

# Balbix: AI-Powered Cyber Risk Management

## Challenges

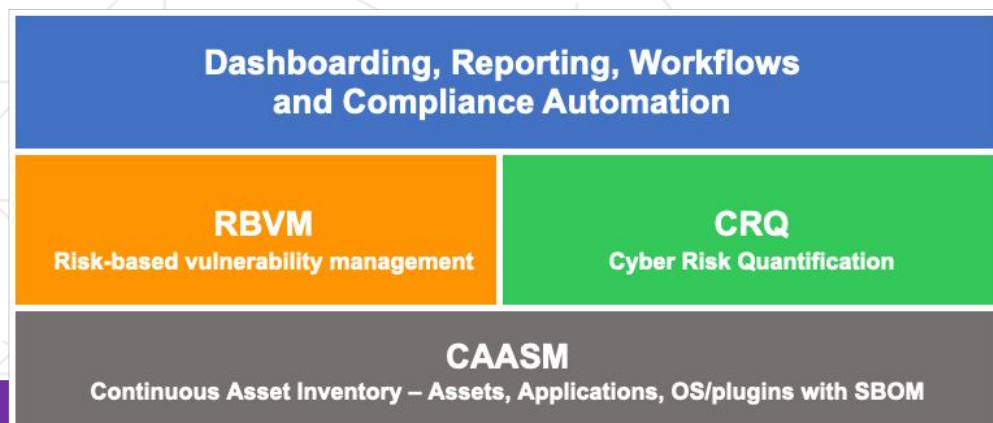
As a cybersecurity leader, you might find that your senior leadership does not understand cyber risks because your reporting is too technical. Cybersecurity decisions at your company are based on gut feelings rather than on data and business context. Prioritization of tasks and initiatives is hard, and your teams wind up focused on low-impact tasks and initiatives. Mitigating vulnerabilities is manual and slow, leaving the enterprise at high risk for weeks or months. Your team struggles with inaccurate/incomplete asset inventory, software versions, and business context.

## Solution

Balbix provides AI-powered Cyber Risk Management that enables your security team to rapidly reduce and manage cyber risks. CISOs can gain visibility into their entire attack surface, assess/measure risk (by groups of assets, business units, owners), and deliver actionable next best steps to reduce risks.

## Benefits

- Unified risk model in dollars enables better reporting and decisions
- Trace from dollars of risk to issues driving risk and break risk down by business unit, type, owners and more
- Accurate asset inventory across on-prem and cloud ensures better risk analysis
- Automate how you identify, prioritize, dispatch and mitigate vulnerabilities
- Prioritize tasks using data about vulnerabilities, threats, controls, exposure and business criticality
- Demonstrate ROI of cybersecurity initiatives



# Cyber Risk Quantification (CRQ)

Balbix’s CRQ capabilities help your organization understand your infosec program’s strengths and gaps, leveraging the data you already have. All stakeholders get the right information, metrics and tools to do their part in mitigating cyber risk. You can change your culture from “security is the CISO’s problem” to “security is everyone’s business.”

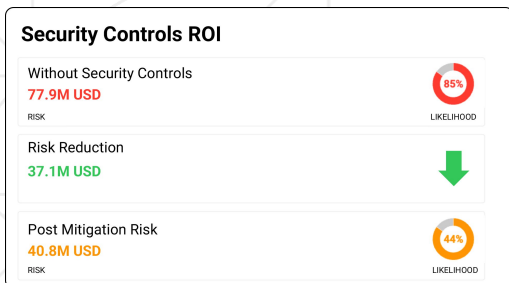
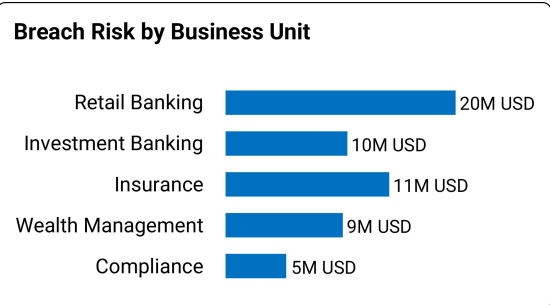
Risk is continuously calculated from asset-level data ingested from your existing tools, including vulnerabilities, threats, exposure, applicable security controls as well as business criticality.

$$\text{risk} = \text{likelihood} \times \text{impact}$$

$\text{likelihood} = f(\text{vulnerabilities, exposure, threats, mitigating controls})$ 
 $\text{impact} = g(\text{business criticality})$

## Translate Risk Into Monetary Terms

You can splice and dice risk by business unit, by site, by owner and trace to the underlying issues driving risk, while gaining actionable insights for risk reduction. You can also prioritize your cybersecurity initiatives and daily risk mitigation tasks based on cyber risk in dollars, instead of relying on ad-hoc scores.



