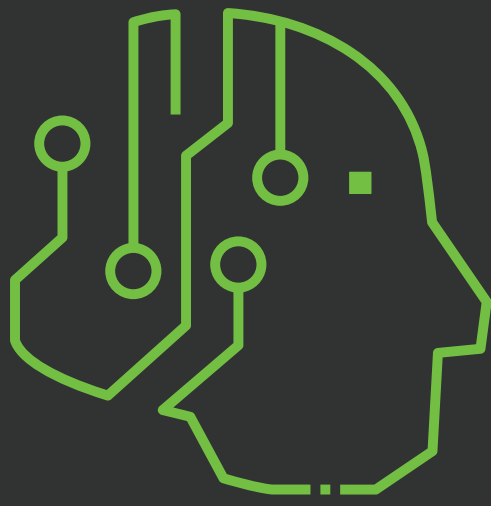


# Predictive Advantage: It's About Time



## A Day Late, Millions of Dollars Short.

For years, organizations have been stuck in an endless chase cycle: an attacker compromises the system, and then, analysts scramble to stem the attack and work to return to a trusted state. Why?

Legacy security solutions that rely on signatures can only prevent malware that's already been seen somewhere. That means if it's new or unknown, it's going to get through.

## Think Unknown Malware Isn't a Problem? Think Again.

In 2017, Cylance® prevented close to 3,918 unique attacks per enterprise worldwide, a growth of about 13.4% from 2016.

[Read the Cylance Threat Report here.](#)

According to Ponemon, attackers stay within a network for 146 days on average before they are detected, and a data breach, on average, costs a company roughly \$3.62 million.<sup>1</sup>

With that attack volume, the ever-evolving nature of modern attacks, and that much cost associated with a breach, a reactive security strategy amounts to serious compromise and massive financial loss.

<sup>1</sup> 2017 Cost of Data Breach Study: Global Overview (Rep.), (2017), Traverse City, MI: Ponemon Institute.

**3,918** unique attacks

**13.4%** growth YoY

**146** days on average

**\$3.62** million



## Beat the Clock

Cylance engaged SE Labs to independently assess CylancePROTECT's ability to predict and prevent unknown threats.

SE Labs pitted the May 2015 version of CylancePROTECT® — without a cloud connection or updates — against some of the most destructive and disruptive threats to appear between 2016 and 2018, after the model was trained and deployed.

The test gave rise to a new security efficacy unit of measurement: Predictive Advantage, defined as "the time difference between the creation of an AI cybersecurity model and the first time a threat is seen".



— May 2015

## CYLANCE PROTECT

### CylancePROTECT vs. Threat's First Appearance in the Wild

CylancePROTECT's Predictive Advantage ranged from 11 months up to 33 months, with an average value of 25 months of protection.

"CylancePROTECT was able to recognise and protect against threats that would not appear in real life for up to two years and nine months into the future."

— SE Labs



**Nov. 2016**

**Locky** appears. CylancePROTECT users were safe, and had been protected for 18 months.



**May 2017**

**WannaCry** appears. CylancePROTECT users were safe, and had been protected for 24 months.



**June 2017**

**NotPetya** appears. CylancePROTECT users were safe, and had been protected for 25 months.



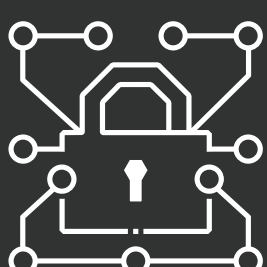
**Oct. 2017**

**BadRabbit** appears. CylancePROTECT users were safe, and had been protected for 30 months.



**Feb. 2018**

**Cerber** appears. CylancePROTECT users were safe, and had been protected for 33 months.



## Get Time On Your Side

With a Predictive Advantage, you'll rest easier with the knowledge that you're protected today from what may come tomorrow.

**Prevention Is Possible. It's About Time.**

To learn more about the CylancePROTECT Predictive Advantage, [download the SE Labs test report.](#)