McAfee™
Together is power.

Device-to-Cloud Cybersecurity

Automating the threat defense lifecycle

Morten Jean Jensen, Enterprise Account Manager, Denmark

McAFEE CONFIDENTIAL

(Re)introducing McAfee.
The device-to-cloud
cybersecurity company.

Our Brand Promise

We believe that no one person, product, or organization alone can secure the digital world.

It's why we rebuilt McAfee around the idea of working together: People working together. Products working together. Organizations and industries working together.

We aim to inspire collaboration among our customers, partners—even our competitors—to make the connected world a safer place.

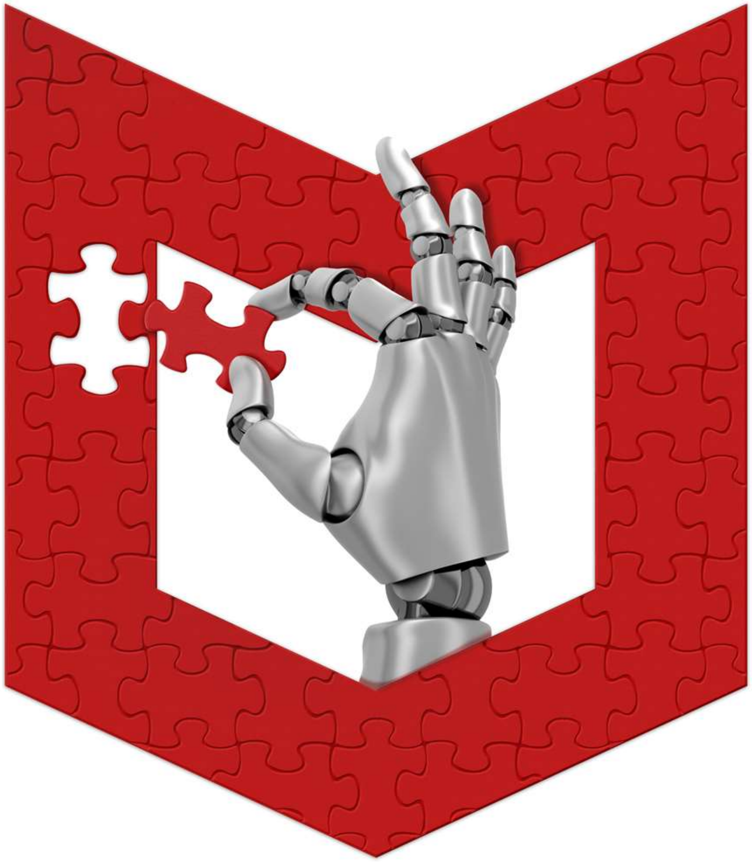
McAfee. Together is power.

McAfee. The device-to-cloud cybersecurity company.

- Open Ecosystem, Integrated Platform
- Modern Architecture
- Leading-edge Threat Security

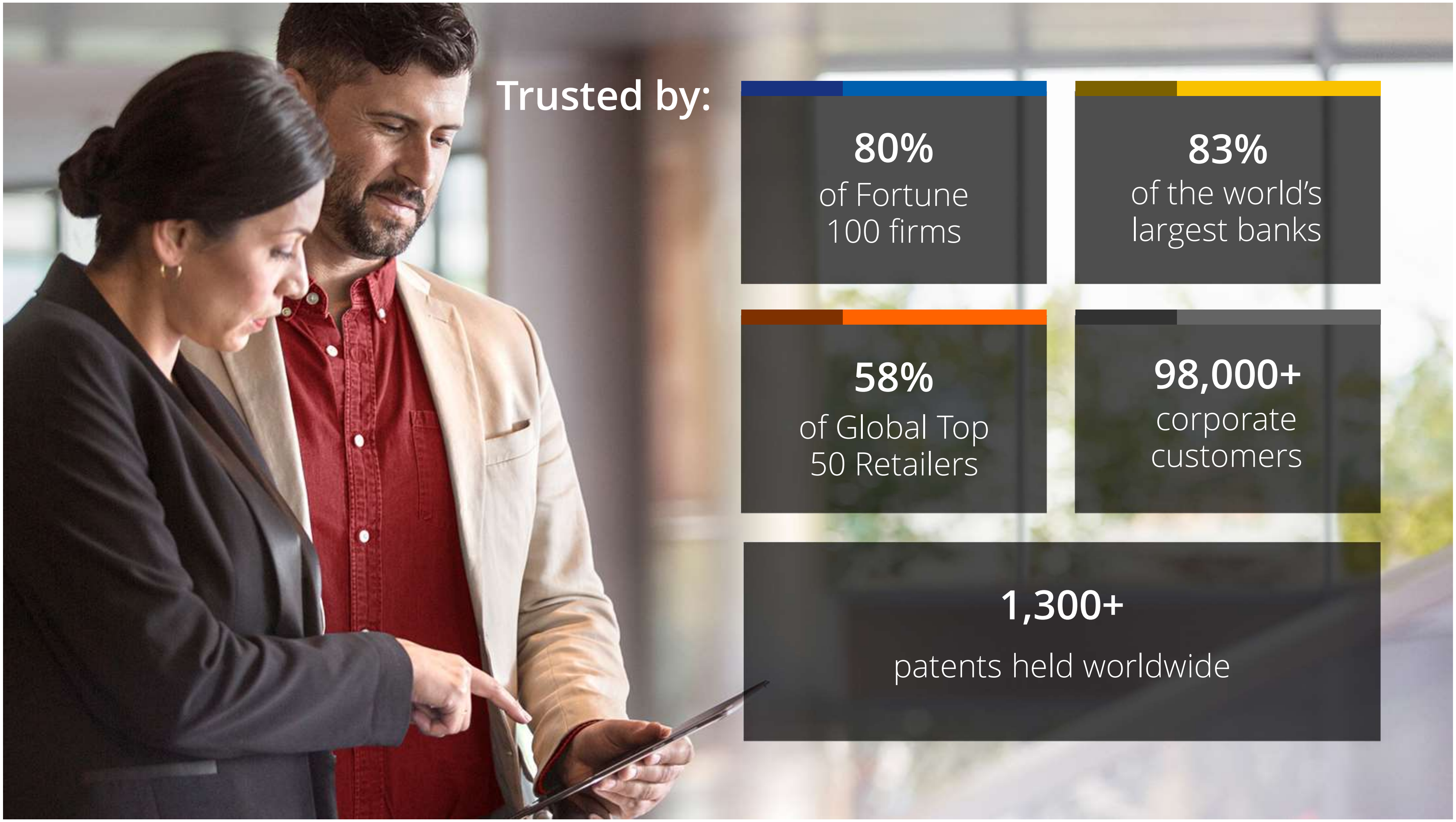
The best of all cybersecurity worlds.
All on one leading-edge platform.