## Report Risk & ROI to the C-Suite and Board in \$s

With Balbix, you can help your executives and board understand cyber-risk in dollars broken down by risk owners. Cybersecurity discussions and decisions become data-driven and not opinion-driven. You can demonstrate the ROI of your security program investments as you make progress.

“Balbix is an industry leading platform that consolidates cyber risks into a single reportable model. This technology is enabling us to scorecard our risk remediation performance and gain continuous visibility into open security issues.”

– Rhonda Gass, CIO, Stanley Black & Decker

# Cyber Asset Attack Surface Management

## Gain Comprehensive Visibility

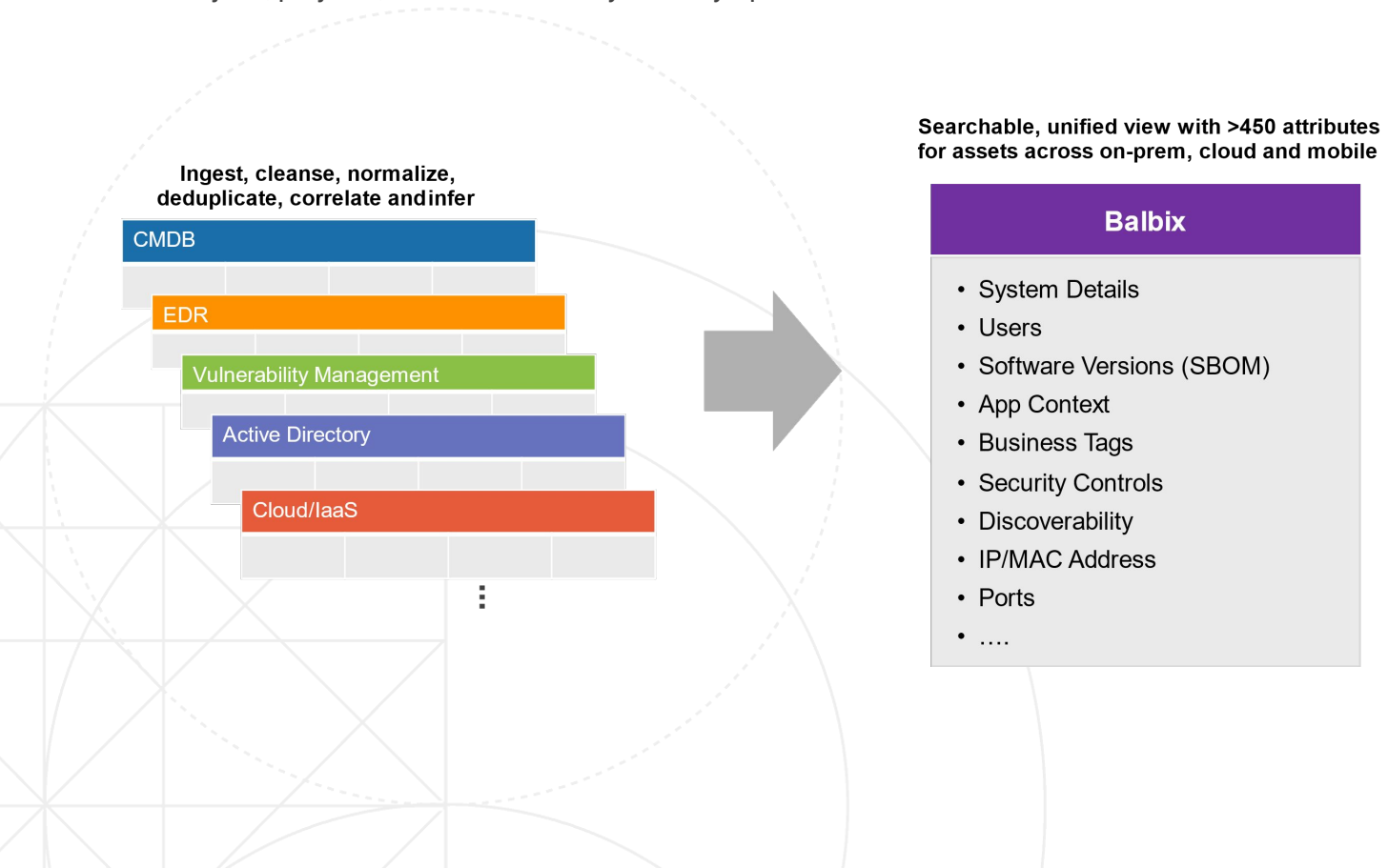
With Balbix, you get a continuous, unified view of all your assets. Balbix AI deduplicates, correlates, infers and aggregates asset data across your on-premises, cloud, hybrid, and IoT/OT environments into a single dashboard. You can automatically track 450+ attributes for each asset, including information about network interfaces, storage, open ports and services, system details, users, software inventory, and any existing (or missing) security controls.

