



CYLANCE
AXIOM

Alliances Program

BlackBerry® Cylance® Axiom Alliances Program

Program Overview

The BlackBerry Cylance Axiom Alliances Program is a community of cybersecurity solution providers working together to deliver a prevention-first approach to security. Unlike other ecosystems built around the assumption of compromise, Axiom vendors are committed to using AI to continuously prevent adversaries from harming organizations by delivering added security controls that, when combined, minimize an organization's attack surface and enable swift action across the organization's entire environment, whether it be on-premises, IoT devices, hosted, or public cloud.

ax·i·om

aksēəm/Submit

noun

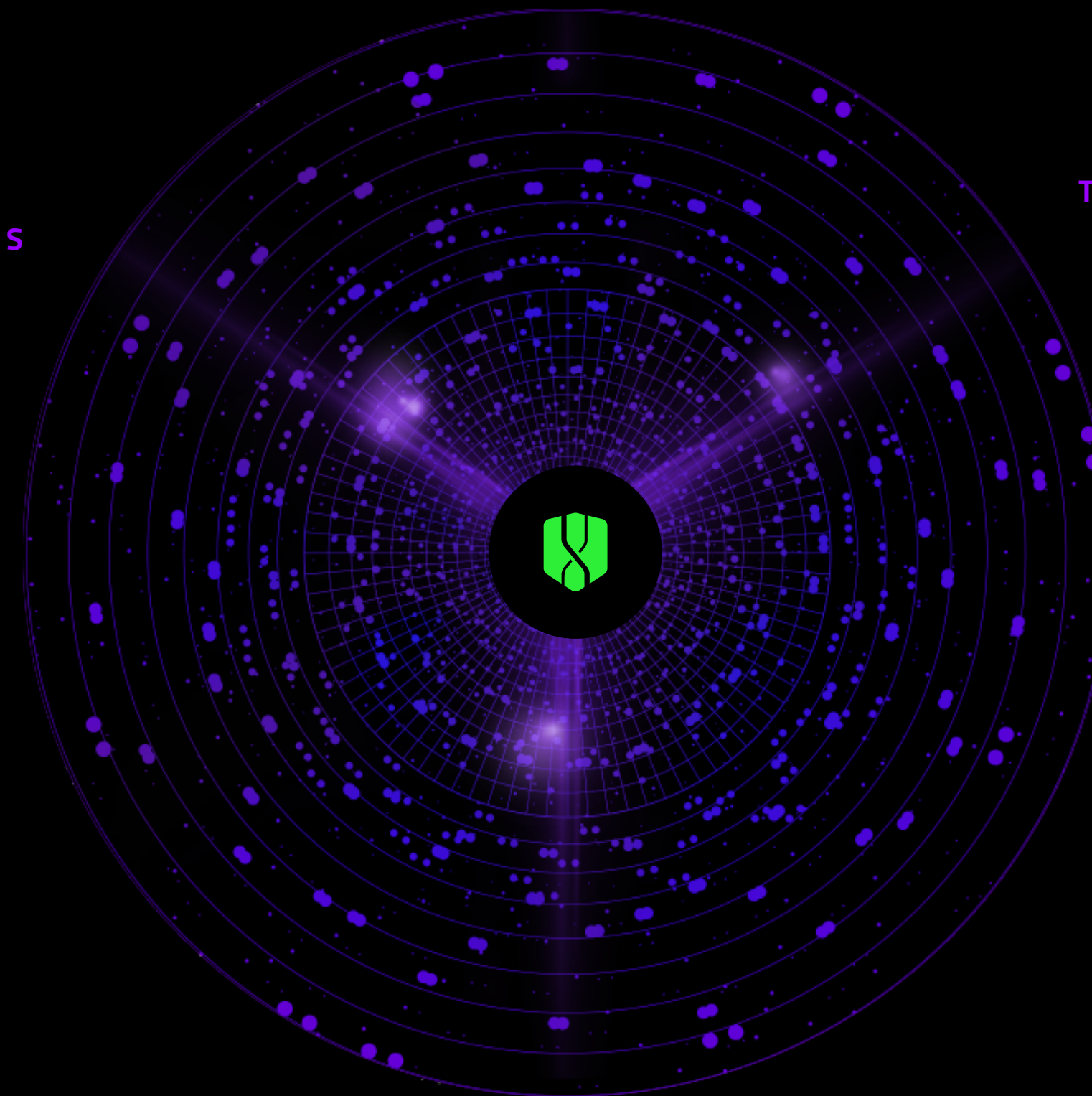
A statement or proposition that is regarded as being established, accepted, or self-evidently true.