McAfee. The device-to-cloud cybersecurity company.



The McAfee Advantage: Intelligence-Driven Security

- Responding to **45 billion** threat queries per day
- Learning from over **750 million** local detection informational records per day via our Global Threat Intelligence
- Executing over **200,000** files per day in our sandbox
- Analyzing over **400,000** different URLs and **800,000** files per day
- Identifying over **600,000** new threats per day
- Protecting **400M** consumer devices and **462M** total endpoints and leveraging for machine learning models
- Holding **1,300** patents worldwide



Trusted by:

80%
of Fortune 100 firms

83%
of the world's largest banks

58%
of Global Top 50 Retailers

98,000+
corporate customers

1,300+
patents held worldwide

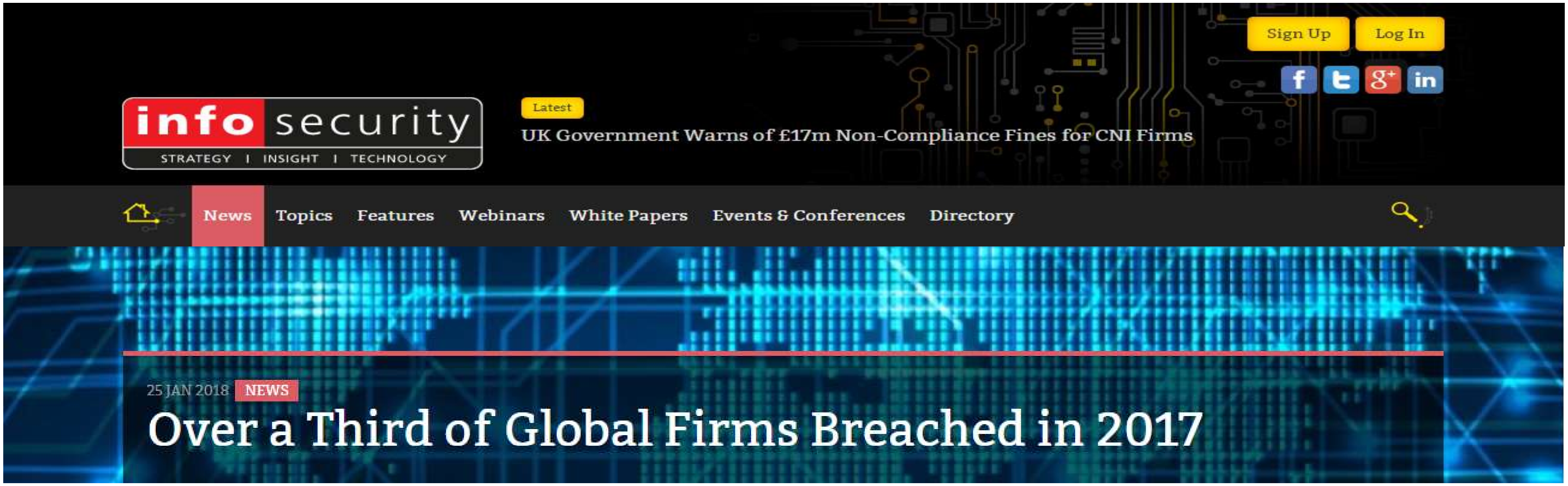
We have a single pledge to defend the world from cyber threats

We dedicate ourselves to keeping the world safe from cyber threats.

Threats that are no longer limited to the confines of our computers, but are prevalent in every aspect of our connected world. We will not rest in our quest to protect the safety of our families, our communities, and our nations.

McAfee. The device-to-cloud cybersecurity company.

