



RSA ECAT

Endpoint Threat Protection

Partner Positioning & Opportunity

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Endpoint Detection and Response (EDR)

(source: Gartner)



The MARKET OPPORTUNITY:

- \$400m market by 2016
- (\$200m in 2014)
- Growing 50% YR/YR
- Added value for your AV customers
- A new business opportunity for you



ECAT Case Study

I24 This is for a danish municipality. They want to replace Trend Micro AV with Microsoft and then "control" the security with ECAT. The discounts indicates Trend Micros price. Secu will handle a POC and they expect

Distributor name:	Secu Datacom	OK	Ship to name:	Secu Datacom	OK
Country	Denmark	OK	Address	Cydevang 17	OK
Contact name	Kim Skov Nielsen	OK	City	Allerød	OK
Contact email	kimm@secudatacom.dk	OK	Postal Code	3450	OK
Contact phone	4548108034	OK	Country	Denmark	OK
			Contact Name	Kim Skov Nielsen	OK
Reseller name:	Secu A/S	OK	Submit date	10/08/2015	OK
Address	A. P. Møllers Allé 17	OK	Type of NSP	New / Incremental Business	OK
City	Dragør	OK	Type of license	New Customer / License	OK
Postal Code	2751	OK	Serial number	?	OK
Country	Denmark	OK	Deal Registration code	?	OK
Contact name	Anders Heisel	OK	Reason for discount	NSP - End User budget	OK
Contact phone	4536449311	OK	Price justification		OK
Contact email	ah@secu.dk	OK		This is for a danish municipality. They want to replace Trend	
End User name:	Kolding Kommune	OK	Currency	USD	OK
Address	Ålsekrov 1	OK			
City	Kolding	OK			
Postal Code	6000	OK			
Country	Denmark	OK			
Contact name	Anders Heisel	OK			
Contact phone	4536449311	OK			
Contact email	ah@secu.dk	OK			

All SKUs and pricing should be taken from the latest RSA price book

SKU/Part Number	Description	Number of days e.g. 30,60,90	List Price	Quantity (amount)	Quantity (months) ¹	Disti Discount (RSA % Margin) (As per the latest Channel Pricebook)	Standard Distributor Pricing (As per latest Channel Pricebook) (Pricing based on currency selected above)	Additional Discount	Deal Reg Discount	Total Additional Discount	Unit Cost Each	NSP Disti Buy Price
ECAT-SW-P-T5	Tier5 ECAT Perp Lic p/Host 2501-5K		50.25	3888		27%	142,621.56	72.60%		80.00%	10.05	39,074.40
ECAT-SW-P-T5-B1	Tier5 ECAT BscMnt p/Host 2501-5K 1Mo		0.84	3888	12	15%	33,312.38	20.95%		33.33%	0.56	26,127.36
ED SA TRAIN UNIT	RSA Security Analytics Training Units		100.00	4		10%	360.00			10.00%	90.00	360.00
							0.00			0.00%	0.00	0.00





