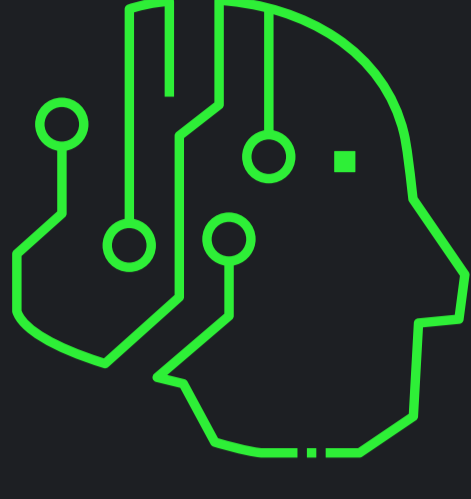


Predictive Advantage: It's About Time



A Day Late, Millions of Dollars Short.

For years, organizations have been forced to react to the actions of increasingly sophisticated cyber attacks. Why? Legacy security solutions that rely on signatures can only prevent malware that's already been identified. That means if a threat is new or unknown, it's going to get through.

Think Unknown Malware Isn't a Problem? Think Again.

In 2018, BlackBerry Cylance products prevented over 4,000 unique attacks per enterprise worldwide, a growth of about 10% from 2017.

[Read the BlackBerry Cylance Threat Report here.](#)

4,000+ unique attacks **10%** growth YoY

According to Ponemon, attackers stay within a network for 196 days on average before they are detected. The average cost of a small data breach was \$2.2 million with large ones averaging \$6.9 million.¹

196 days on average **\$2.2** million

With cyber attacks increasing in both frequency and sophistication, a reactive security strategy simply invites compromise and massive financial losses.

¹2019 Cost of Data Breach Study: Global Overview (Rep.), (2019). Traverse City, MI: Ponemon Institute.

Beat the Clock

BlackBerry Cylance engaged SE Labs to independently assess CylancePROTECT's ability to predict and prevent unknown threats.

SE Labs pitted the May 2015 version of CylancePROTECT — without a cloud connection or updates — against some of the most destructive and disruptive threats to appear between 2016 and 2018, long after the model was trained and deployed.

The test gave rise to a new security efficacy unit of measurement: Predictive Advantage, defined as “the time difference between the creation of an AI cybersecurity model and the first time a threat is seen”.



— May 2015

CYLANCE PROTECT

CylancePROTECT vs. Threat's First Appearance in the Wild

CylancePROTECT's Predictive Advantage ranged from 11 months up to 33 months, with an average value of 25 months of protection.

“CylancePROTECT was able to recognise and protect against threats that would not appear in real life for up to two years and nine months into the future.”

– SE Labs



Nov. 2016
Locky appears. CylancePROTECT users were safe, and had been protected for 18 months.



May 2017
WannaCry appears. CylancePROTECT users were safe, and had been protected for 24 months.



June 2017
NotPetya appears. CylancePROTECT users were safe, and had been protected for 25 months.



Oct. 2017
BadRabbit appears. CylancePROTECT users were safe, and had been protected for 30 months.



Feb. 2018
Cerber appears. CylancePROTECT users were safe, and had been protected for 33 months.



Get Time On Your Side

With a Predictive Advantage, you'll rest easier with the knowledge that you're protected today from what may come tomorrow.

Prevention Is Possible. It's About Time.
To learn more about Predictive Advantage, [download the SE Labs test report.](#)