“The axiom that a lack of security personnel exposes customers to attacks”

Synonyms: accepted truth, general truth, dictum, truism, principle

GLOBAL
ALLIANCES

TECHNOLOGY
ALLIANCES



ASSURANCE
ALLIANCES



BlackBerry Cylance Axiom Alliances Program

This unique grouping of cybersecurity solution providers:

- Dramatically reduces the cost, time, and complexity usually associated with integrating security solutions
- Delivers an integrated, prevention-first approach to security
- Improves the efficiency of security teams by collaborating, at a technology level, across the cyber kill-chain, minimizing alerts and maximizing visibility
- Enables real-time decision making without a large administrative burden, driving down time to respond and cost

Real-Time Decision Making

The cybersecurity industry is experiencing a sea change, sparked by new approaches and techniques that leverage both human and artificial intelligence. Knowing that every day could be zero-day, BlackBerry Cylance strives to lead the charge by providing innovative, AI-based solutions, and by giving customers a fully operational and integrated architecture.

The BlackBerry Cylance Axiom Alliances Program has been established to provide clarity and simplicity to the increasingly complex cybersecurity challenges facing our customers. The Axiom Alliances Program is comprised of the following three key segments:

Technology Alliances

Global Alliances

Assurance Alliances

Technology Alliances

BlackBerry Cylance security solutions are designed to integrate with next-generation security operation centers. By leading with a prevention-first strategy, BlackBerry Cylance technology partners benefit from a signal-rich feed that has been filtered by noise dampening algorithms and classified for urgency. BlackBerry Cylance partners leverage connectors to the cornerstone prevention product, CylancePROTECT®, in three stages to deliver unrivaled prevention, unified visibility, and superior decision making.

