

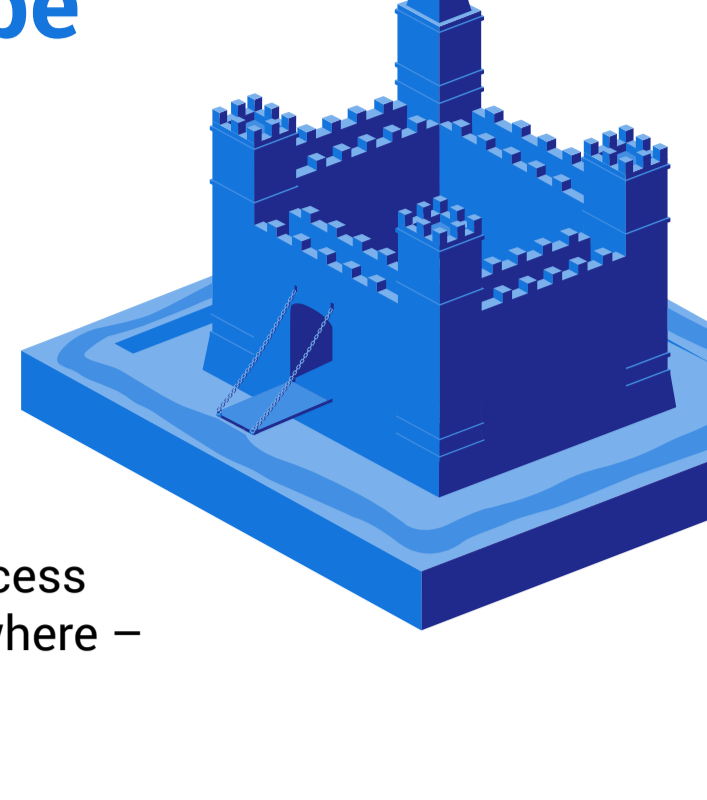
# FROM ZERO TRUST TO ZERO TOUCH

**Zero Trust Architecture by BlackBerry Delivers Continuous Threat Protection While Maximizing User Productivity**

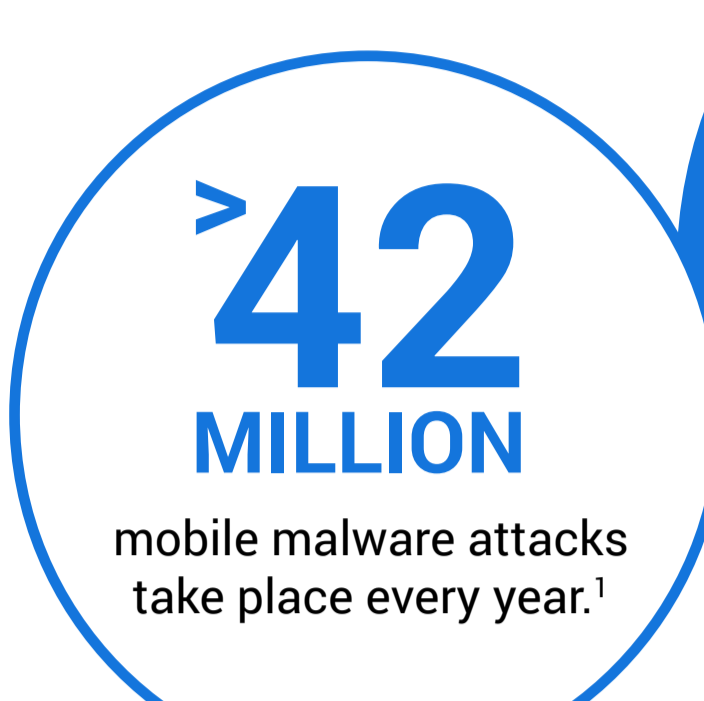
## The New Security Landscape

The **castle-and-moat** model of securing the enterprise no longer works.

