\*\*\*\* BlackBerry

## 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.



from anywhere.

Bad actors can access

data residing anywhere -

mobile malware attacks take place every year.1

**MALICIOUS APPS** - INSTALLED 335 MILLION TIMES were detected on Google Play in one month, many harboring adware.2

## This zero trust security model trusts nothing and no one by default - including users inside the

network perimeter.

**Never Trust. Always Verify.** 



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

and hardened defense.

Zero trust offers a proactive approach



83% of organizations categorized as security "trailblazers" intend to invest more in proactively detecting and identifying

cyberattacks.3

66% of global enterprises

use some aspect of zero trust across applications, devices, and access.5

By 2023, 60% of enterprises will replace

51%

of cybersecurity "trailblazers" plan to invest in reducing their attack

surface.4

PRODUCTIVITY

virtual private networks (VPNs)

with zero trust networks.6



**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.

**Unsupervised Learning** 

Learn what is "trusted"

and "normal" behavior

**Zero Trust Architecture by BlackBerry** Harnesses Advanced Al Techniques... **Deep Learning** Turn passive biometrics into

n-factor authentication

**Anomaly Detection** 

as Isolation Forest

Spot attack patterns

using algorithms such

**Zero Touch Experience** 

Immediate productivity with

instant access to resources

or multiple authentications.

What every <u>user/employee</u> wants

without the hassle of passwords,

timeouts, special permissions,



constant monitoring

...To Bridge the Gap

and risk assessment Contextual and continuous authentication Oynamic policy adaption Protect Your Most Valuable Assets

Devices

Networks

Applications

It's Time for Smarter Security **Learn More** 

blackberry.com/us/en/forms/enterprise/wp-zero-trust

1 Kaspersky Lab: https://securelist.com/mobile-malware-review-2017/84139/ 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/ 4 Forbes Insights: https://www.forbes.com/forbes-insights/our-work/cybersecurity-trailblazers/

5 Forbes: https://www.forbes.com/sites/insights-vmwaresecurity/2019/06/12/zero-trust-the-modern-approach-to-cybersecurity/#1bbbb7d34e9d 6 Gartner. https://www.gartner.com/doc/reprints?id=1-60PF5SV&ct=190515&st=sb © 2019 BlackBerry Limited. Trademarks, including but not limited to BlackBerry and EMBLEM Design are the trademarks or registered trademarks of BlackBerry Limited.