CASB — Cloud Access Security Broker

IAM — Identity and Access Management

DEPCT — Deception-Based Security

ASOC — Automated Security Operations Center

CONTAINER — Container Management

NDR — Network Detection and Response

SIEM — Security Information and Event Management

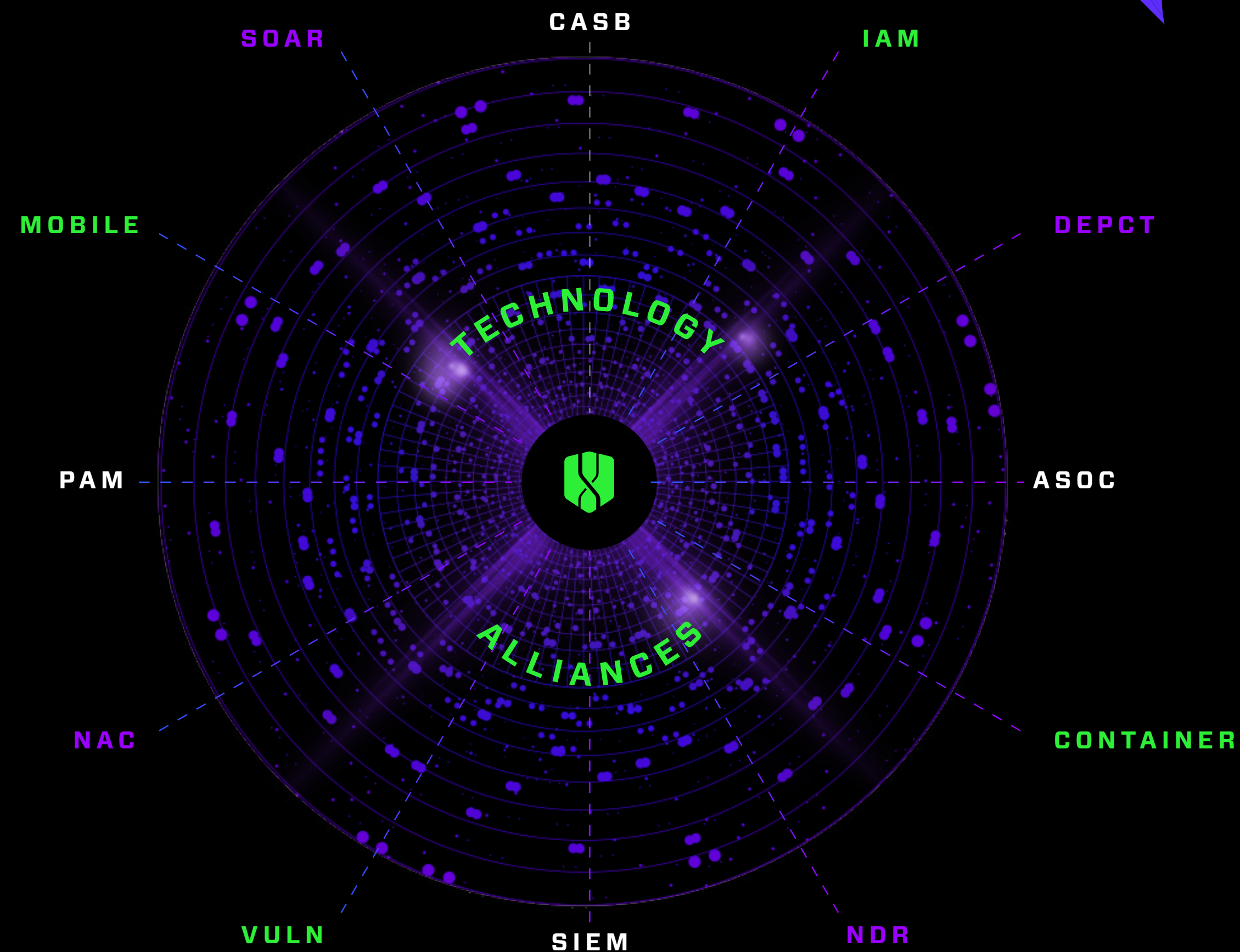
VULN — Vulnerability Management

NAC — Network Access Management

PAM — Privileged Access Management

MOBILE — Mobile Threat Defense

SOAR — Security Orchestration and Automation Response





Technology Alliances

These three stages are referred to as Avert, Analyze, and Action:

AVERT — Unrivaled Prevention

The Avert stage follows the principles of CylancePROTECT, which is BlackBerry Cylance's accurate, efficient, and effective solution for preventing advanced persistent threats and malware from executing on an organization's endpoints. Through alliances with network access control providers, cloud access control brokers, and mobile threat protection providers, BlackBerry Cylance favors instantaneous decision making with a prevention mindset to avert the attack.

ANALYZE — Unified Visibility

CylancePROTECT significantly improves the signal to noise ratio that makes other products an operational burden. Critical to corroborating and correlating data events is the alliance with security information and event management, or SIEM. This ability to aggregate several feeds, adding greater context and visibility for decision making, proves valuable to customers in the Analyze stage. Such partnerships empower customers with a single spotting scope for unified visibility into risk factors and ultimately, the cyber health of their organization.

