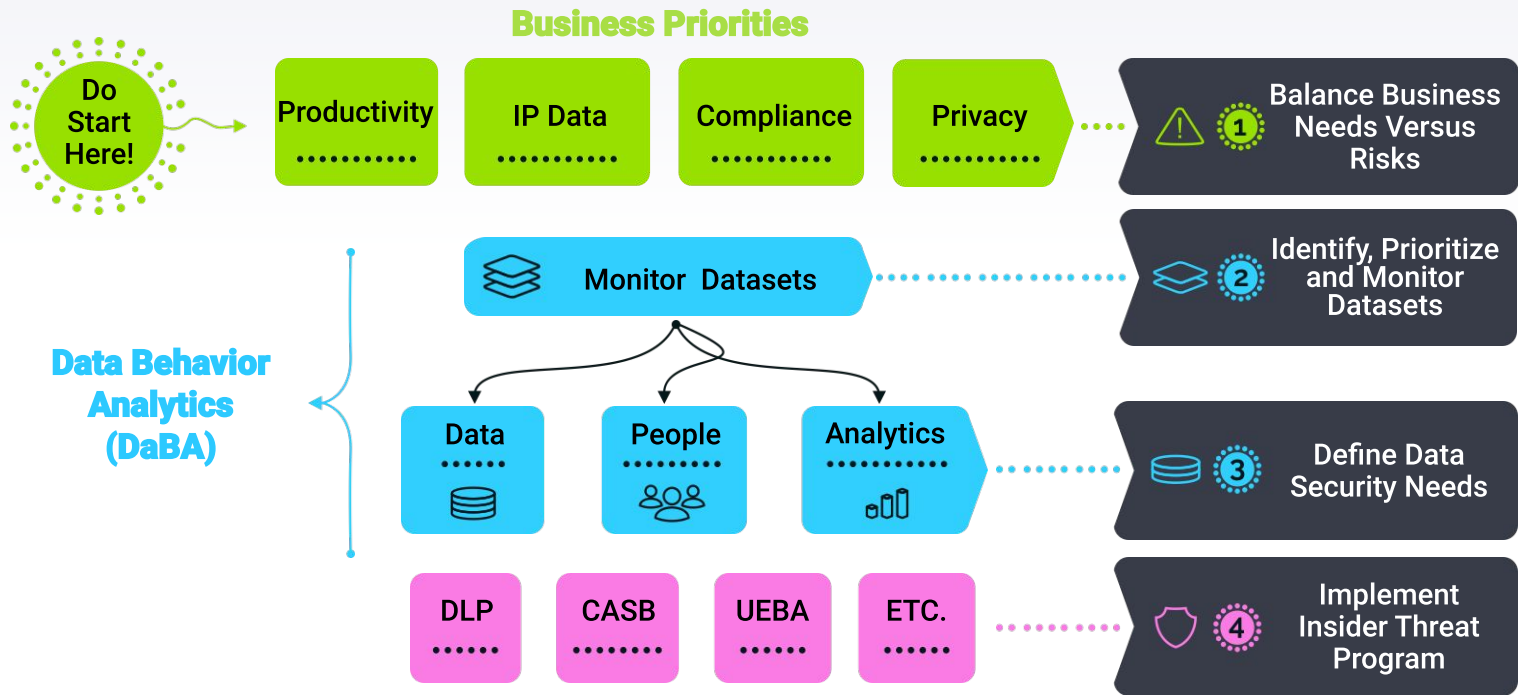
100% OF
CONSULTATIONS
find some form of
undetected insider
threat





Addendum

Data Behavior Analytics: A Data-Centric approach to Data Protections



CYBERHAVEN DATA RISK ASSESSMENT

- **20 – insider risks uncovered** from a huge "event haystack"
- **725k** – individual files in use
- **2.8 million** – user actions with those files
- **450+** sensitive files put at risk
- **13** – specific users egressing sensitive files
- **6** – previously unknown sensitive data repositories
- **3** – user-installed apps used to egress sensitive data