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# DECEPTIONGRID™ FOR MEDIA COMPANIES

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## Defense for the New Breed of Malware

Cyber attacks continue to evolve. Our primary lines of defense have broken and our security architectures have not proven to be agile enough to meet these threats. Current perimeter security has proven to be vulnerable to many of today's advanced persistent threats (APT's) and Zero Day Event malware. Deception based cyber security defense evolves your capabilities to meet these new threats. DeceptionGrid is a new approach to cyber security defense that delivers the advanced technology necessary to meet, identify and defeat these new threats.

## Zero Day Event Mitigation

### Deception Technology Defeats New Malware

DeceptionGrid automates the deployment of a network of camouflaged malware traps that are intermingled with your real information technology resources. The traps appear identical in every way to your real IT assets. Once malware has penetrated your enterprise, it starts moving laterally to find high value targets. Just one touch of the DeceptionGrid by malware sets off a high confidence ALERT. Real-time automation isolates the malware and delivers a comprehensive assessment directly to your SOC and response teams.

Now the basic pattern of APT deployment and activity is disrupted. At the first moment of reconnaissance and lateral movement the APT is identified positively. Automation adds powerful level 3 forensics so that your SOC team has an almost immediate understanding of the nature of the attack. You can begin rapidly to implement the best path for remediation and removal. No other vendor can provide these powerful capabilities, at comprehensive levels of scale and with our unique levels of automation.

### Protecting the Core of the Media Industry

DeceptionGrid reduces the cost and impact of cyber incidents within the media industry by identifying and breaking the Kill Chain for malware moving through the core of your enterprise. We enable a pro-active security posture, fundamentally changing the economics of cyber defense by shifting the cost to the attacker.

### Deployment Options to Fit Your Organization

DeceptionGrid's is designed to deploy rapidly to support the requirements of the largest enterprise. Our automation enables your IT team to complete full deployment in typically just a few hours. We can also deploy DeceptionGrid through the Managed Security Service Provider (MSSP) of your choice. **TrapX Security** // [www.trapx.com](http://www.trapx.com)

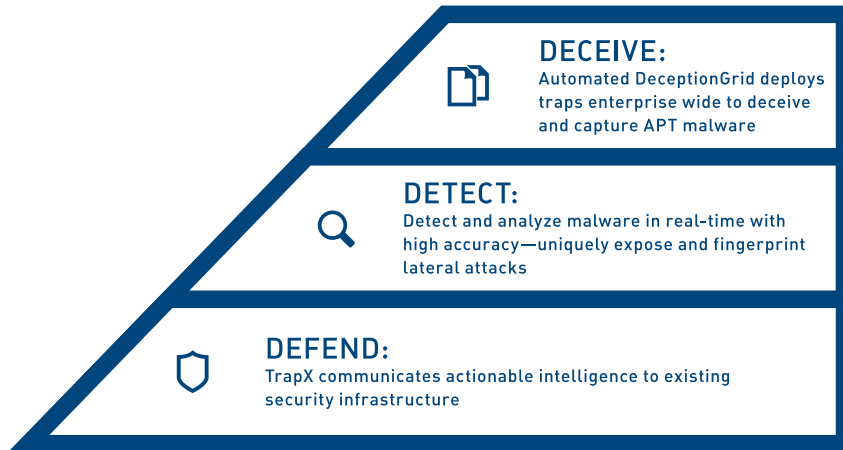
## KEY BENEFITS

- **Defense Targeted for the New Breed of Malware.** Our innovative deception based cyber security defense find sophisticated malware and Zero Day Events that your existing vendors do not detect.
- **Reduce or Eliminate Economic Loss.** Better detection reduces the risk of economic loss due to destruction of enterprise assets, theft of data, and overall impact to business operations.
- **Move Faster.** Advanced realtime forensics and analysis empowers your security operations center to take immediate action to disrupt all attacks within the network perimeter.
- **Compliance Benefits.** Improve compliance capability to meet PCI, HIPAA, data breach laws and many other legislative requirements on a global basis.
- **Lowest Cost of Implementation for Deception Technology.** Deception based technologies have always been very powerful but very expensive and impractical to deploy at large scale. Now DeceptionGrid enables the use of this powerful class of defense at the lowest levels of cost to your enterprise.
- **Compatible With Your Existing Investment.** Deception technology can integrate with your existing operations and defense in depth vendor suites.

## Break The Kill Chain

The malicious tools the criminals use are constantly changing, the underlying methods employed by sophisticated attackers are so predictable that the security research community has given this multi-stage chain of events its own name: the Kill Chain. Technological blind spots have prevented organizations from detecting, analyzing and disrupting the early and middle stages of the cyber kill chain. The TrapX DeceptionGrid™ now makes it possible to eliminate these blind spots by breaking the Kill Chain.

### Deception Grid™



### DIFFERENTIATION

- Real-time detection of malware movement anywhere within the vLan in your enterprise.
- No more big data problems. A TrapX alert is over 99% accurate and immediately actionable.
- Complete analysis of malware, even Zero Day Events, is automated and fast. Your Security Operations Center has everything they need to take action.
- Automated deployment of DeceptionGrid for your entire enterprise enables provision on a scale previously unattainable with legacy deception technology.
- Protect all vLans for identified malware, even Zero Day Events, when you find one instance of a threat in your networks. Our Threat Intelligence Center leverages our unique defense on a global basis.

## About TrapX Security

TrapX Security is a leader in the delivery of deception based cyber security defense. Our solutions rapidly detect, analyze and defend against new zero-day and APT attacks in real-time. DeceptionGrid™ provides automated, highly accurate insight into malware and malicious activity unseen by other types of cyber defense. We enable a pro-active security posture, fundamentally changing the economics of cyber defense by shifting the cost to the attacker. The TrapX Security customer base includes global 2000 commercial and government customers around the world in sectors including defense, healthcare, finance, energy, consumer products and other key industries.

### CONTACT US

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