

# Microsoft Cybersecurity

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Consumer expectations

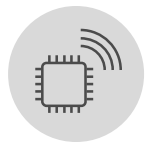


Pace of innovation



Digitally-native competition

The world we live in is increasingly **complex**



Connected devices



Workplace mobility



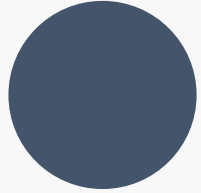
Laws and regulations



YOUR  
**IT ENVIRONMENT**

**YOUR  
IT ENVIRONMENT**





## **TURBULENT** TIMES

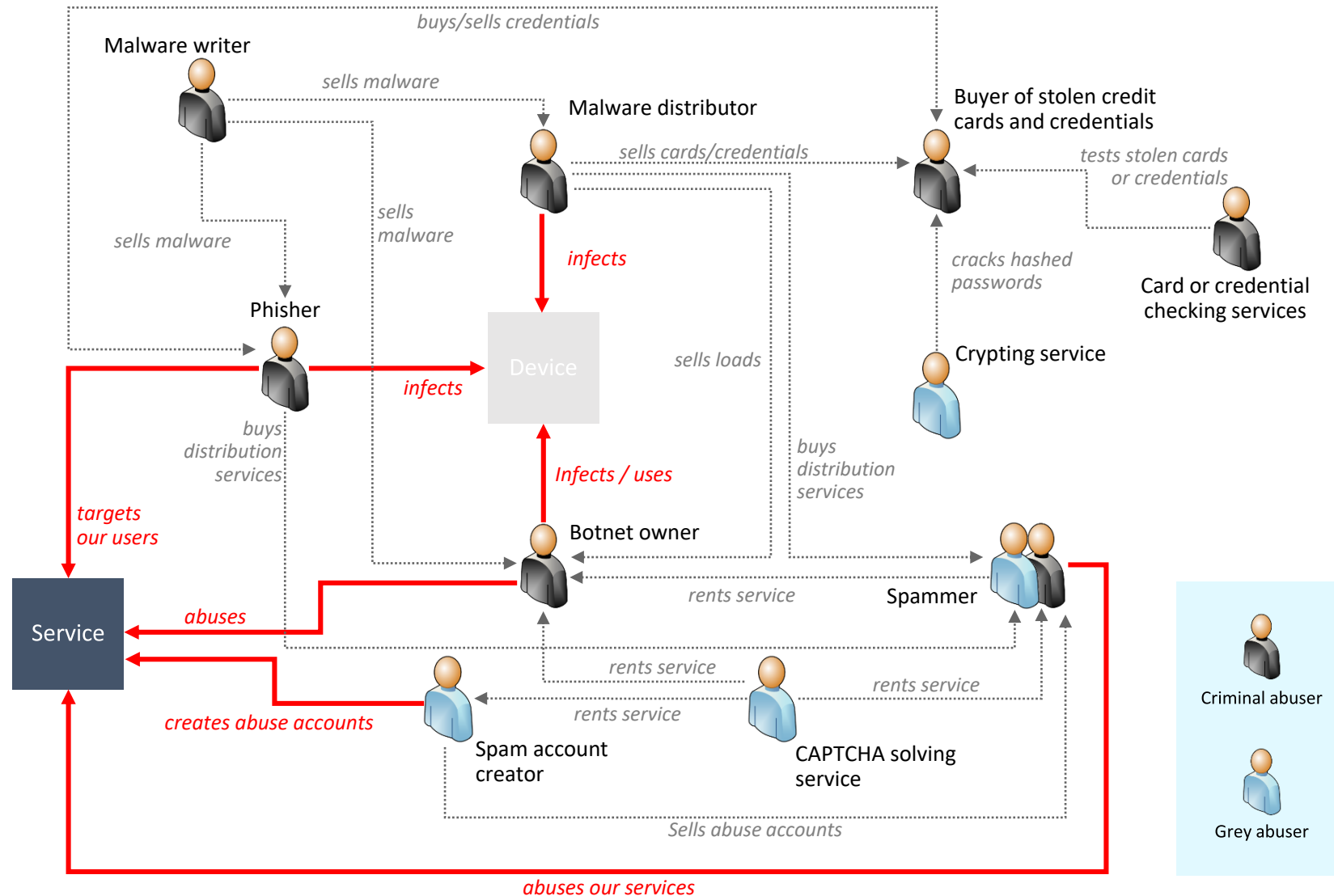
**160 MILLION** customer records compromised