ACTION — Superior Decision Making

CylancePROTECT removes the guess work. Within milliseconds, a determination can be made on an executable and a decision made on whether to alert, block, or permit. Whether manual or automated, decisive actions on threats and events must be consistent laterally, across platforms, and at all entry points to the organization.

BlackBerry Cylance Technology Alliances Program Benefits:

- Expanded coverage to avert, analyze, and take action on threat events
- Introductions to channel partners through webinars and events
- Co-sponsoring opportunities to reach larger audiences with joint messaging
- Access to licenses of BlackBerry Cylance products for testing and integrating for use cases that demonstrate a market advantage
- Access to early releases of BlackBerry Cylance products and the ability to influence the roadmap

For more information about Technology Alliances, contact partnersupport@cylance.com.

Assurance Alliances

BlackBerry Cylance partners with law firms, and cyber insurance carriers and brokers to reduce risk for their customers. BlackBerry Cylance understands cyber risk and helps the insured to quantify that risk for their industry. Heavily regulated markets such as financial, healthcare, energy, and utilities require targeted services to enable companies to come into compliance. Whether it is GLBA, DFS, HIPAA, or GDPR, there are significant consequences for lack of preparation or improper execution during an incident. Fines for non-compliance are substantial, regardless of whether a customer is an SMB, mid-market, or large enterprise.

BlackBerry Cylance prevents negative business outcomes. Fast, thorough containment and remediation are essential to keep businesses up and running. BlackBerry Cylance works closely with breach coaches and claims departments to resolve issues fast and on budget.

BlackBerry Cylance's consulting services identify and mitigate risks, including: Compromise Assessment, Incident Response (IR) Readiness, Red Team, Pen Testing, Risk Assessments (ICS/SCADA/NIST), IoT and Embedded Systems, and Incident Containment/IR Retainers. BlackBerry Cylance's consulting services are vetted in advance by counsel and insurance partners and are designed to materially advance an organization's network security profile.

BlackBerry Cylance Assurance Alliances Program Benefits:

- End-to-end solution under one brand
- Leading IR team with over 1,200 incidents contained
- 24x7 global team with follow-the-sun capability
- Technology solutions that contribute to rapid completion of engagements
- Custom proactive services to get the insured on the right track
- Tailored services and reporting

Key Customer Advantages:

- Rapid response with immediate results

For more information about Assurance Alliances, contact partnersupport@cylance.com.

Global Alliances

BlackBerry Cylance has developed techniques and technologies that provide unique opportunities to create strategic advantages for global service providers and their customers. This program recognizes and accommodates offerings from consultants, outsourcers, system integrators, and telco. Each relationship is crafted individually to support the business structure and go-to-market model of the alliance partner.

BlackBerry Cylance Global Alliances partners leveraging BlackBerry Cylance security solutions benefit from reductions in alerts, trouble tickets, and re-imaging, as well as virtually complete elimination of ransomware.

To accelerate achieving these results, BlackBerry Cylance implemented a comprehensive framework to guide the growth and maturation of its Global Alliances partners. BlackBerry Cylance recognizes the need for tactical success to fuel mutual investment. BlackBerry Cylance executes on a straight-forward engagement model to drive short-term wins and build momentum for relationships within its alliance partners and the customer community. This model successfully activates relationships and builds momentum to drive growth.

As BlackBerry Cylance partners move their businesses into new service lines, there is a blurring of capabilities. To best support evolving go-to-market strategies, BlackBerry Cylance developed a simplified approach to deliver solutions specific to the partner's use cases.

Thought Leadership

Engage BlackBerry Cylance executives to educate at the board level on AI-based security

AI-Enhanced Consulting Services

Compromise Assessments, Incident Containment, Security Transformation, and SOC Integration

Managed Security Services

Create integrated OpEx offerings leveraging BlackBerry Cylance products

Resale

Bundle solutions into CapEx transactions

For more information about Global Alliances, contact msspchannel@cylance.com.