The State of Enterprise Security, *2018 Thales Data Threat Report*



UK Government Warns of £17m Non-Compliance Fines for CNI Firms

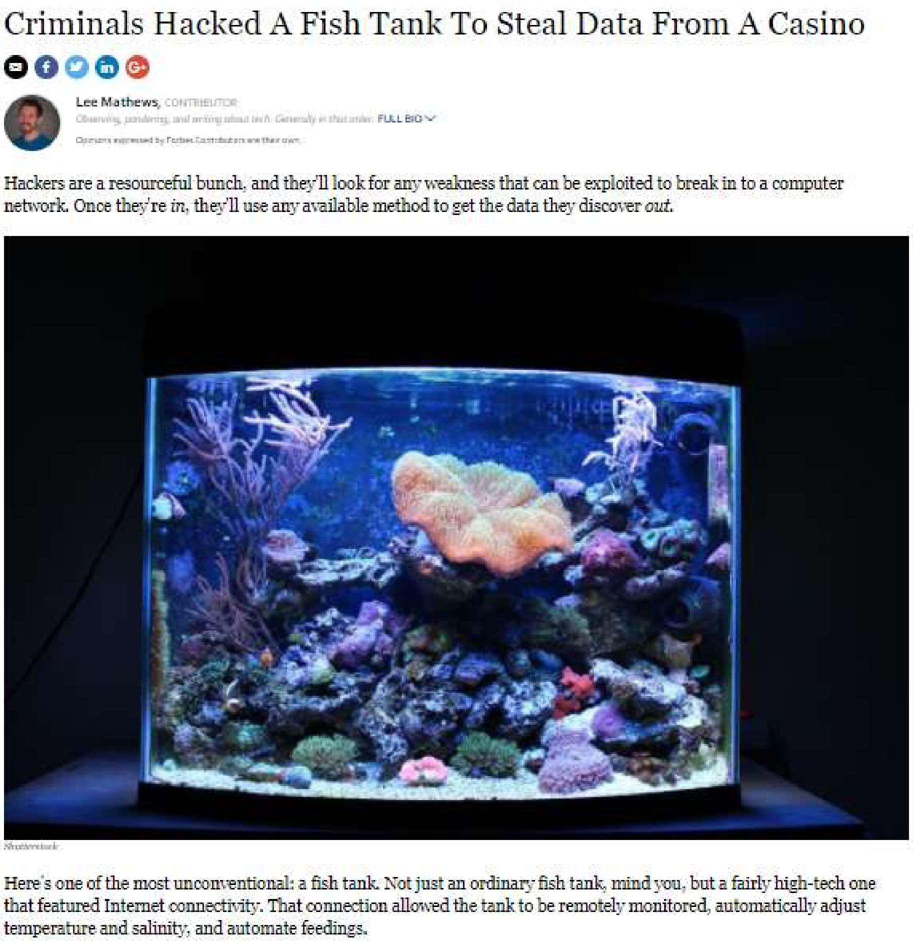
25 JAN 2018

Over a Third of Global Firms Breached in 2017

- 36% of global organizations were breached last year
- 10% increase from 2016
- 44% of IT leaders claiming to feel “very” or “extremely” vulnerable to data threats
- 42% of organizations using more than 50 SaaS applications
- 57% using three or more IaaS vendors
- 94% store or use sensitive data in cloud

IoT Hacks

"The chain is as strong as it's weakest link."



Criminals Hacked A Fish Tank To Steal Data From A Casino

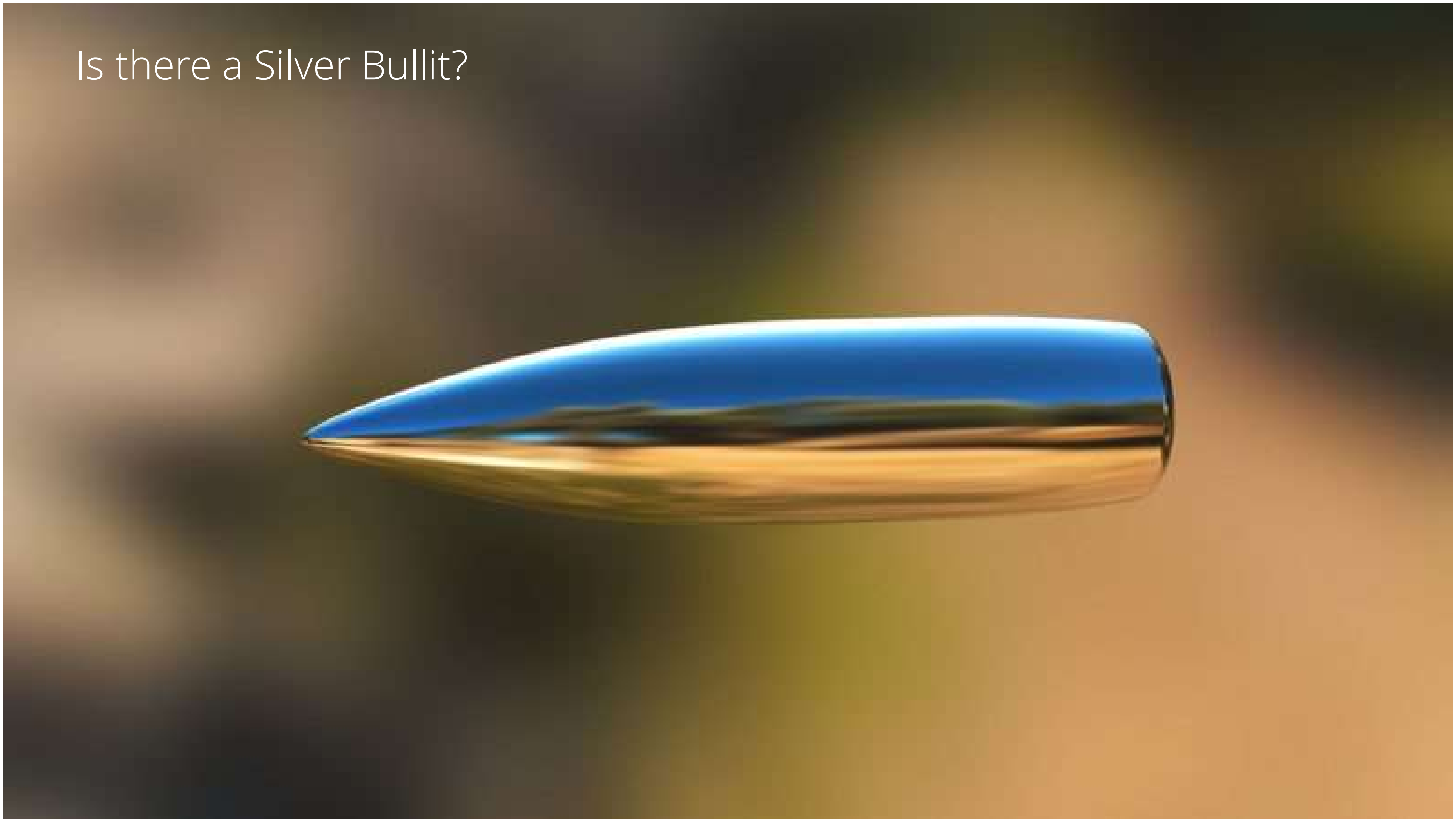
Lee Mathews, CONTRIBUTOR
Observing, pondering, and writing about tech. Generally in that order. FULL BIO
Opinions expressed by Forbes Contributors are their own.

Hackers are a resourceful bunch, and they'll look for any weakness that can be exploited to break in to a computer network. Once they're *in*, they'll use any available method to get the data they discover *out*.