RSA ECAT

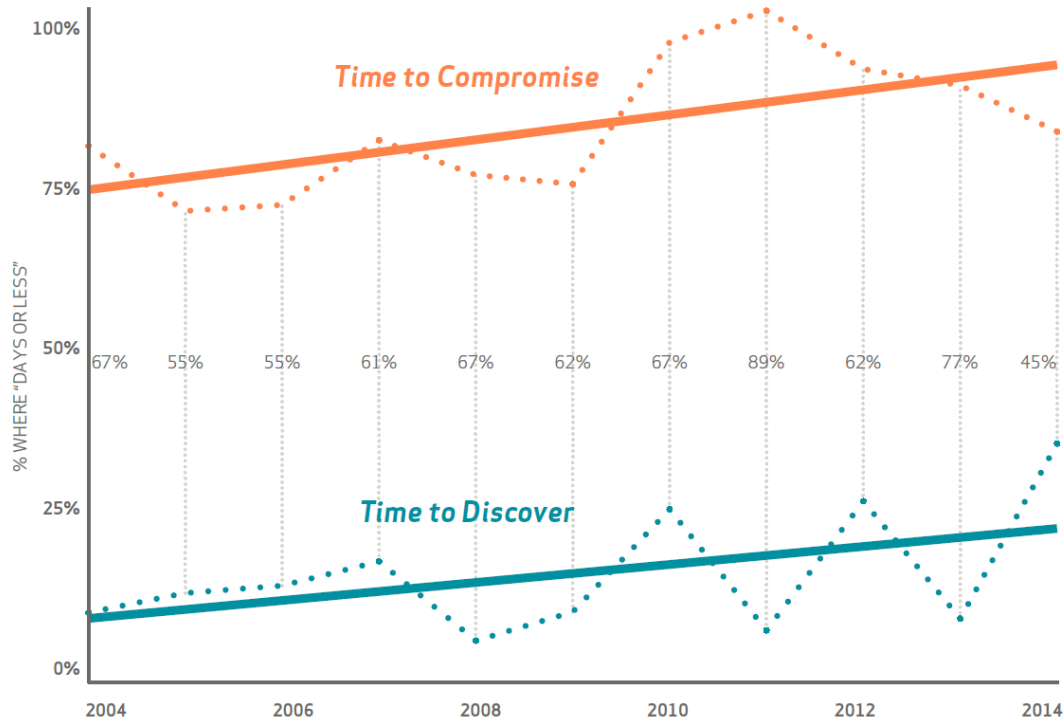
Endpoint Thread Protection

Expose More. Analyze Faster. Respond Better

Sebastian Drinkenburg CISSP, CEH



Attackers are outperforming defenders



70-90%

OF MALWARE SAMPLES
ARE UNIQUE TO AN
ORGANIZATION.



Figure 5.

The defender-detection deficit

RSA's Endpoint solution - ECAT

Detect & Confirm



Scope



Impact



Remediate



Investigate



Learn



RSA's Endpoint solution - ECAT



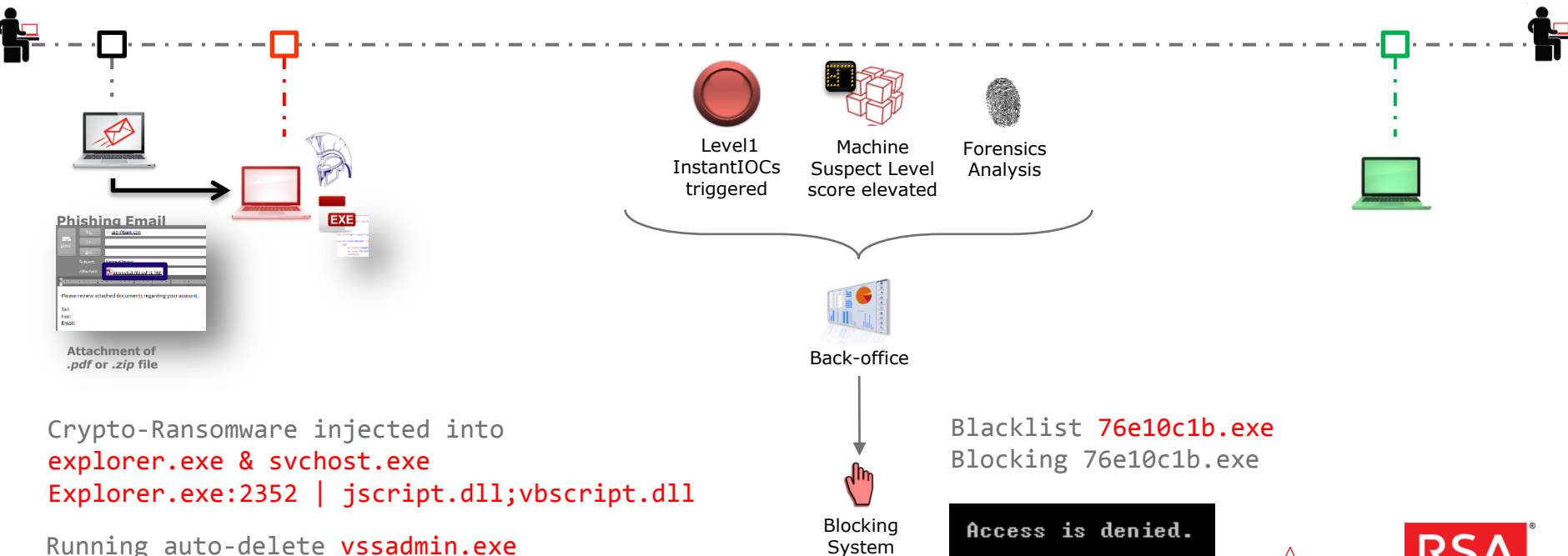
ECAT Example

Crypto-Ransomware Use Case

Infection > Spear Phishing

RSA ECAT Detection & Blocking System

Infection Blocked and remediated



Crypto-Ransomware injected into
`explorer.exe` & `svchost.exe`
`Explorer.exe:2352` | `jscript.dll`; `vbscript.dll`

