

# Improving Cyber Defensive Postures | Breaches are Certain, Impact is Not

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Ken Liao, Vice President of Product Marketing



# Who Am I?



Over 10 years of InfoSec industry experience

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Helping businesses, schools, and government agencies protect their endpoints

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**Ken Liao, Vice President Product Marketing**



# Why Malwarebytes?

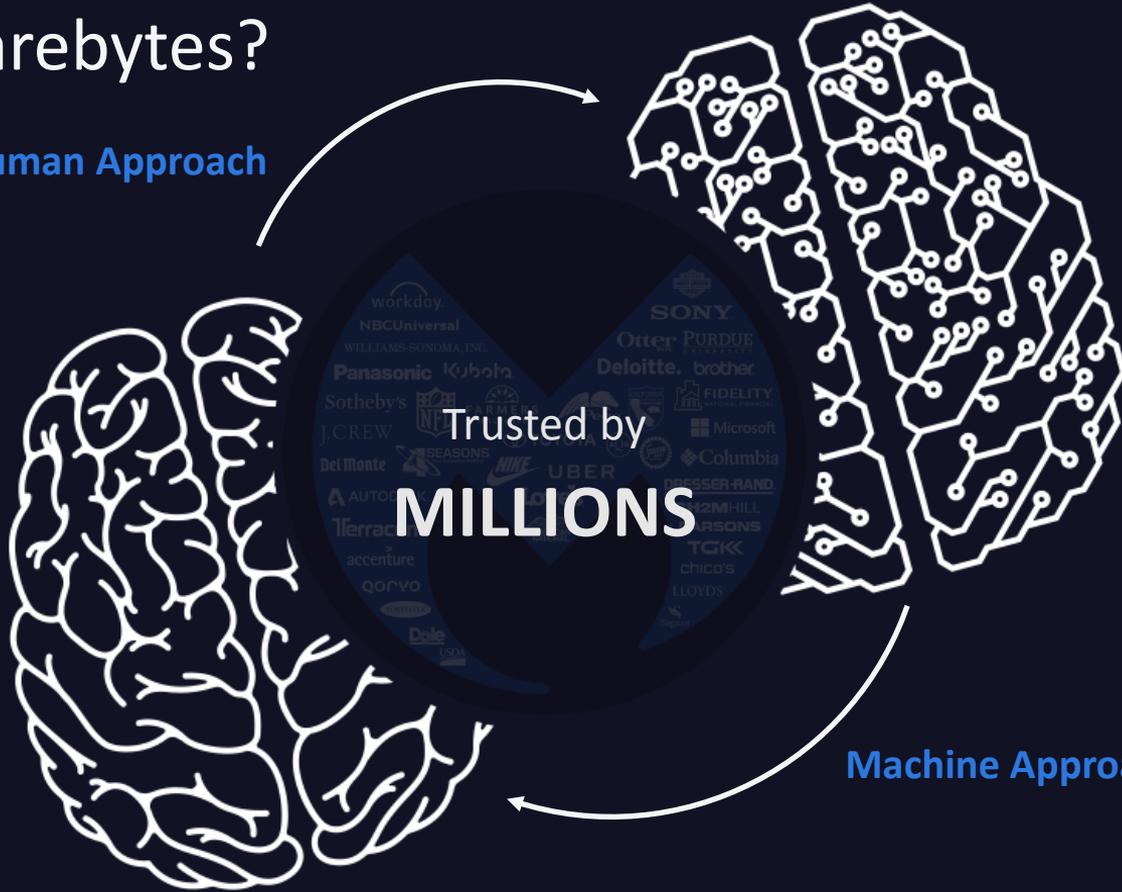


De facto STANDARD for [remediation](#)—you may be using Malwarebytes today!