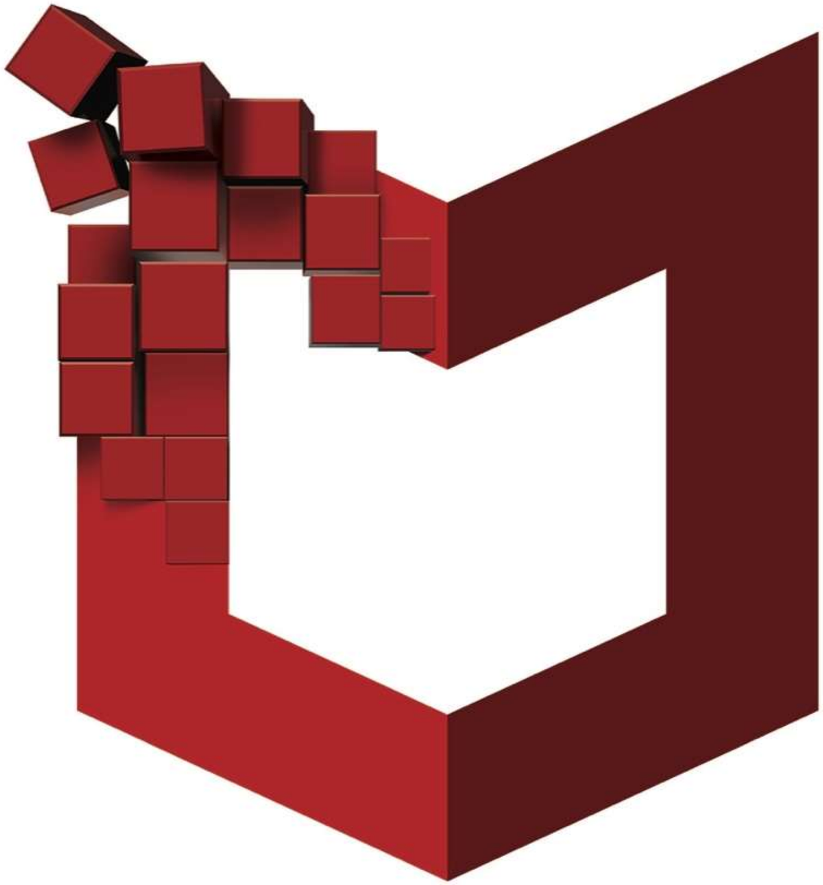
Shutterstock

Here's one of the most unconventional: a fish tank. Not just an ordinary fish tank, mind you, but a fairly high-tech one that featured Internet connectivity. That connection allowed the tank to be remotely monitored, automatically adjust temperature and salinity, and automate feedings.

Is there a Silver Bullit?



True security is not
an increasing patchwork
of features.



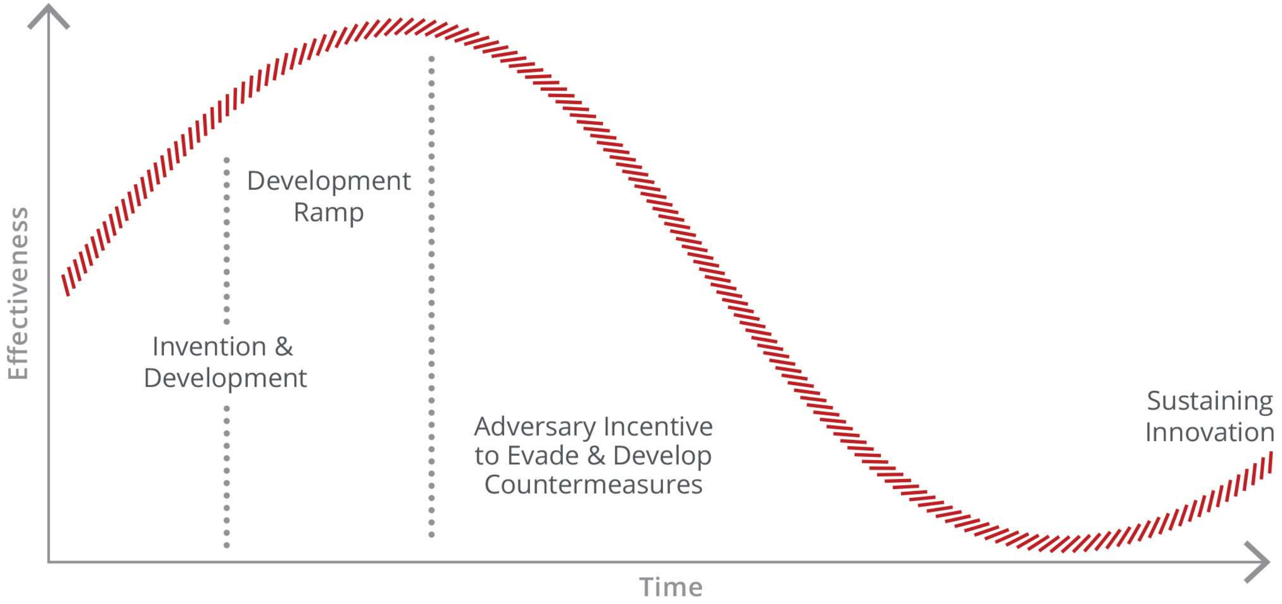
A cybersecurity leader with massive scale serving companies, governments, and consumers.

- **What:** We protect data and stop threats.
- **Where:** We do so from device to cloud.
- **How:** With an open, proactive, intelligence-driven approach.