**229 DAYS** between infiltration and detection

**\$3 MILLION** of cost/business impact per breach

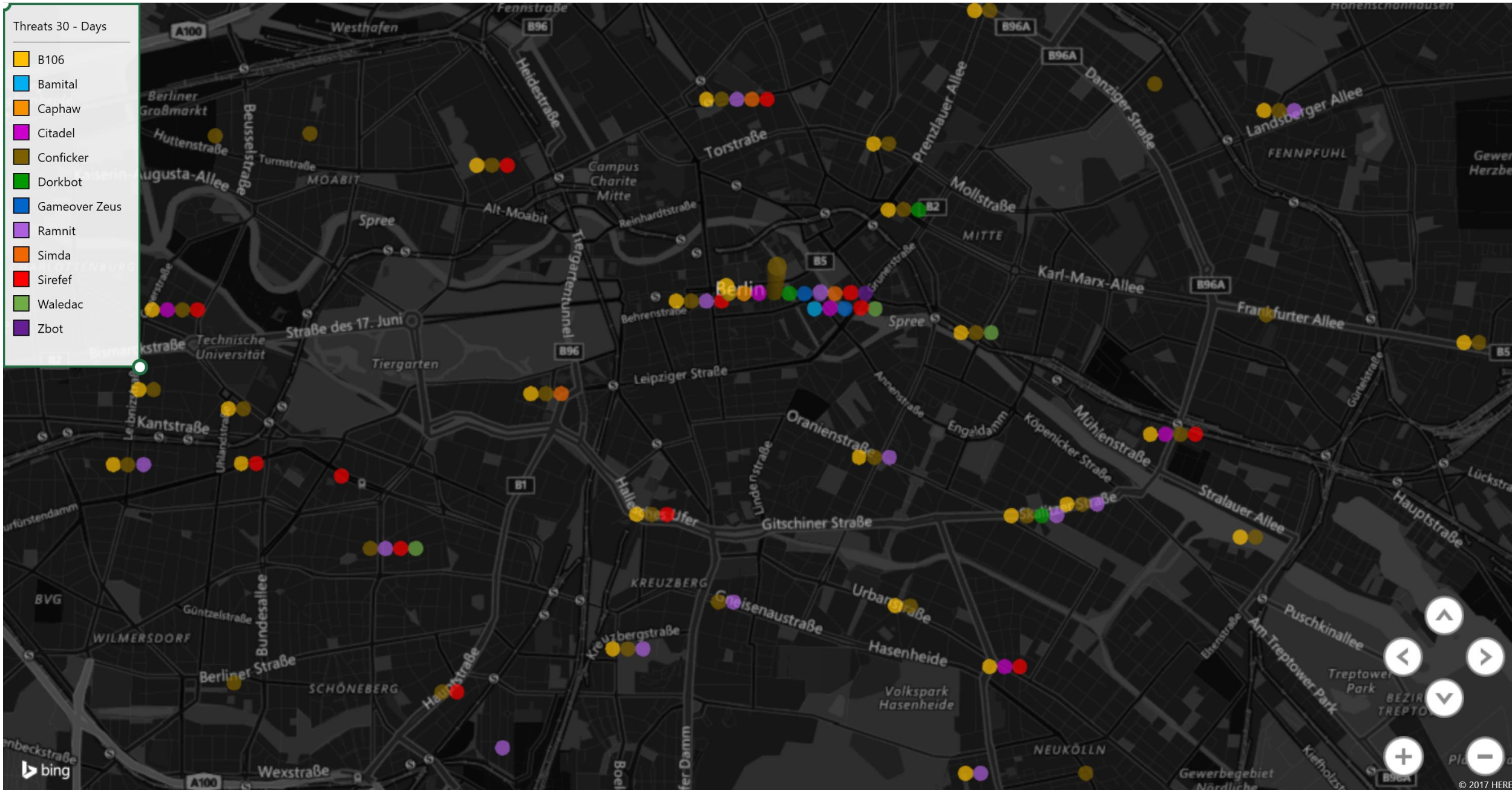
# The Fraud and Abuse ecosystem

Pattern Matching, Heuristics etc. don't work for targeted Attacks