Running auto-delete `vssadmin.exe`

Blacklist `76e10c1b.exe`
Blocking `76e10c1b.exe`

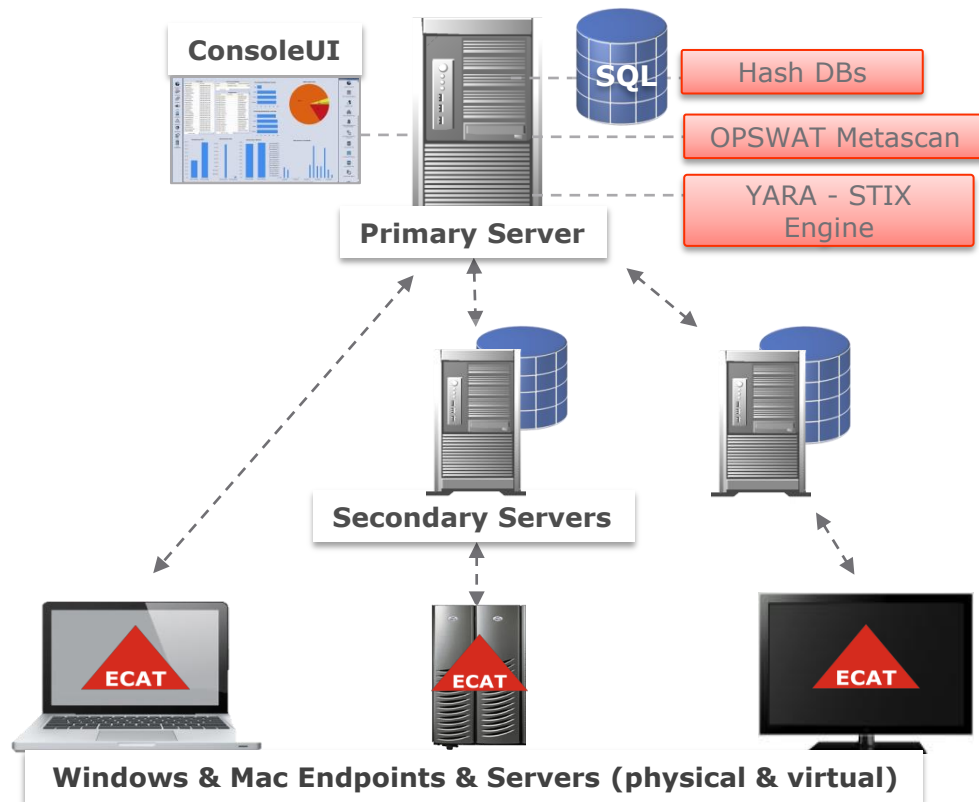
Access is denied.