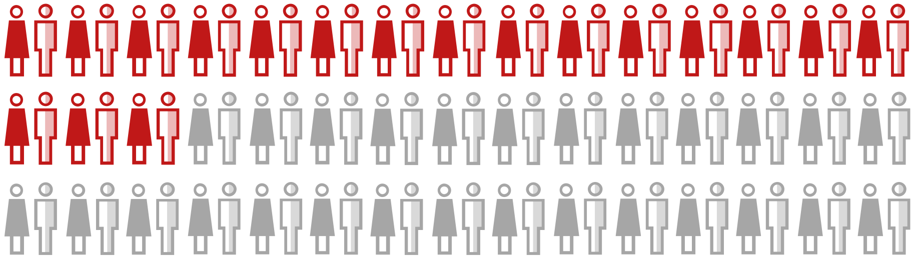
A company that has been leading in cybersecurity for decades, reinvented for the future of business, and technology.

McAfee. The device-to-cloud cybersecurity company.

As new defense technologies are adopted widely, their effectiveness decreases. Therefore, speed is critical.



1. Polymorphism (Antivirus)
2. Sandbox Fingerprinting
3. Poisoning of Machine-Learning Models



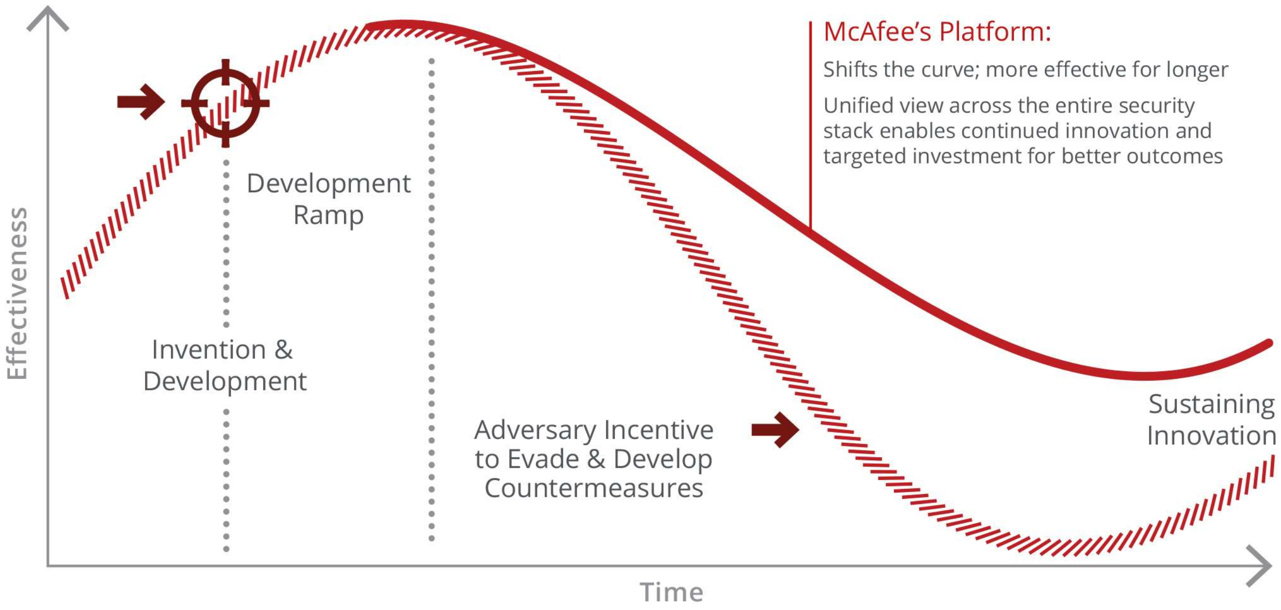
Cybersecurity is facing a significant talent shortage—up to **3.5M** cybersecurity jobs will be unfilled by 2021.

We can't create more people, and this drought comes in an environment of rapidly advancing technology and rapidly proliferating threats.

Cybersecurity Ventures.

- 3.5M cybersecurity jobs will be unfilled by 2021

McAfee offers an open, integrated, extensible platform that provides all the advantages of the latest security protection technology and the ease of one ecosystem.



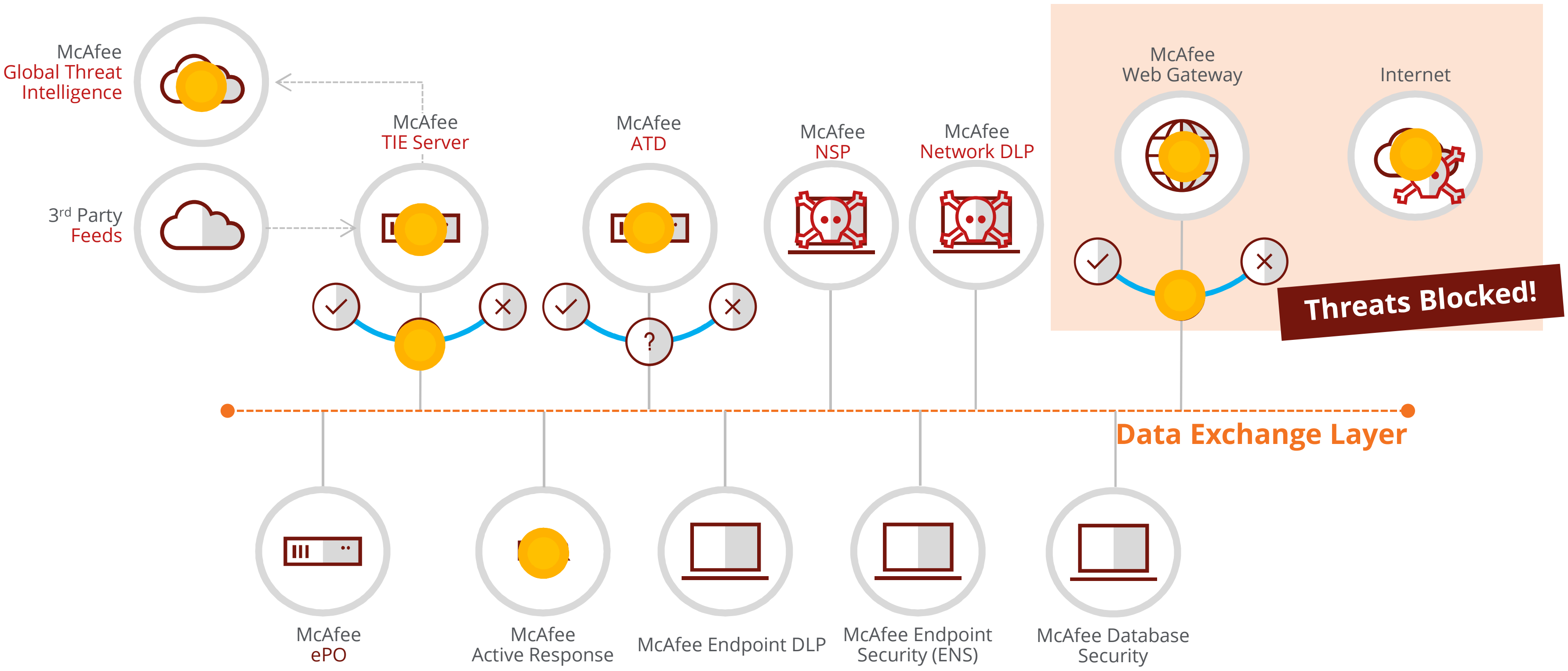
McAfee's Platform:

