

Why (Only) Chasing Threats Is a Flawed Security Strategy

Cybersecurity is getting worse



Chasing threats alone is an impossible, reactive task

230,000

new malware samples are produced every day¹



Malware often goes undetected in environments where it exploits vulnerabilities

197 DAYS

is the mean time to identify data breaches²



Traditional defense mechanisms do not work because they focus too much on chasing threats

84%

 of organizations claim traditional security solutions don't work³

Security investments are too focused on chasing threats

72%

focus on identifying and reacting to threats



28%

focus on reducing the attack surface⁴

\$11.4 Billion

was invested in cybersecurity companies in 2017-2018⁵

Chasing threats AND reducing the attack surface provide more effective security

Chasing Threats



Reducing Attack Surface

- MALWARE PREVENTION
- THREAT ANALYTICS
- SIEM
- MOBILE DEVICE SECURITY
- EXPLOIT PREVENTION

- WHITELISTING
- MICRO-SEGMENTATION
- SYSTEM HARDENING
- PATCHING
- CYBER EDUCATION

Enforcing known good behavior reduces your attack surface

This means knowing your applications and allowing ONLY what they're supposed to be doing.



What you need to enforce known good behavior



Deep application understanding

Application awareness is not just port and protocol. You need to know your apps inside and out, including app topology, app processes, acceptable state, who's using them, from what devices, and how this changes over time.



Intelligent automation

Applications and application policies frequently change. You need intelligent automation to properly define, deploy, change, and remediate policies based on your dynamic apps.



Intrinsic security

Getting known good information is hard. Getting it without adding more complex security products and agents is even harder. You should use security that's built into the infrastructure you already have.

Shift the advantage from attackers to defenders

VMware makes security intrinsic by building it into your infrastructure, providing unprecedented application visibility and protection from endpoint to cloud. We give you the advantage of certainty so you can enforce known good behavior.

Learn more about VMware security solutions

[VMWARE.COM/SECURITY](https://www.vmware.com/security)

Join us online:

¹Panda Security, <https://www.pandasecurity.com/mediacenter/press-releases/all-recorded-malware-appeared-in-2018/>
²2018 Data Breach Study, Ponemon Institute, 2018
³Cloud Security Report, Cybersecurity Insiders, 2018
⁴2018 Cyber Defenders Report, CB Insights, 2019
⁵CB Insights, CyberDefenders Report, 2017; CB Insights, CyberDefenders Report, 2018