## Detect End-Of-Life (EOL) Software

Balbix detects OS, browsers, plugins, and other software in your environment. Identify for remediation all EOL software before it can be exploited due to unpatched vulnerabilities.

## Search And Track All Assets

You can use Balbix to search your asset inventory using natural language and filtered search. Dynamic groups of assets that match specific attribute conditions can be defined, and then tracked in custom dashboards for the various jobs, projects, and workflows in your daily operations.



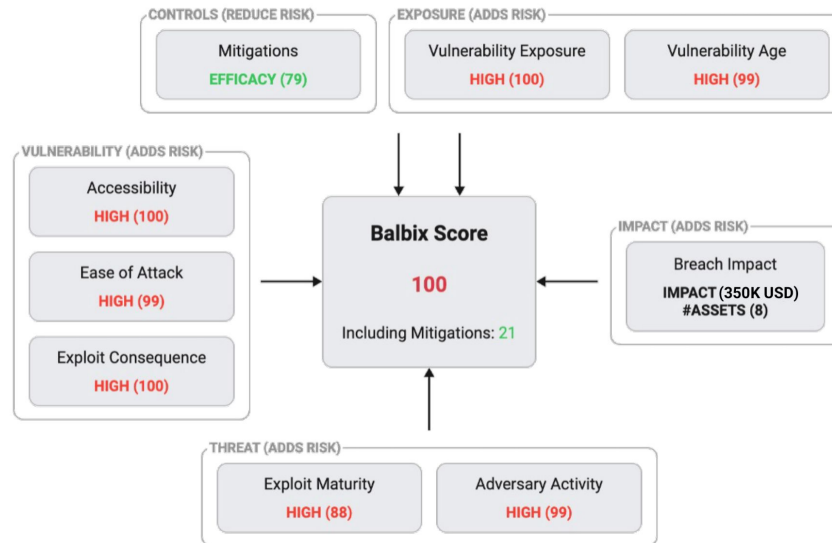
“Balbix provides best-in-class security risk assessment and inventory of equipment. The functionality of the system itself exceeds that of all others that we have reviewed.”

— AVP Technology Fortune 25 US Telco

# Risk Based Vulnerability Management (RBVM)

## Prioritize Vulnerabilities Based On Risk

Balbix's AI aggregates data from various vulnerability sources to help you gain visibility into all vulnerabilities. You can prioritize vulnerabilities based on severity, threats, exposure, security controls and as business criticality. Balbix tracks risk owners and patching/remediation groups, to automate workflows and reduce MTTP.



## Infer Vulnerabilities In Real-time

With Balbix, you can leverage AI to infer unseen vulnerabilities, eliminate duplicates, and reduce false positives rather than wait for periodic scans to complete. With this approach, organizations can reduce the risk of critical vulnerabilities going unnoticed.

## Incorporate Threat, Controls and Business Criticality to Score CVE instances

Balbix maps every CVE using MITRE ATT&CK to TTPs, and then calculate how effective your controls will be against these TTPs. Additionally, threat and exploit information and the asset's business criticality is leveraged to score the CVE instance.

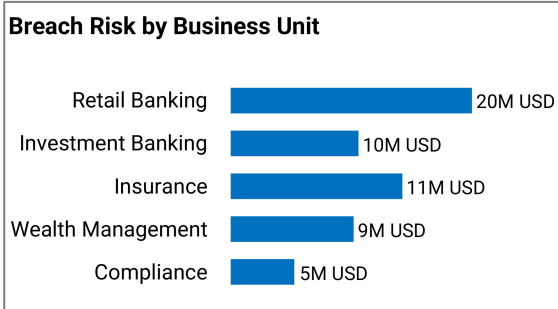
## Automate Dispatch & Ticketing

Integrate with ticketing platforms to create remediation tickets with fix/patch information, owners, and priority, significantly improving the time to remediate vulnerabilities.