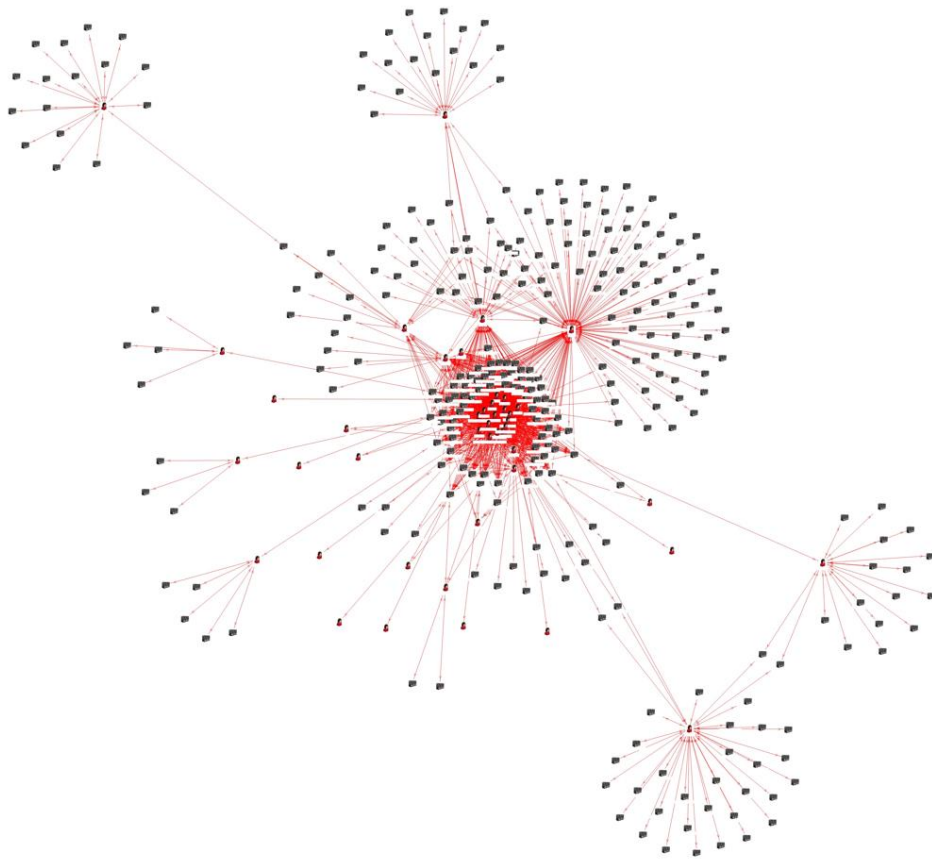
Threats 30 - Days

- B106
- Bamital
- Caphaw
- Citadel
- Conficker
- Dorkbot
- Gameover Zeus
- Ramnit
- Simda
- Sirefef
- Waledac
- Zbot



