THE THREE WAVES OF SECURITY INNOVATION

EARLY INTERNET
FIREWALLS & ANTI-VIRUSES
Attack Vectors to Monitor: Limited

1988: First firewall, packet filters, developed by DEC
1988: Robert Morris introduces the first computer worm, effectively shutting down the early Internet
1989: First firewall, packet filters, developed by DEC

THE RISE OF MOBILE & CLOUD
APT, NEXT GEN FIREWALLS & END POINT SOLUTIONS
Attack Vectors to Monitor: Hundreds

2009: Palo Alto Networks launches next generation firewall containing application awareness, extra-firewall intelligence, and upgrade paths
2010: Yahoo suffers the largest data breach in history, reflecting 3B user accounts
2013: Yahoo suffers the largest data breach in history, reflecting 3B user accounts

THE ERA OF INFINITE DATA, AI & IoT
NEW APPROACHES: CONTEXTUAL, AL-BASED, PROACTIVE
Attack Vectors to Monitor: Millions

2017: Equifax breach exposes financial information of 143M consumers. 100GB of data, including birthdays of doctors
2018: Sophisticated adversaries launch precision targeted attacks that rely on demographics and psychographics
2019: Sophisticated adversaries launch precision targeted attacks that rely on demographics and psychographics

Trend toward visibility and control of managed assets, primarily reactive response

NEW ATTACK VECTORS EXponentially and continually increasing and evolving

NEW MALWARE SAMPLES RANGE FROM 30K TO 50K PER DAY

IoT Compromises increasing.

The top three botnet kits — Andromeda, Gamarue and Wuchuan estimated to be responsible for compromising more than a million devices a month

MORE THAN 200,000 NEW MALWARE SAMPLES RELEASED PER DAY

THIS IS NOT A HUMAN SCALE PROBLEM ANYMORE

Balbix is security for the Third Wave. Using specialized AI and deep learning for continuous inventory and monitoring of the attack surface, Balbix BreachControl offers proactive assessment of breach risk, a prioritized list of mitigation actions, and prescriptive fixes to avoid breaches and increase cyber resilience.

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