Today, cyberthreats can come from **both outside and inside the organization.**



Bad actors can access data residing anywhere – **from anywhere.**



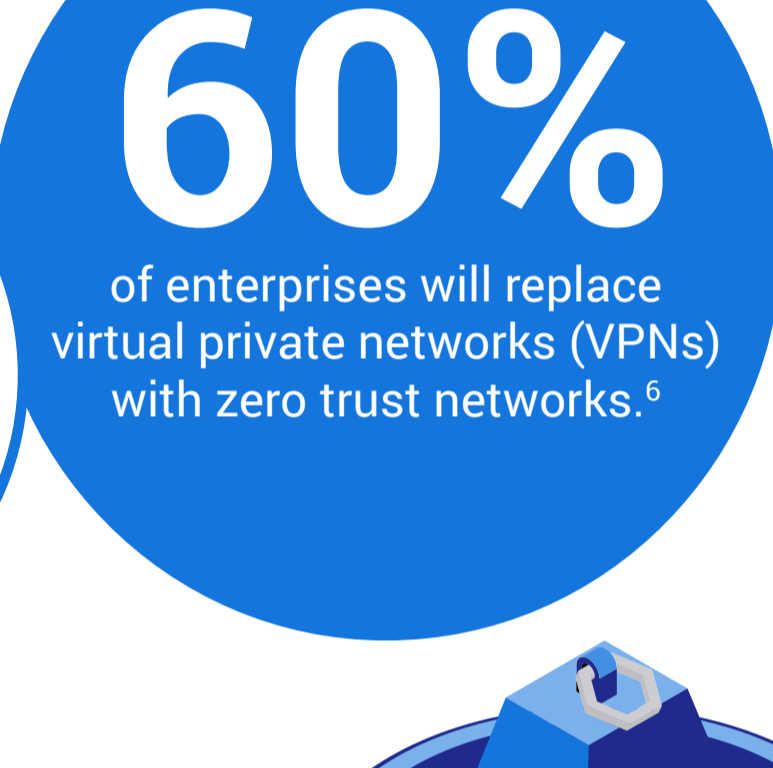
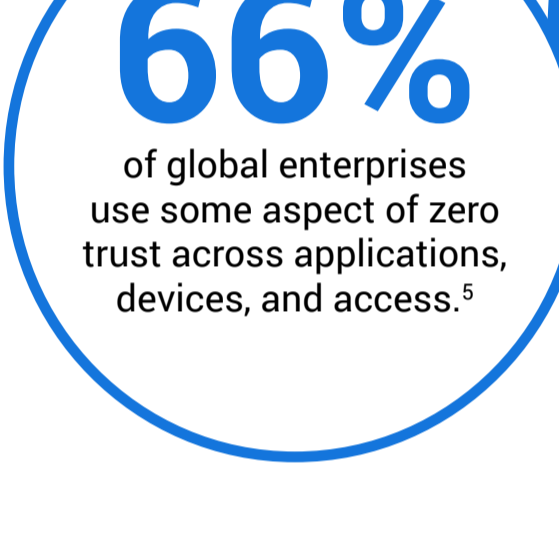
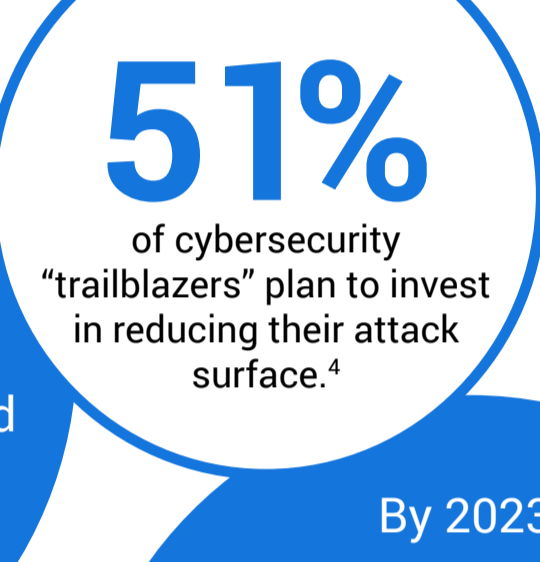
## Never Trust. Always Verify.



This **zero trust security model** trusts nothing and no one by default – including users inside the network perimeter.

Every user, device, and network are assumed to be hostile.

Zero trust offers a proactive approach and hardened defense.



## Striking a Balance



**Zero Trust Approach**  
What every *security team* wants

No one can access anything until they prove who they are, that their access is authorized, and they're not acting maliciously.

**Zero Touch Experience**  
What every *user/employee* wants

Immediate productivity with instant access to resources without the hassle of passwords, timeouts, special permissions, or multiple authentications.

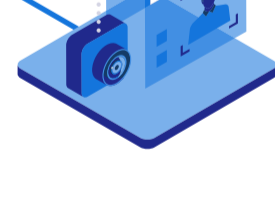


## Zero Trust Architecture by BlackBerry Harnesses Advanced AI Techniques...

**Unsupervised Learning**  
Learn what is “trusted” and “normal” behavior

**Deep Learning**  
Turn passive biometrics into n-factor authentication

**Anomaly Detection**  
Spot attack patterns using algorithms such as Isolation Forest



## ... To Bridge the Gap Between Zero Trust and Zero Touch



**It's Time for Smarter Security**

**Learn More**

[blackberry.com/us/en/forms/enterprise/wp-zero-trust](https://blackberry.com/us/en/forms/enterprise/wp-zero-trust)

Sources  
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 2 Threatpost: <https://threatpost.com/google-play-malicious-apps-racked-up-335m-installs-in-september/148810/>  
 3 Forbes Insights: <https://www.forbes.com/forbes-insights/our-work/cybersecurity-trailblazers/>  
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