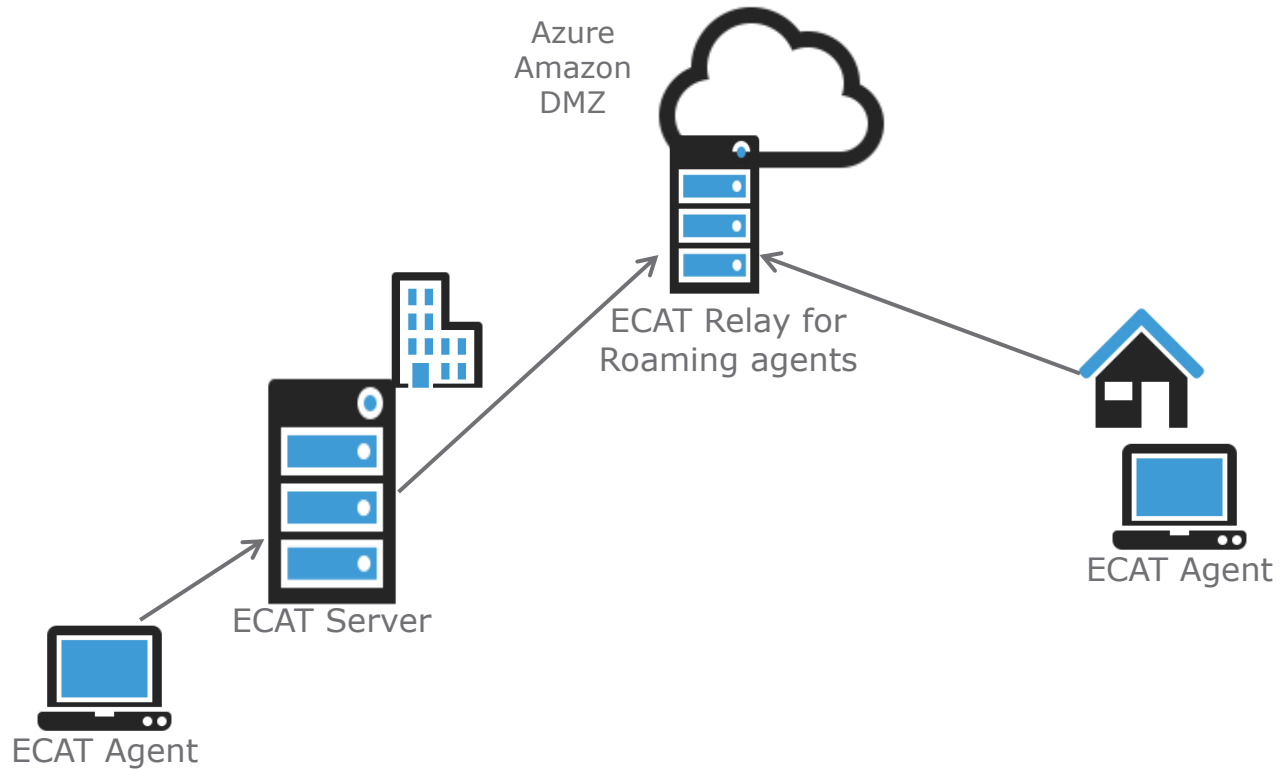
Scalable Multi-server Architecture

Key Points

- 1 Primary Server per deployment
- 50k hosts per server
- Secondary Servers deployed as needed
- ConsoleUI connects to Primary for unified view



Relay for Roaming agents



RSA's ECAT key benefits

- **Visibility**

- Able to instantly detect successful attacks, commonly missed by signature based solutions
- Small footprint on systems

- **Analysis**

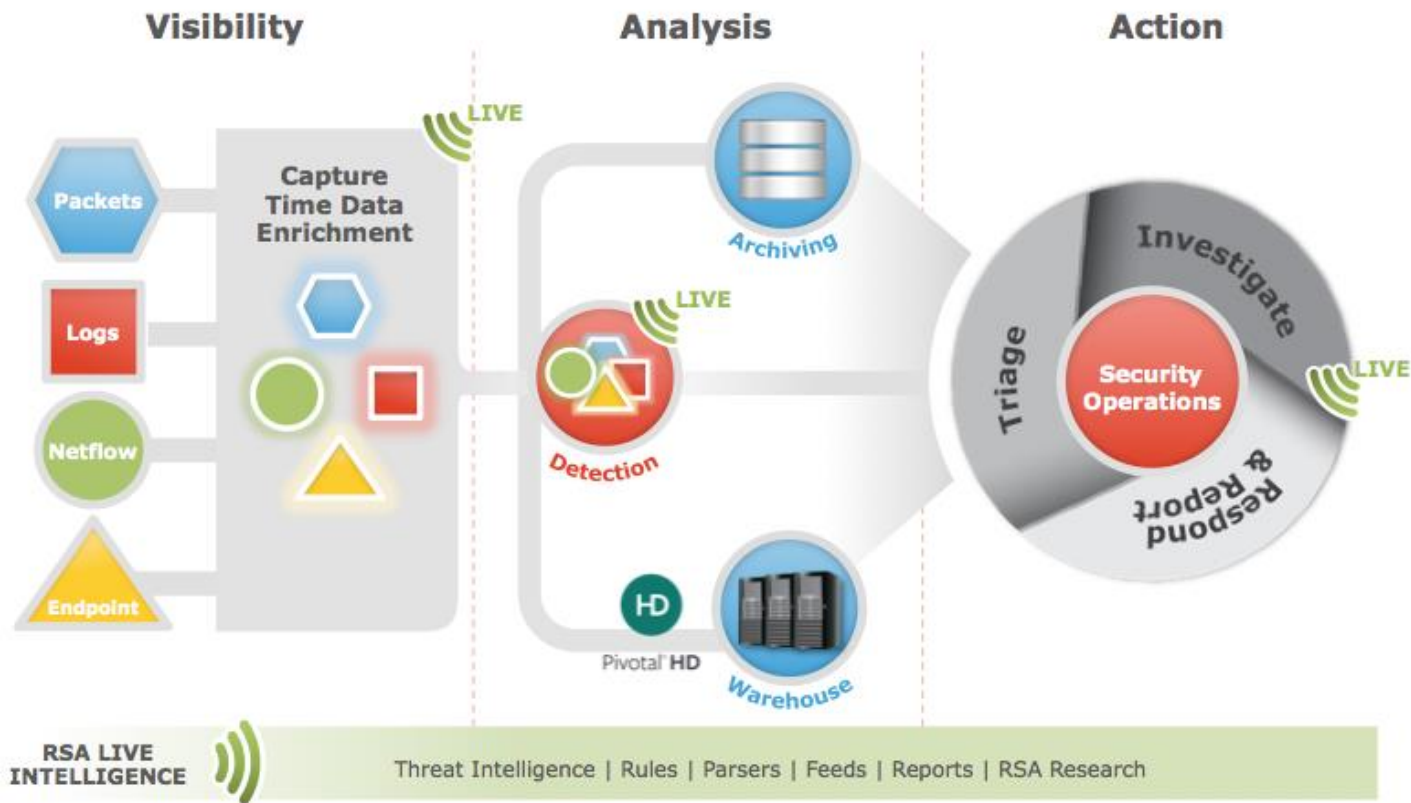
- Identify the behavior of malware
- Determine the scope and impact of the attack
- Identify the point of infection