Shifts the curve; more effective for longer

Unified view across the entire security stack enables continued innovation and targeted investment for better outcomes

1. **On-board:** On-board new technology faster, addressing talent, and shelfware issues.
2. **Streamline:** Streamline communication via a common messaging bus to detect threats once and protect the entire environment.
3. **Simplify:** Simplify the back-office environment and eliminate the risk from vendor fragmentation, which can introduce gaps in your defenses

Dynamic Threat Defense Platform



The starting point for McAfee's open, integrated solution is the **Data Exchange Layer (DXL)**—a common communications layer that connects products and capabilities developed from a vibrant ecosystem of players.

DXL is...

Open

DXL is a bi-directional, open communication platform connecting your security solutions into a single ecosystem.

Integrated

DXL provides a standardized communication layer for all products, regardless of their underlying proprietary architecture.

Simple

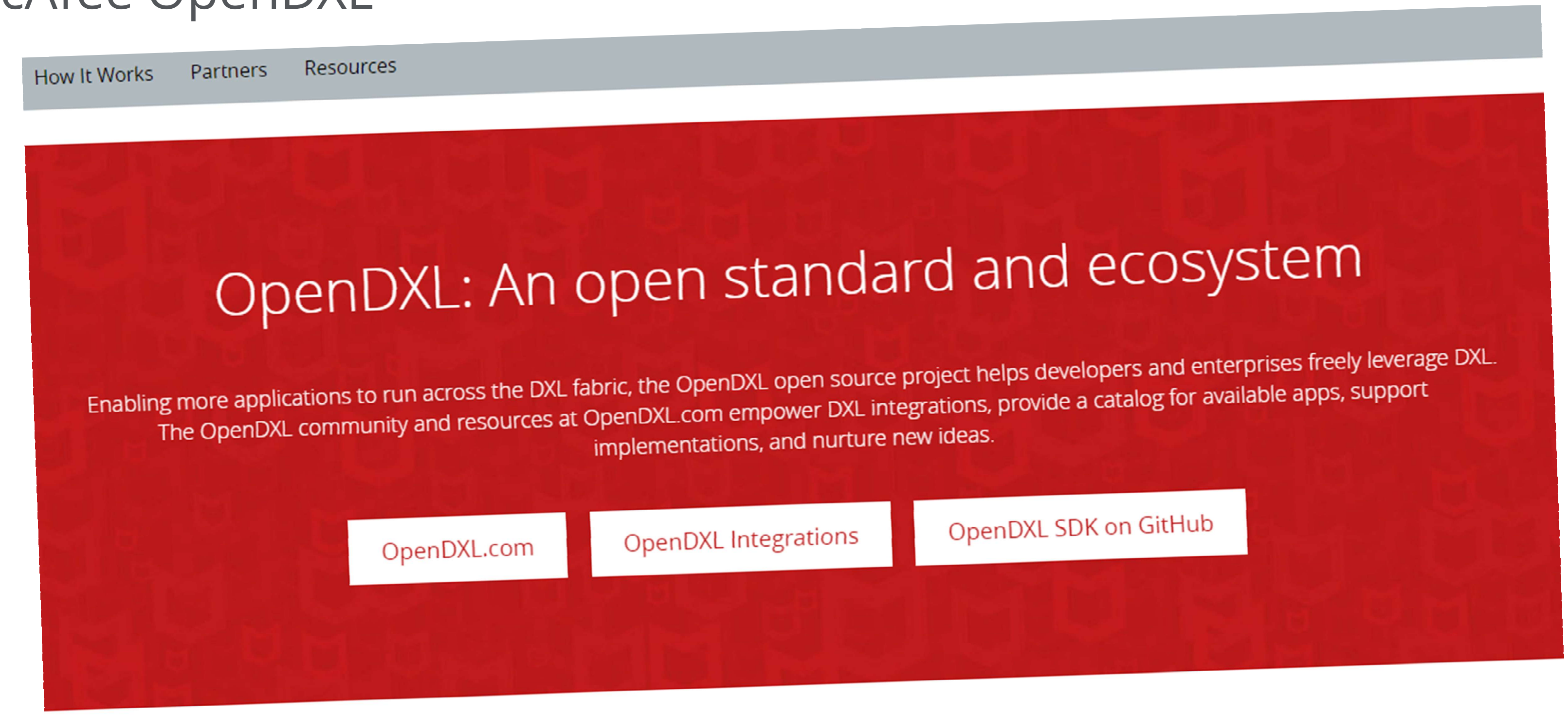
DXL dramatically simplifies integrations with a one-time setup, while encouraging open vendor participation.

Fast

With this increased speed, agility, and scalability you strengthen the foundation for threat detection and response across the IT landscape.

