

Threat Intelligence Sales Scenarios

Decision makers: CISO, CTO, CIO

PROBLEMS

PROBLEM 1

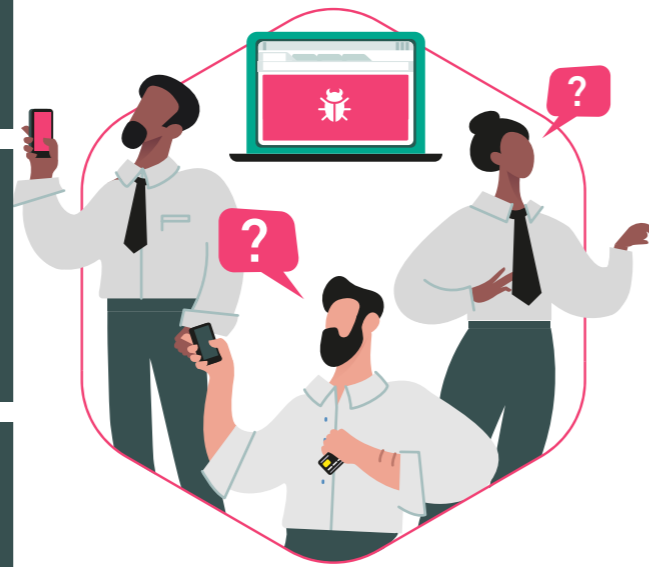
Constant pressure to identify the threats and implement process improvements to address these

PROBLEM 2

Difficulties communicating with non-technical executives around risks and threats to the business

PROBLEM 3

Lack of strategic understanding of the organization's security posture to inform and substantiate budgeting, staffing and training requests



BENEFITS

- A team of analysts speaking dozens of languages
- Information on attacks from both surface web and the dark web
- Insights into non-public investigations
- Clarity on the risks associated with an organization's digital footprint
- Proactive protection against the most damaging threats



SERVICES



Kaspersky
Financial Threat
Intelligence
Reporting

Tactical

Strategic

- Exclusive insights into industry-specific threats
- TTPs
- Early warnings
- IoCs and Yara rules



Kaspersky
APT Intelligence
Reporting

Tactical

Strategic

- Insight into non-public APTs
- Detailed supporting technical data access
- Continuous APT campaign monitoring
- Early warnings
- Addressing technical and non-technical audiences
- Retrospective analysis
- Threat actor profiles
- Mapping to MITRE ATT&CK



Kaspersky
Digital Footprint
Intelligence

Tactical

Strategic

- Perimeter inventory and vulnerabilities
- Tailored vulnerability and exploit analysis
- Malicious campaigns by region, industry or customer
- Data leakages
- Threats from the Dark Net