# Why Malwarebytes?

Human Approach

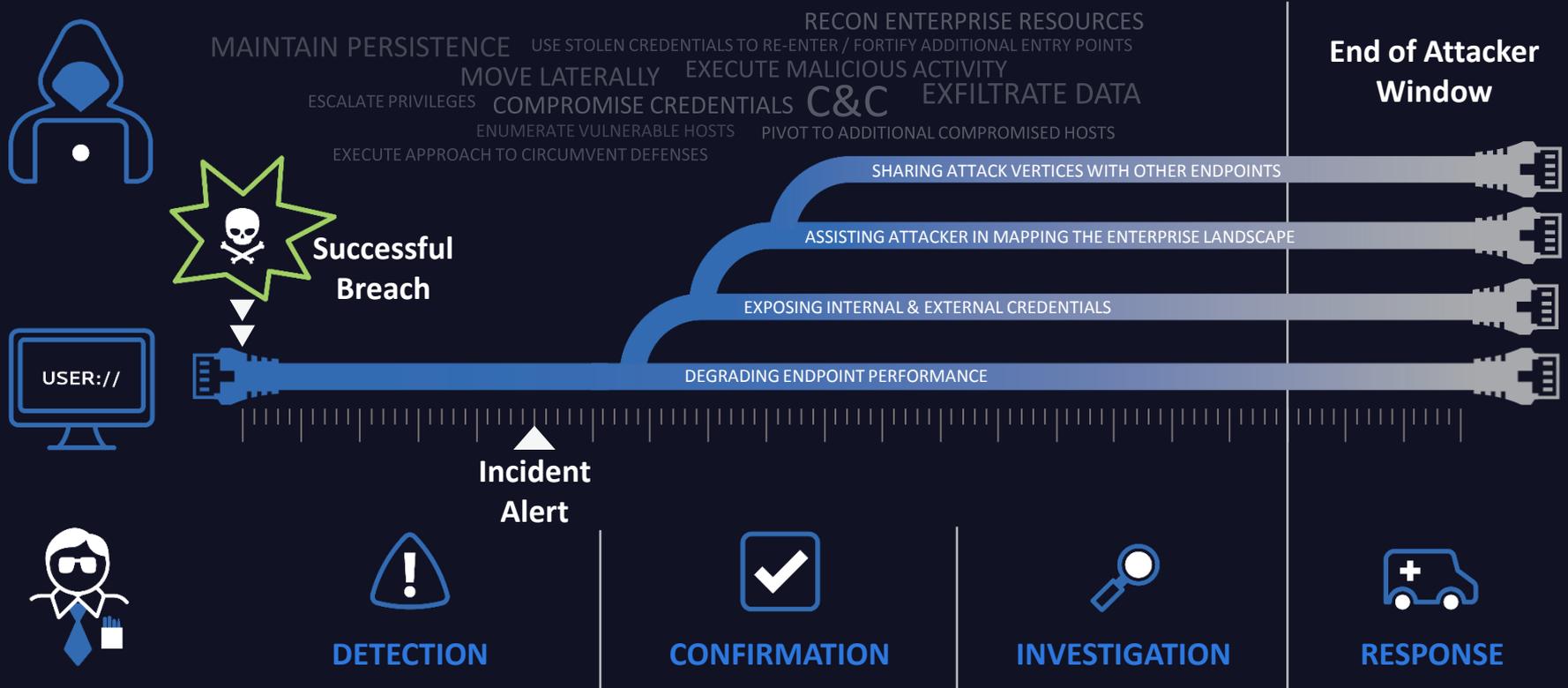


Machine Approach

De facto STANDARD for [remediation](#)—you may be using Malwarebytes today!



