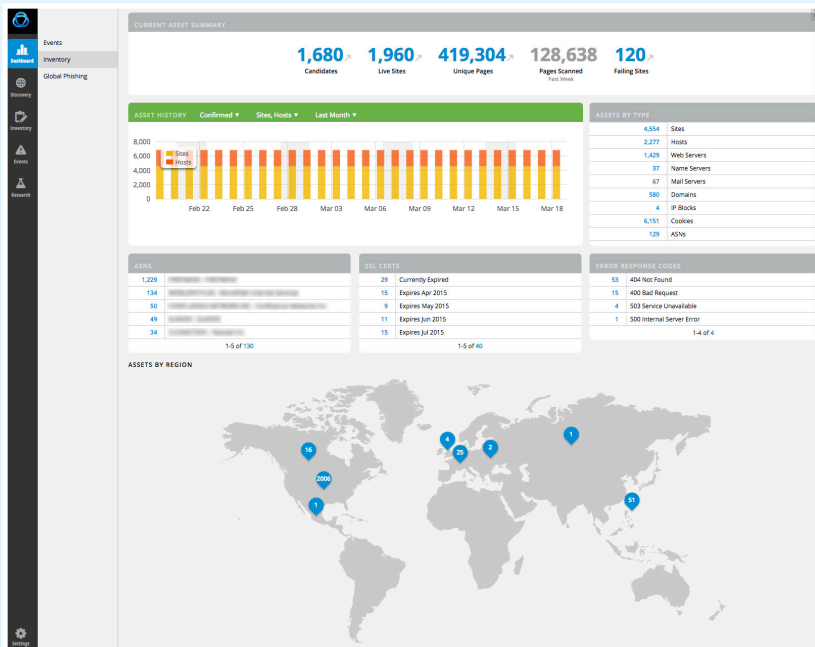# RiskIQ Digital Footprint

YOU'RE TASKED WITH PROTECTING YOUR WEB ASSETS FROM ATTACK. THAT INCLUDES THE ONES YOU DON'T KNOW ABOUT.

The relative ease of attacking, defacing and impersonating web assets has placed a huge burden on enterprises to stay on top of their public-facing web footprint. Expanding attack surfaces and the rise of global adversaries leave companies increasingly vulnerable and security teams blind to threats that can exploit customers, users and networks via the web and mobile applications. Even as companies are devoting more and more resources to securing web assets, the speed at which assets are being created outside of the corporate security program makes easy prey for bad actors to take advantage of the blind spot created by assets the security team is not managing.

THE CURRENT APPROACH TO WEB ASSET MANAGEMENT CREATES BLIND SPOTS

Every day, thousands of websites are compromised, leaving a back door open to sensitive customer, employee and company data, and damaging the trust between companies and their customers. Whether the motive is politics or financial gain, any online business can be victimized. It has never been more important to secure your company's website and your apps than it is today.

Companies usually counter cyber threats using a number of different tools, including firewalls, endpoint devices and service-based solutions. But these approaches don't provide a complete view. The speed at which business is expanding online makes it virtually impossible for a security team to keep track of and effectively manage all public-facing applications such as websites and mobile apps. The assets in your blind spot are vulnerable to being attacked—since certificates could expire, assets could require patching, and assets associated with partner infrastructure could compromise your company when that partner is compromised.

ILLUMINATE YOUR DIGITAL FOOTPRINT WITH RISKIQ

RiskIQ is the only security company that scans the entire internet millions of times per hour, collecting telemetric data to produce a dynamic index of your web attack surface—illuminating websites, mobile apps, URLs, web page content, ASNs, IPs and nameservers. The RiskIQ Digital Footprint uncovers and inventories all digital assets appearing online that tie back to your organization, enabling your security team to manage assets outside your firewall, bring unknown assets under management and survey your digital footprint from the view of the global adversary.

With a full understanding of the scale of your web, mobile and social presence and continuous visibility into your web attack surfaces, your security team can make accurate, comprehensive and strategic risk management decisions. You can then take immediate action against domain squatting, defacement, compromised web components, broken links and any other components or properties that pose a threat to prospects, customers and your organization.

KNOWING IS THE BEST DEFENSE©

MONITOR YOUR WEB ATTACK SURFACE WITH A REVOLUTIONARY APPROACH

RiskIQ Digital Footprint discovers web assets, experiences them as a real user does, and allows you to accurately identify, monitor and manage your whole Internet attack surface from the outside in.

DISCOVERY AND INVENTORY

- RiskIQ proprietary discovery technology recursively analyzes all the assets associated with your organization—and continuously discovers new, unknown assets—both legitimate and fraudulent ones.

- The technology accesses web assets and mobile apps by interacting as virtual users from around the world. This approach disarms evasion techniques used by malware to hide from traditional web crawlers and mobile app scanning agents.

- As the only company that sees the Internet from the perspective of the browser, RiskIQ sees what actually appears on social media pages, websites and mobile sites—just as it appears in users' browsers.

- The discovery technology captures DOM and finds the dynamic links and changes made by JavaScript that could signify a potential attack.

- A dynamic inventory system provides full visibility into the state of all the assets that your organization is responsible for.

REPORTING AND ENFORCEMENT

- RiskIQ provides a holistic view of the external threat landscape, at scale, in one pane of glass, enabling cross-team reporting and mitigation.

- A comprehensive, multidimensional view of campaigns enables accurate detection, fast remediation and proactive blocking of attacks.

- By illuminating what were formerly blind assets, RiskIQ allows you to put policy under them and gain control.

- Industry scoring and vertical comparison tools offer the ability to compare your company's web asset security within your industry and against your competitors in order to see the business units performing the best and report on ROI.

- By continuously monitoring the entire web at scale, RiskIQ technology can reduce personnel resources, improve accuracy and minimize costs.

ABOUT RISKIQ

RiskIQ provides organizations the visibility and intelligence they need to secure their known and unknown Digital Footprint. Using a global proxy network of synthetic clients, RiskIQ continuously discovers and creates an inventory of documented and undocumented web assets, and scans them for copycat mobile apps, drive-by malware and malvertisements. Leading financial institutions and both consumer and B2B brands use RiskIQ to protect their web assets and users from security threats and fraud. RiskIQ is headquartered in San Francisco and is backed by growth equity firms Summit Partners and Battery Ventures. To learn more about RiskIQ, visit **www.riskiq.com**.