# Attackers / Defenders points of view

Attackers think in **graphs**



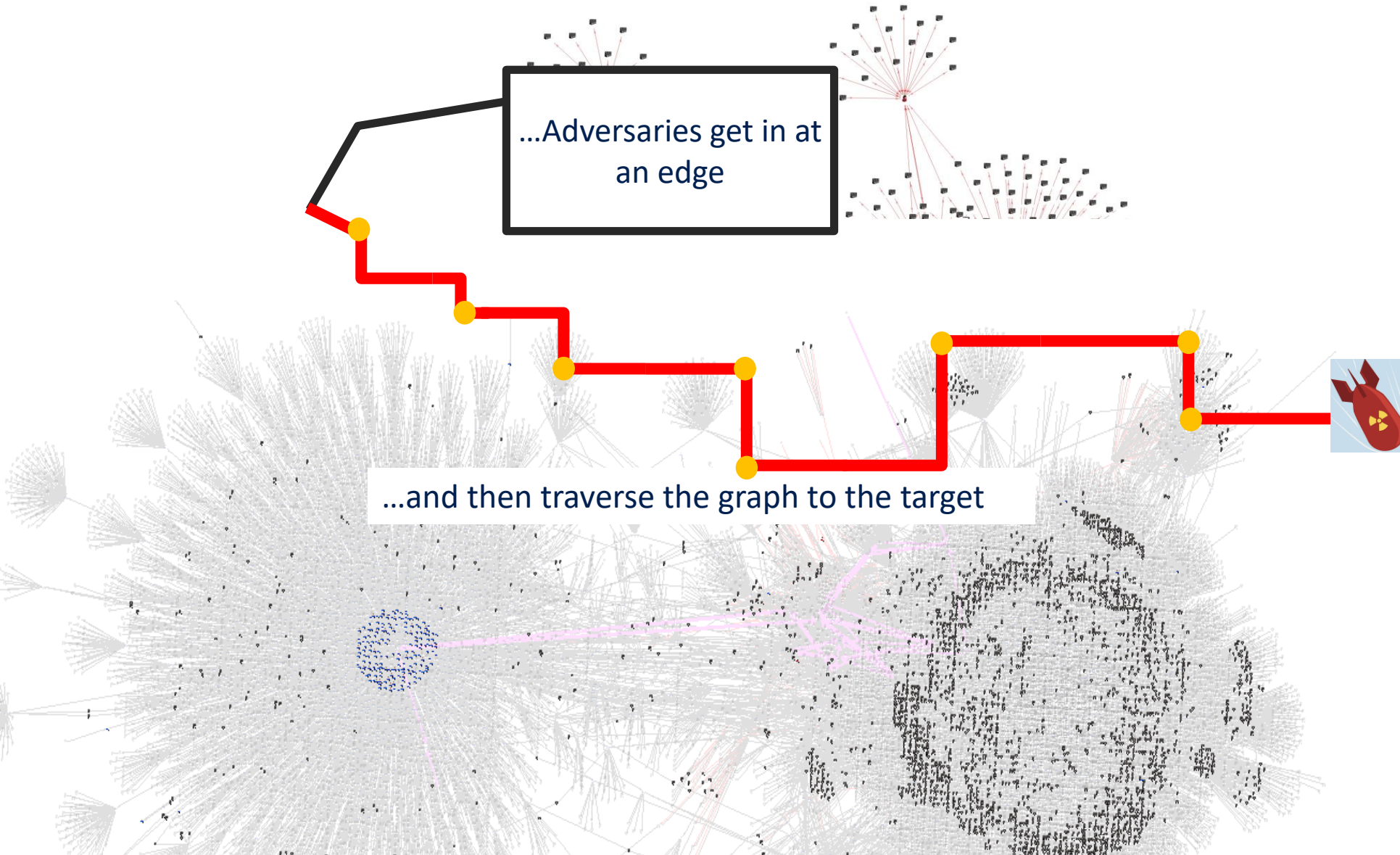
Defenders think in **lists**

- ✓ Firewall
- ✓ Anti-virus
- ✓ Security Logs
- ✓ Incident Response Plan
- ✓ Assets
- ✓ Networks
- ✓ Applications
- ✓ Users