# Responding to Breaches



# Responding to Breaches

## Malwarebytes **BREACH REMEDIATION**

End of Attacker Window

Incident Alert

DETECTION

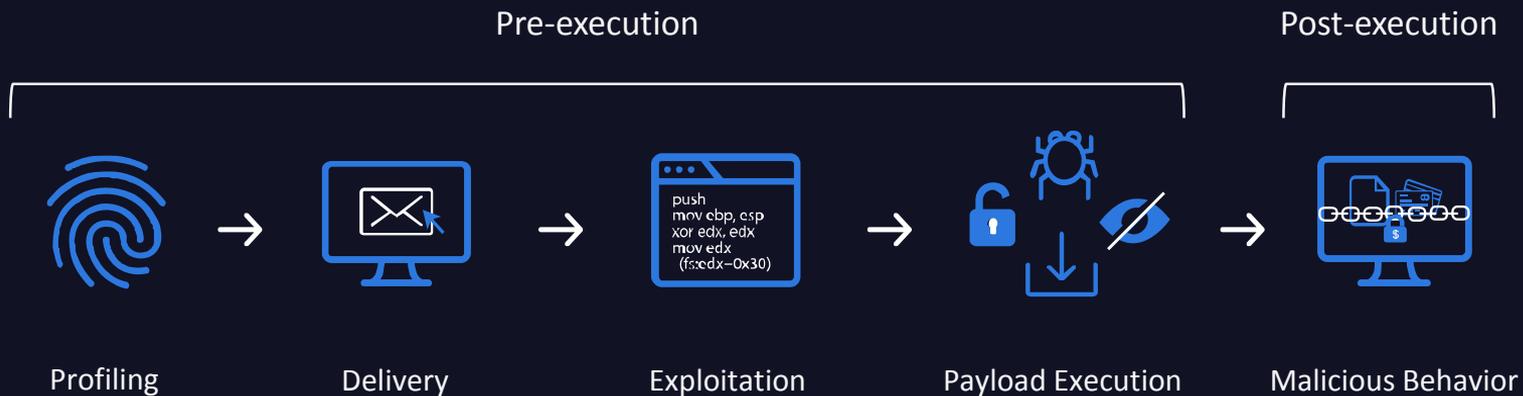
CONFIRMATION

INVESTIGATION

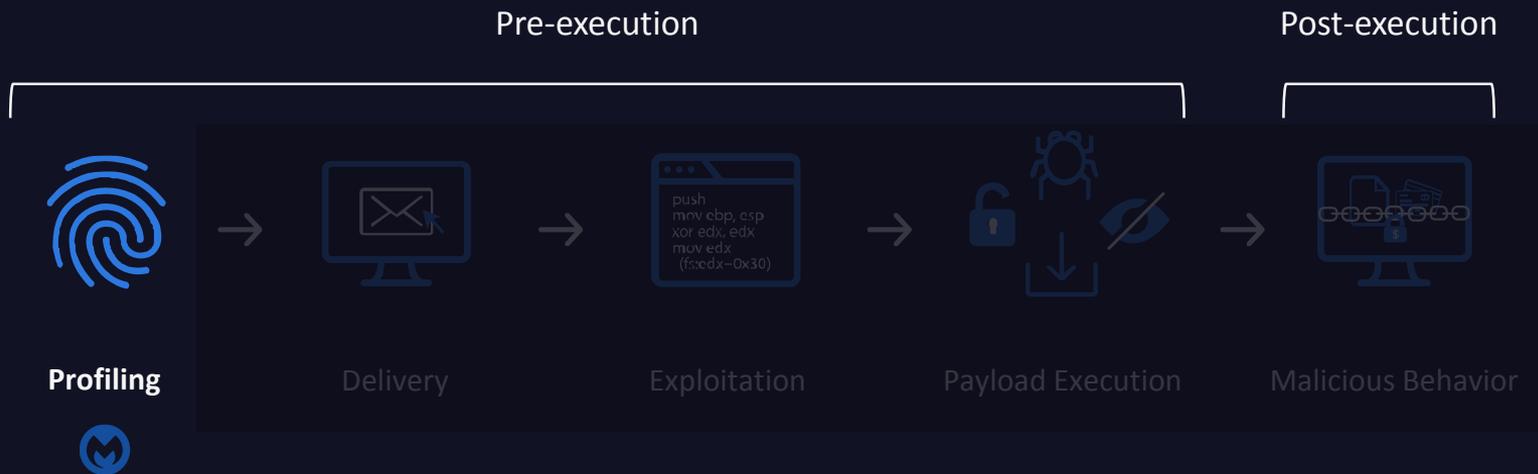