Security Information Application Framework

McAfee OpenDXL



OpenDXL: An open standard and ecosystem

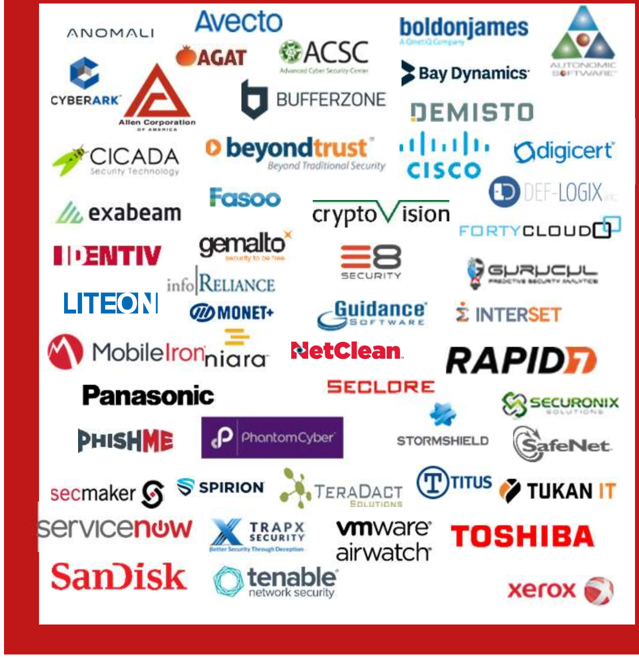
Enabling more applications to run across the DXL fabric, the OpenDXL open source project helps developers and enterprises freely leverage DXL. The OpenDXL community and resources at OpenDXL.com empower DXL integrations, provide a catalog for available apps, support implementations, and nurture new ideas.

McAfee Security Innovation Alliance Ecosystem

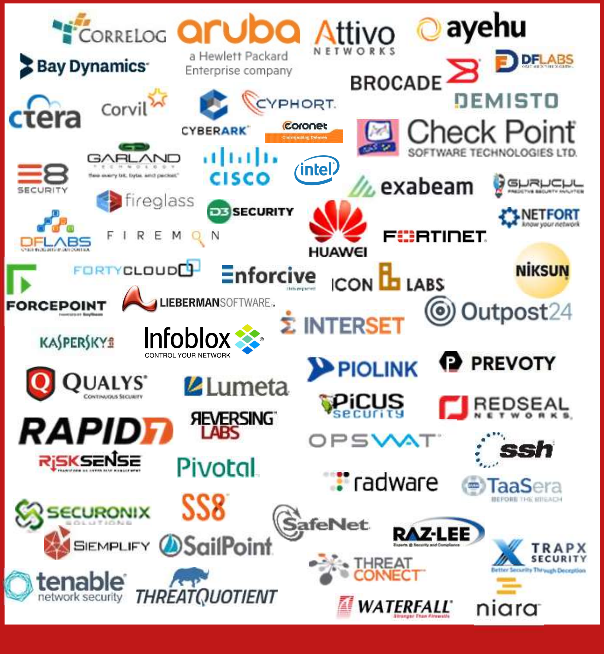
Security Management

Applications & Database	Authentication & Encryption	Data Loss & Content Protection	Endpoint, BYOD & Mobile	Incident Response & Forensics	Network Security & Mgmt.	Risk & Compliance	Cloud & Other Security

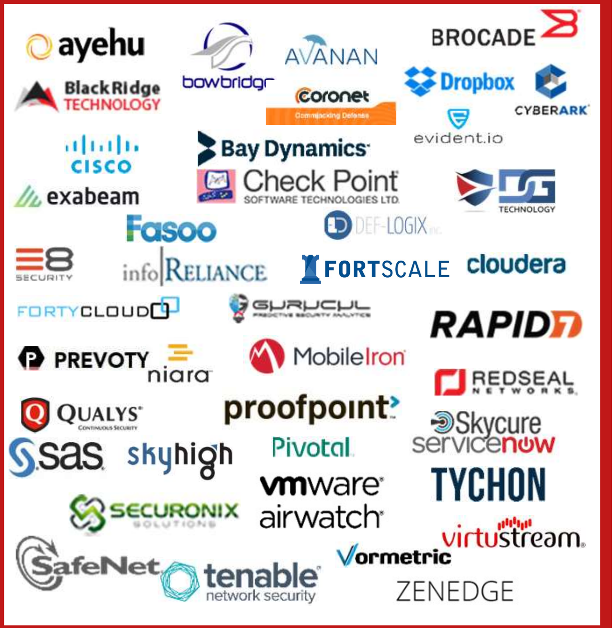
ENDPOINT



NETWORK

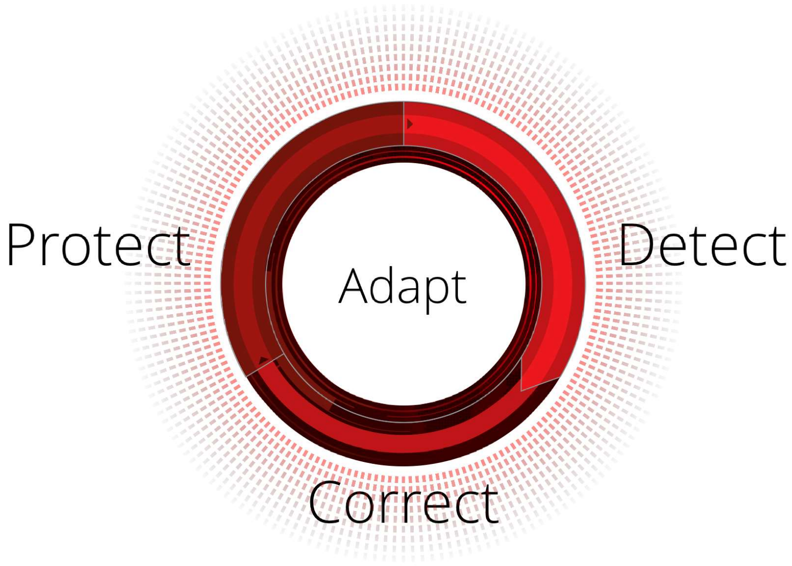


CLOUD & DATA CENTER



What it all boils down to

Delivering an integrated and open security system focused on endpoint and cloud security control points, unified in security operations through management, threat intelligence, analytics and orchestration