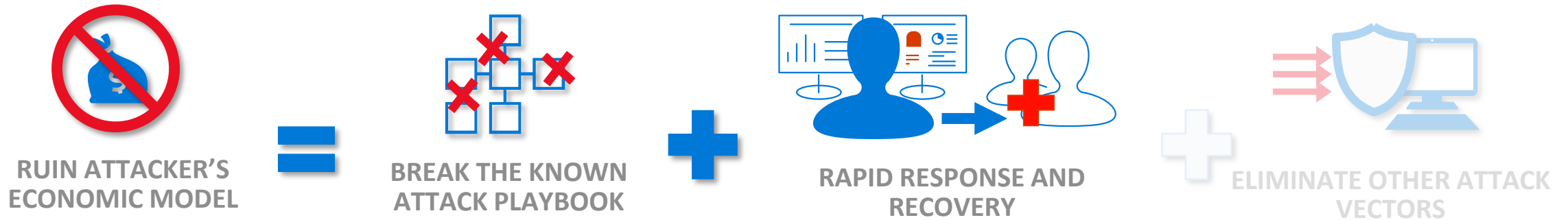
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# Delivering the "Load"



# Focus on Raising Attacker Cost




*Change the Defender's Dilemma to an Attacker's Dilemma*

# OUR **UNIQUE** APPROACH



**PLATFORM**



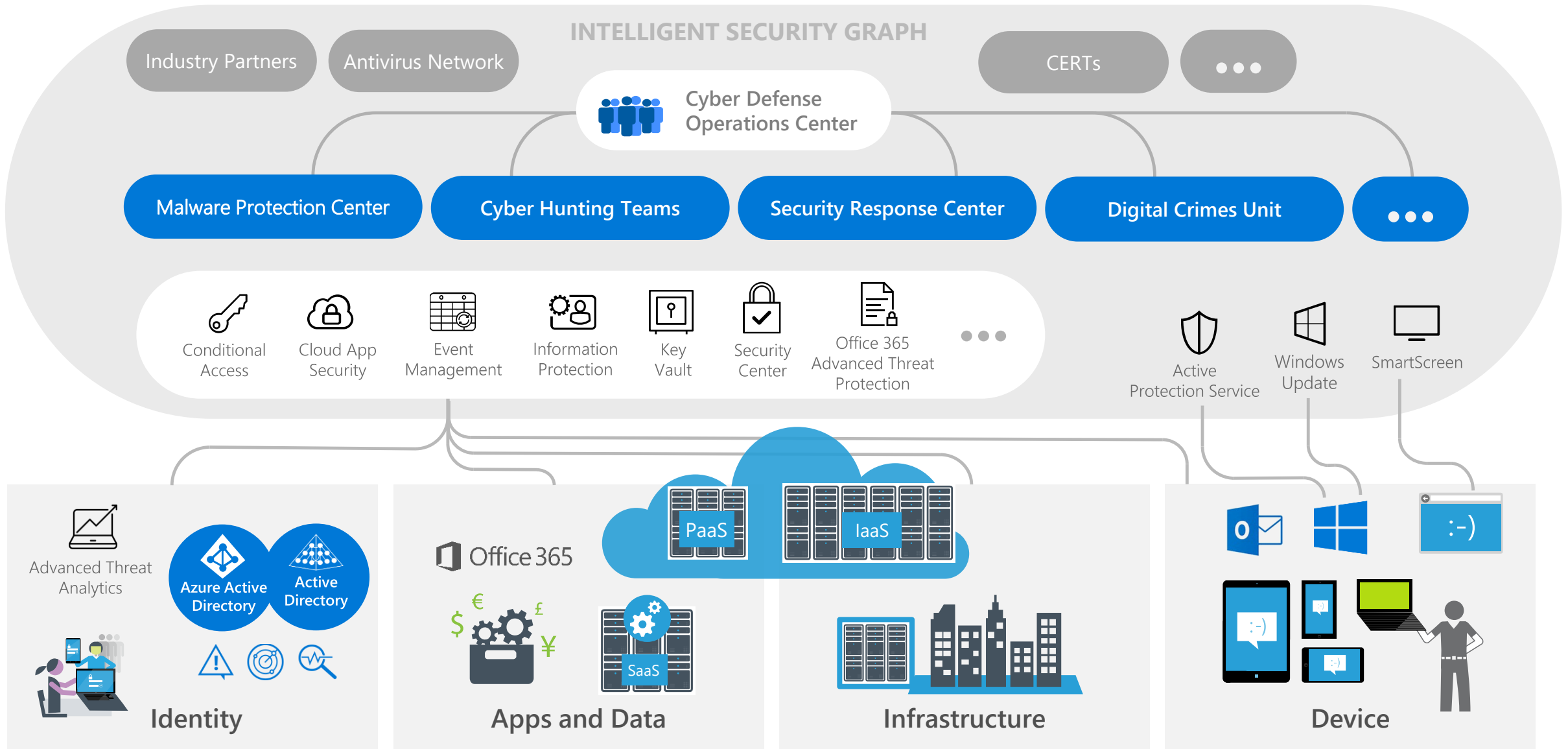