“Time is of the essence to win in cybersecurity, so we invest in tools and architectures that give us a speed advantage. Balbix provides us with real-time security posture visibility, vulnerability prioritization, and reduces our MTTR for issues.”

— Daniel Gisler, CISO, Oerlikon

# Dashboarding, Reporting, Workflows, & Compliance Automation

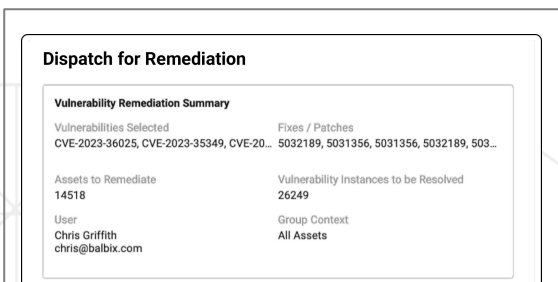
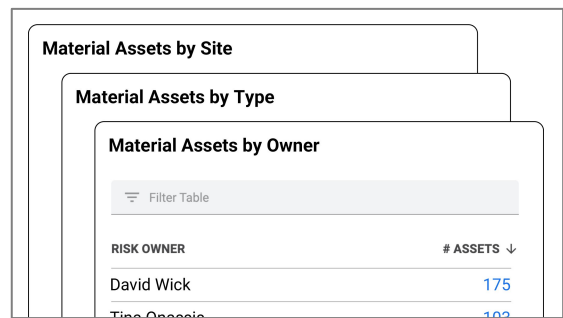


## Board Level & Executive Reporting

Balbix quantifies ROI on security investments, translates risk into currency and benchmarks risk management across diverse aspects of the organization, enabling CISOs to report on program success and justify budget requests with confidence.

## Maximally Automated Compliance

Balbix streamlines and automates cyber regulation compliance. We provide unified visibility into assets and quantifies risks in monetary terms for swift materiality assessment, ensuring confident 10-K filings and expedited Form 8-K responses.

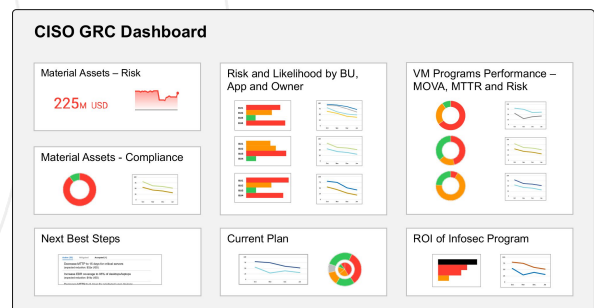


## Workflows, Alerts, etc.

Balbix automates reporting as well as dispatch and remediation ticketing that includes fix/patch information, owners, and priority, which significantly improves MTTR and MOVA.

## Dashboarding

Balbix enables CEOs to quickly generate customized board reports and dashboards and offers personalized risk views for stakeholders,



# Questions That Balbix Can Help Answer

With Balbix, you can answer thousands of questions that come up as your security and risk management colleagues go about their daily work. Balbix's search allows you to define a query using the vocabulary of cybersecurity, IT, business tags/names and cyber risk- think Google for cybersecurity! These queries define dynamic groups which are can then be dashboarded, assigned to owners, used for reporting and triggering workflows.



With the ability to ask such questions and get real-time answers, to create groups, tie them to owners and dashboard them, security decision-making becomes data-driven and no longer based on gut feelings or opinions. Balbix customers routinely use these capabilities to mitigate vulnerabilities such as Log4j and Spring4Shell in hours and days instead of months, to decide what risk areas need investment, and to show return on security investment (ROSI) for projects.

## It is easy to get started...

Reading the last few pages may have you thinking: "this must surely be a heavy lift requiring months of deployment and baselining". The exact opposite is true! Balbix pilots with enterprise-wide scope and production data take a few hours to plan and an hour to implement. If you wish, you can sample all the capabilities described in this document running in your environment next week. Our pilots roll forward naturally into full production in times ranging from a week or two (small to mid-size orgs) to 3-4 months (Fortune 500).

