An Economic Model for Evaluating AI-Driven Endpoint Security ROI

The Total Economic Impact of CylancePROTECT and CylanceOPTICS, a commissioned study conducted by Forrester Consulting on behalf of BlackBerry Cylance - May 2019

BlackBerry Cylance commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study to examine what return on investment enterprises may realize by deploying CylancePROTECT® and CylanceOPTICS®.

The resulting study provides readers with a framework to evaluate the potential financial impact and value of deploying AI-driven endpoint protection and detection and response capabilities in their environments. Here's a summary of the key findings:

*Please note that for this infographic, the product names have not been changed. BlackBerry acquired Cylance in February 2019. CylancePROTECT is now known as BlackBerry® Protect. CylanceOPTICS is now known as BlackBerry® Optics.*

### Key Results

**Simplicity, a single vision for cyber defense**
- Faster threat response and mediation
- Improved threat prevention
- Limited burden on system resources

**Top Customer Challenges**
- Insufficient protection against ransomware, malware, and other threats
- Operational problems with legacy endpoint security solutions
- Lack of visibility into software downloads

### Chosen Solution

<table>
<thead>
<tr>
<th>Benefits</th>
<th>$8.4M</th>
<th>$3.3M</th>
<th>$1.9M</th>
<th>$14M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sanctions costs alone may exceed $100 million across industries</td>
<td>Cost savings due to faster remediation</td>
<td>Total cost savings and benefits realization</td>
<td>99% Reduction in machine re-imaging</td>
<td>97% Reduction in employee time lost due to compromise</td>
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<tr>
<td>Estimated reduced cost of security breach</td>
<td>95% Reduction in decommissioned additional endpoint security tools</td>
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</table>

### Key Results

- Improved visibility and control over employee downloads
- Can withstand threats without a cloud connection

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