

Considerable legal and regulatory costs, reputational damage, and serious impacts to productivity

Avoiding the harsh realities of a data breach with next-gen intrusion detection

- **Traditional security is not fit for purpose**, leaving modern, hybrid IT environments wide open to the threat of data breaches
- **Cyber-threats are on the rise** but current point solutions and legacy IDS are expensive, clunky and unable to detect sophisticated attacks and lateral movement
 - They also **miss suspicious East-West activity**, can't catch unknown threats, and don't provide complete visibility into the entire virtual environment
- **Next gen systems give you an early warning system**, powered by network traffic analysis, so you can shut down cyber attackers before serious damage is done
 - **They examine 100% of transactions** across network Layers 2-7 for total visibility, storing it in intelligent "per-packet intel"[™], or metadata, to reduce capture and storage costs and prevent any performance impact
 - **They are deployed via a SaaS model** to make them viable in all IT environments, and have open integrations to further enhance threat intel and incident context

Today's IT and business leaders should be in no doubt: it's not a case of "if," but "when" you will suffer a serious cybersecurity breach. Over 8.4 billion records were exposed globally in Q1 2020, a 273% year-on-year increase. The most important thing is having the tools at hand to react rapidly, understand exactly what has happened, and then remediate — managing financial and reputational risk as quickly and effectively as possible. Unfortunately, not all organizations have the technology and processes in place to make this a reality.

Fictional financial services company, PremiumCredit Corp, recently suffered a typical attack combining ransomware and data theft. Without next-gen IDS tools, it was unable to spot the lateral movement and privilege escalation that preceded malware installation. Attackers had all the time in the world to exfiltrate sensitive customer data and deploy ransomware across the organization, before demanding a \$10M ransom.

However, with the right next-gen IDS technology in place, PremiumCredit would have spotted this activity, thanks to network traffic analysis having insight on 100% of the transactions within the organization and due to fact that next-gen IDS is behaviour-based, supporting statistical, signature and anomaly detections. The result? An early warning system enables PremiumCredit to cut the wire and terminate the breach before any serious damage was done.

Which situation would you prefer to be in?



“

Having the insight we did turned what could have been the bank's darkest day into a mere minor blip.”

- PremiumCredit CEO



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The financial impact on PremiumCredit has been disastrous.

- PremiumCredit CFO

Counting the costs

When it comes to malicious cyber activity, acting fast matters. By spotting the warning signs early on, with next-gen IDS powered by network traffic analysis, organizations can kick the hackers out before they've had a chance to monetize attacks. That means senior level executives can manage incidents proactively, and provide other stakeholders and regulators with all the information they need. Without such tools, organizations are flying blind and more likely to suffer major financial and reputational damage including: fines, customer churn, law suits, lost productivity and IT remediation costs.

It's time to take back control of enterprise cybersecurity.

To find out more, read the white paper **“Not 'if' but 'when': A data breach story in two parts: The value of next-generation intrusion detection in data breach response, investigation and mitigation”**



About Accedian

Accedian is the leader in performance analytics, cybersecurity threat detection and end user experience solutions, dedicated to providing our customers with the ability to assure their digital infrastructure, while helping them to unlock the full productivity of their users.

Learn more at accedian.com

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