RESPONSE



# Breaking the Attack Chain



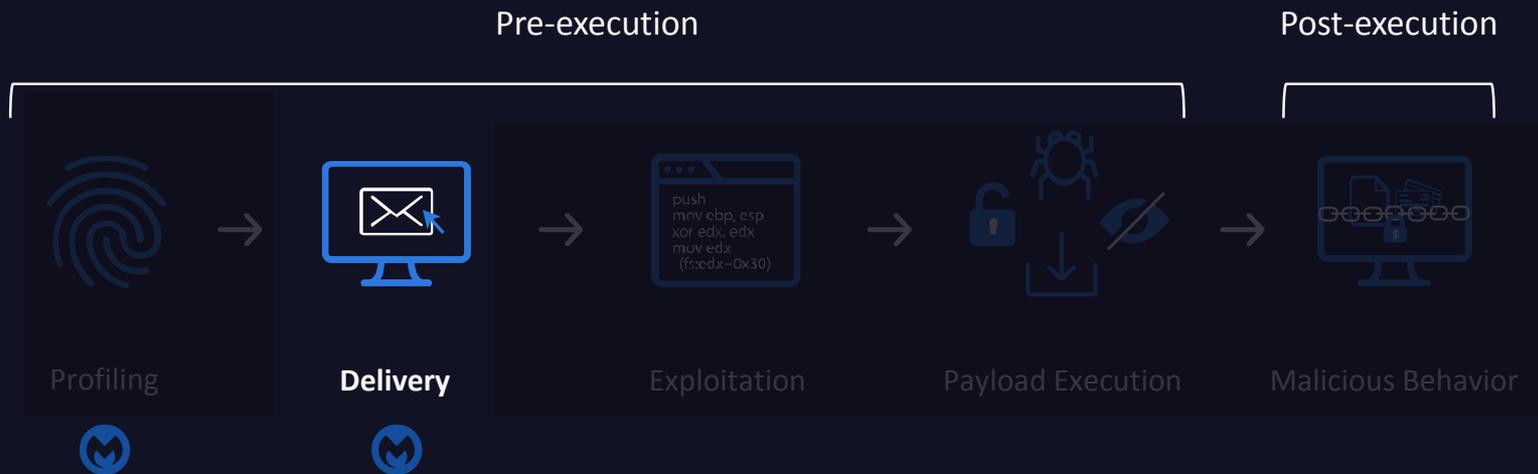
# Breaking the Attack Chain



- **Application hardening** reduces vulnerability surface and proactively detects fingerprinting attempts used by advanced attacks. (Signature-less)