**INTELLIGENCE**



**PARTNERS**

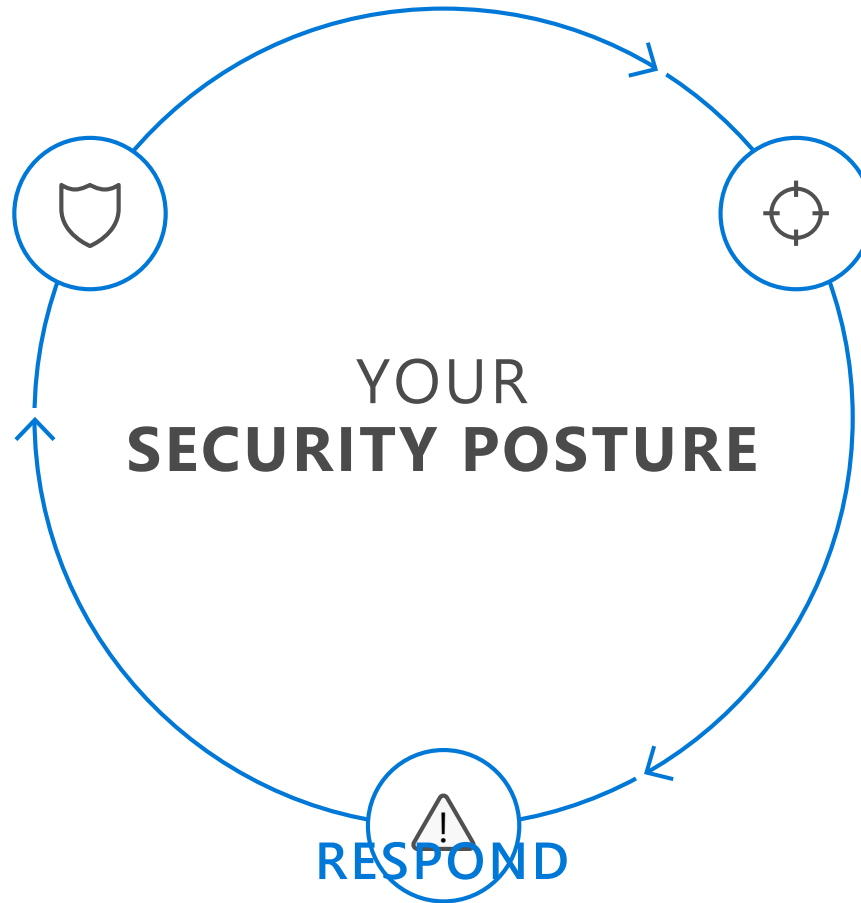


# Microsoft protecting you



## PROTECT

across all endpoints, from sensors to the datacenter



## DETECT

using targeted signals, behavioral monitoring, and machine learning

## RESPOND

closing the gap between discovery and action



Microsoft