SafeGuard Cyber

Without **Fear**

Managing & Securing New Digital Risks
to Drive Business Forward

New Technologies & New Risks

Today's digital landscape provides new avenues for enterprise businesses to innovate and grow. Companies can reach consumers on a one-to-one basis. Cloud applications bring scale and efficiency. Even international borders are being erased as teams are empowered to collaborate quickly and more effectively. This new array of tools is necessary to compete today, but they bring new risks, too.

> " *There's currently a massive dislocation between what attackers can do and what defenders can prevent.*
>
> Dave DeWalt
> SafeGuard Cyber Board Vice-Chair
> Former CEO, McAfee

Digital channels and third-party applications now place a company's exposure well beyond the protections of a firewall. New areas of exposure – like employees' mobile devices – have become the frontline for new lines of cyber attacks, all of which have serious consequences.

ATTACK TYPE	EXAMPLE RISKS
Account Takeovers	Mass malware distribution, company liability
Brand Impersonation	Reputational damage, shareholder confidence
Whaling	Market manipulation, company liability
Phishing & Malware	Infrastructure damage, data loss
Espionage & IP Theft	Revenue loss, compromised copyrights
Regulatory Violations & Fines	Legal action, massive fines

Despite these threats, business cannot and should not ignore the opportunities afforded by digital channels. Opting out will surrender market share to competitors who more effectively manage digital risk and protect the integrity of their data, their people and their brands. Companies must be free to embrace new technologies **Without Fear**.

Detect, Prevent, and Defend

With best-in-class machine learning algorithms and a customizable policy engine, SafeGuard Cyber provides a single view into a company's entire digital risk profile, with tools to detect, prevent, and defend against threats. Moreover, the platform automates compliance and governance protocols for increased efficiency.

Coverage includes over 50 channels:

CHANNEL TYPE	EXAMPLES
Social Media	Facebook, Twitter, LinkedIn, etc.
Mobile Chat	WhatsApp, WeChat
Unified Communication	Skype for Business, Jabber, etc.
Cloud Applications	Veeva CRM, Salesforce, Office 365, etc.
Collaboration Platforms	Slack, Yammer, Chatter, etc.
News Sites & Blogs	Mashable, Reddit, RSS feeds, etc.
Dark Web	Paste bins, Dark web sites, etc.

Social SafeGuard was purpose-built for simplicity, offering a single security solution that supports critical needs across an enterprise. With unified supervision and control, different teams are empowered to protect a company against new digital risks which ignore departmental distinctions.

| MARKETING | SECURITY | COMPLIANCE | GOVERNANCE |

About SafeGuard Cyber

SafeGuard Cyber was founded in 2014 and provides cloud-based software to manage the full life cycle of digital risk protection, so enterprises can detect, prevent, or defend against attacks in real time – while automating governance and compliance.

Customers and partners include Johnson & Johnson, USAA, McAfee, and other leading brands across 18 industries and 20 countries.

We empower enterprise businesses to embrace new technologies and seize new opportunities
Without Fear.

How Can We Help?

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