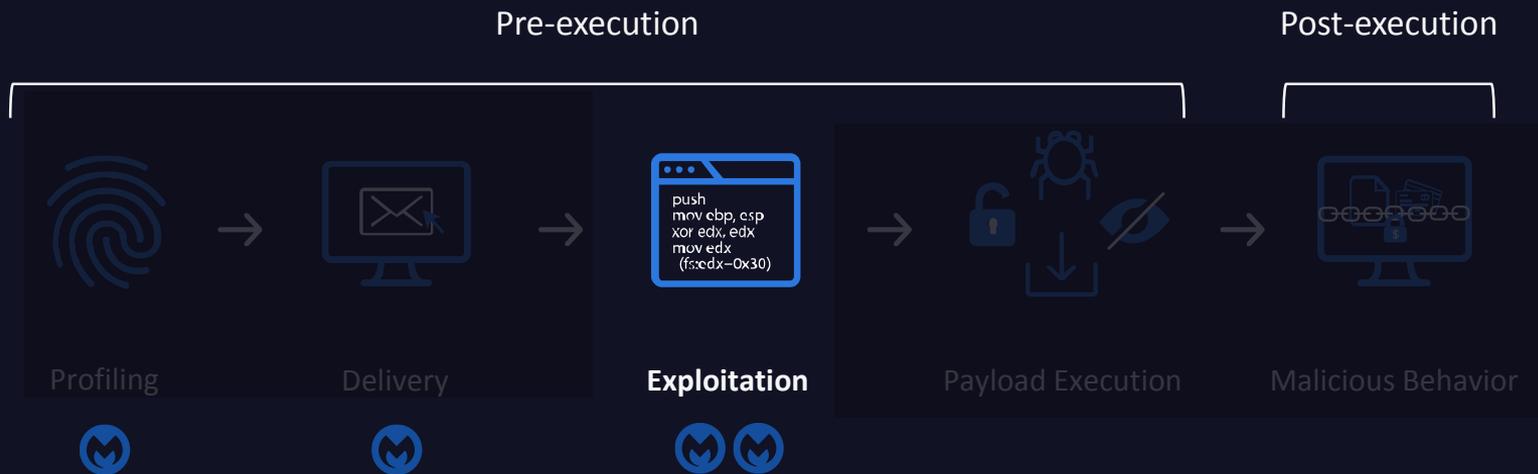
# Breaking the Attack Chain



- **Web protection** prevents access to malicious websites, ad networks, scammer networks, and bad neighborhoods



# Breaking the Attack Chain



- **Exploit mitigations** proactively detect and block attempts to abuse vulnerabilities and remotely execute code on machine. (Signature-less)
- **Application behavior protection**, prevents apps from infecting the machine. (Signature-less)



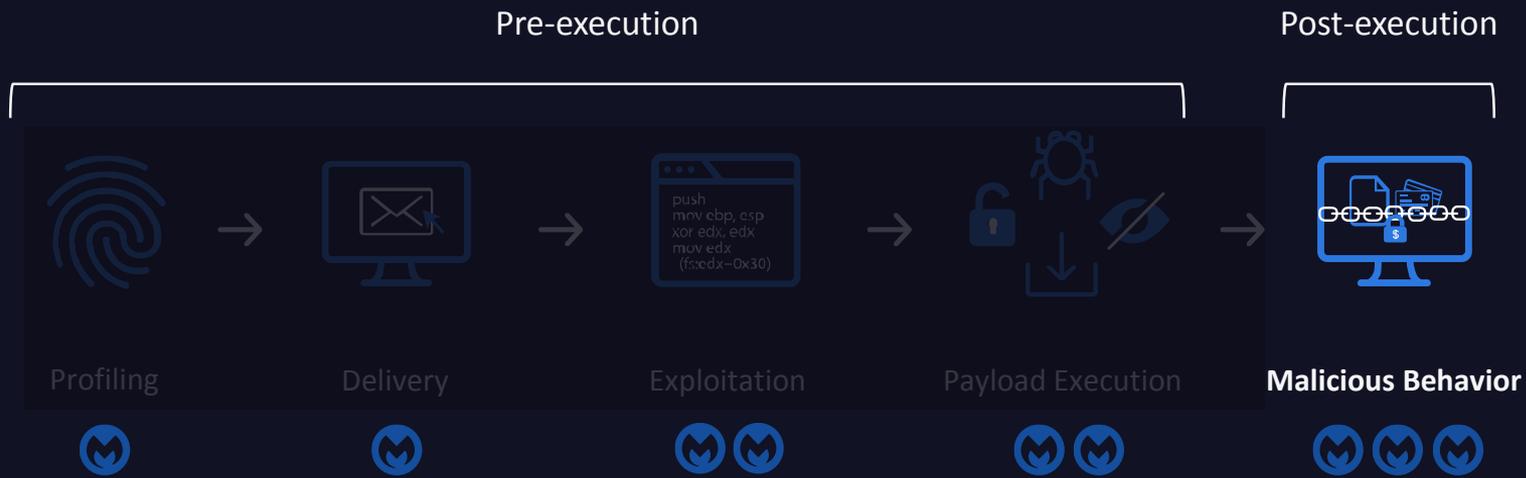
# Breaking the Attack Chain



- **Payload analysis** with heuristic and behavioral rules, identifies entire families of known and relevant malware.
- **Machine learning** (in beta) proactively identifies viruses and malware. (Signature-less)



# Breaking the Attack Chain



- **Ransomware mitigation** detects and blocks ransomware via behavior monitoring technology. (Signature-less)
- **Callback protection** prevents access to C&C servers and other malicious websites.
- **Incident response** engine quickly and thoroughly removes infection and all artifacts. (Signature-based & signature-less)



# Breaking the Attack Chain



# Thank you

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