- **Action**

- Able to block malware and prevent it from spreading or running on other systems



RSA Security Analytics - Next level visibility



RSA Security Analytics results

- **Visibility**

- Able to alert on & confirm successful attacks

- **Analysis**

- Identify if, how & what was lost
- Determine the scope and impact of the attack
- Identify the root cause

- **Action**

- Able to gather intelligence needed to define and prioritize the appropriate actions



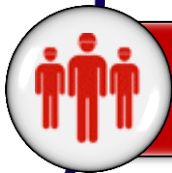
RSA's Overall Benefits



Detect and analyze before attacks impact the business



Investigate, prioritize, and remediate incidents



Unleash the potential of your existing security team

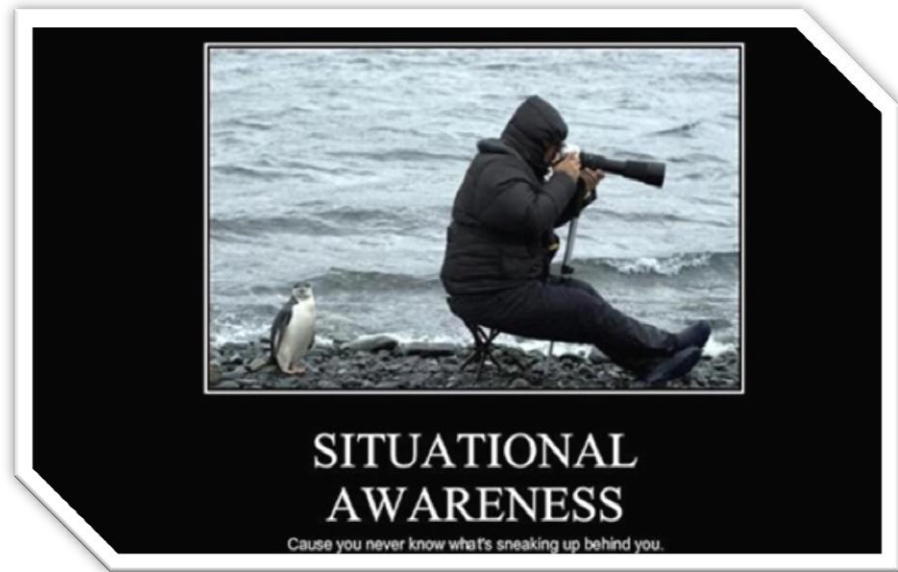


Increase efficiency and mitigate risk effectively



Q&A - RSA ECAT Free Trial

<http://rsa.im/ecat-trial>



Next Steps for RSA ECAT Partners

- Visit us for 1-1 Q&A
- Sign up as a RSA Securworld Partner
- Joint “attack plan”
 - Implement an ECAT Evaluation
 - Implement and ECAT NFT
 - Invest in technical ECAT training
 - Sales team training via partner portal
 - Invest with distribution in Demand Gen
 - Endpoint health check service?



Win a wicked RSA t-shirt!!

- “Non-technical 😊” Hans & Mortel, RSA Security
 - Partnership discussion
 - Morten fra Infinigate
- Technical: Sebastiaan & Marcel, RSA Security
 - RSA ECAT 1-1 Q&A
- Further contact:
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