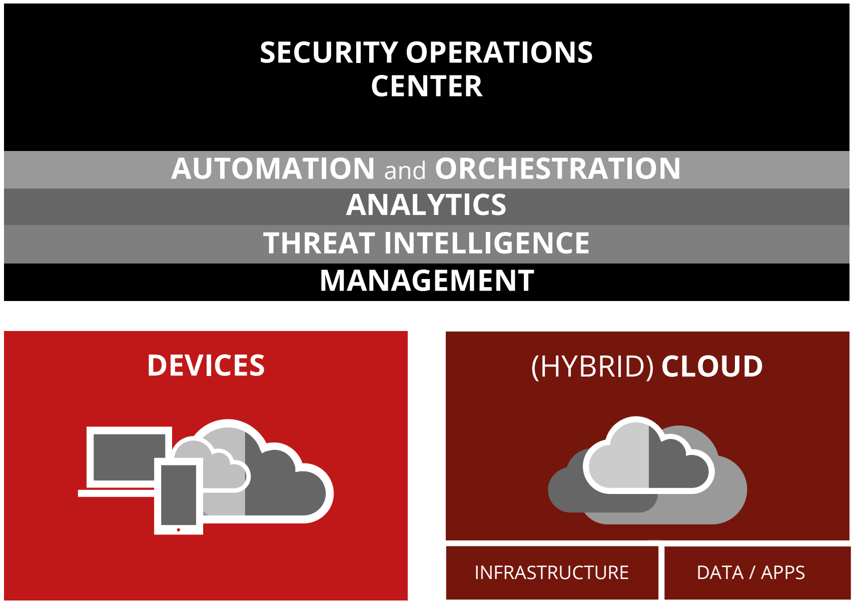


Protect

Detect

Correct

Adapt



SECURITY OPERATIONS CENTER

AUTOMATION and **ORCHESTRATION**

ANALYTICS

THREAT INTELLIGENCE

MANAGEMENT

DEVICES

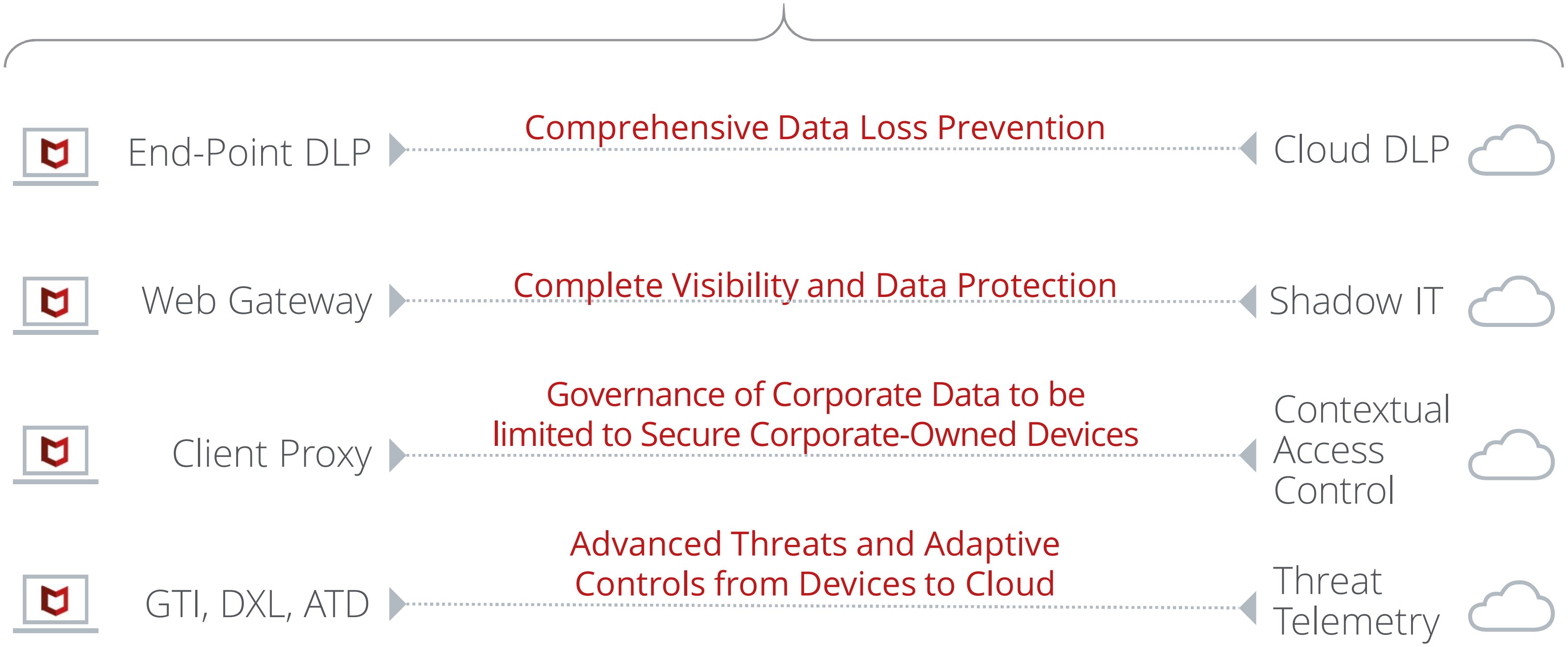
(HYBRID) **CLOUD**

INFRASTRUCTURE

DATA / APPS

Product Integrations Planned

Cybersecurity from the Device to the Cloud



End-Point DLP	Comprehensive Data Loss Prevention	Cloud DLP
Web Gateway	Complete Visibility and Data Protection	Shadow IT
Client Proxy	Governance of Corporate Data to be limited to Secure Corporate-Owned Devices	Contextual Access Control
GTI, DXL, ATD	Advanced Threats and Adaptive Controls from Devices to Cloud	Threat Telemetry

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