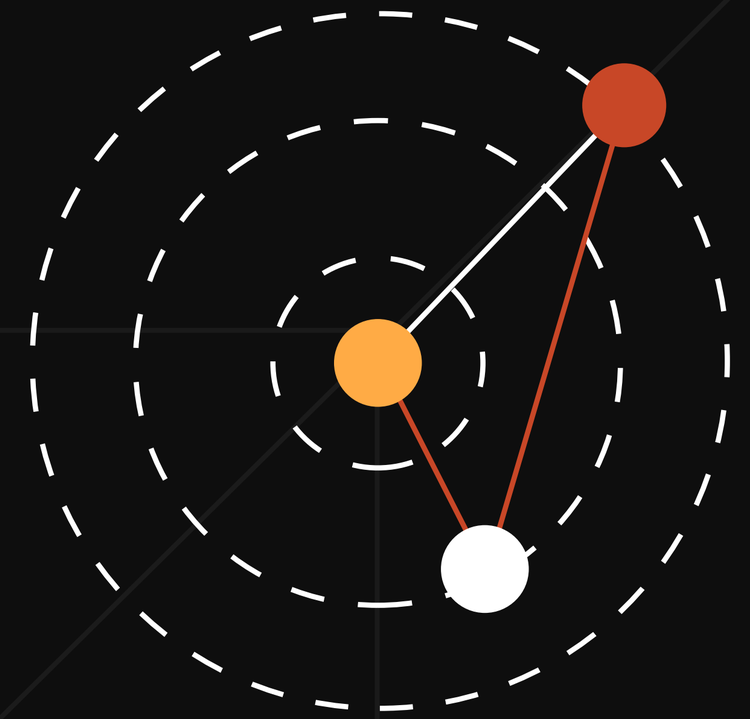
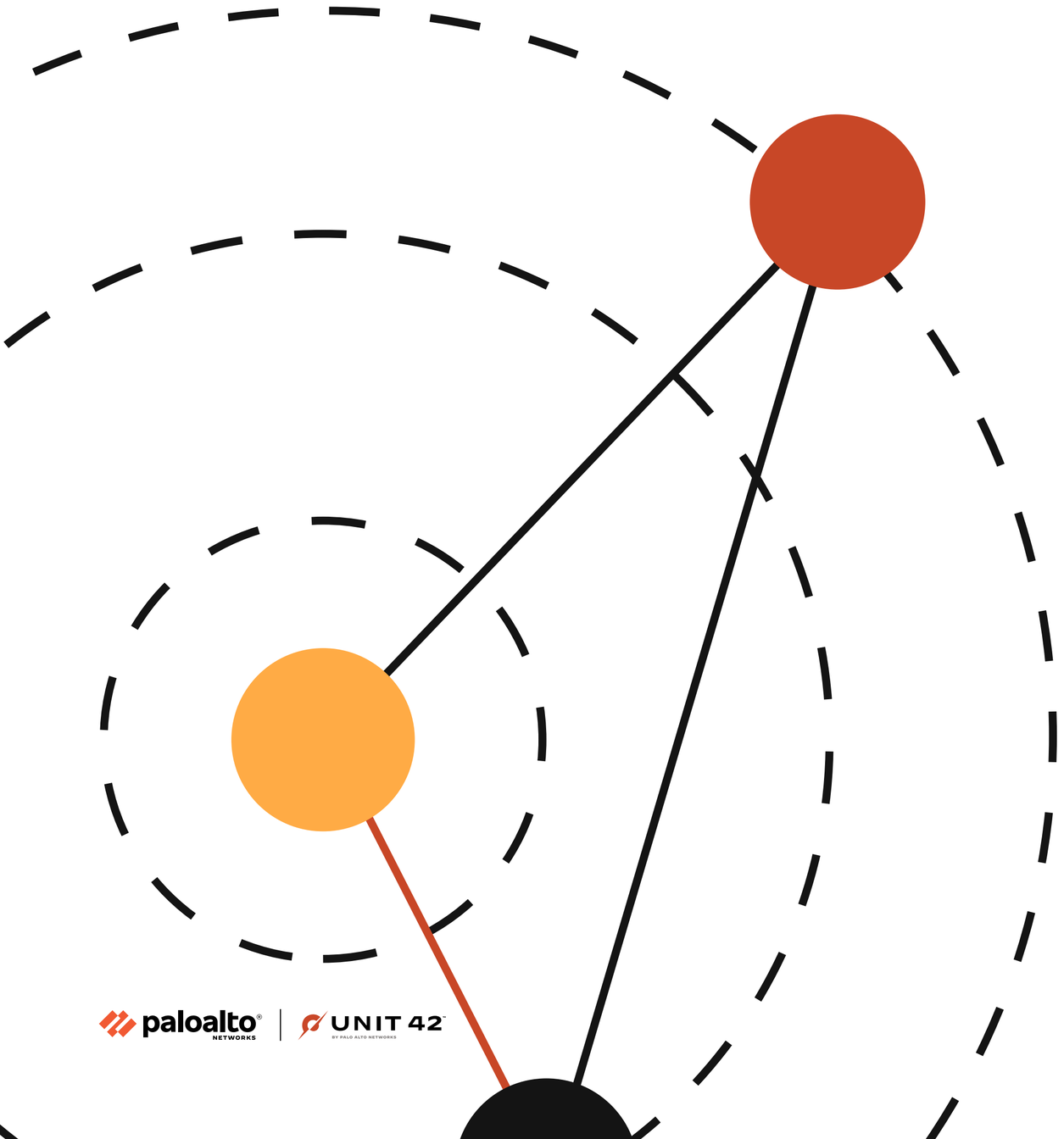


Transform Your Security Strategy

paloalto NETWORKS | UNIT 42 BY PALO ALTO NETWORKS



Is Your Security Strategy Evolving as the Threat Landscape Evolves?

As the threat landscape changes and attack surfaces expand, security strategies must evolve. World-renowned Unit 42 incident response and security consulting experts will guide you before, during, and after an incident. We take a threat-informed approach to assess and test your security posture, transform your security strategy, and help you respond to attacks in record time.

This is book one of a three-book series helping you understand the **Transform** phase of your journey.

Challenge: Lack of Visibility to Improve Your Security Posture

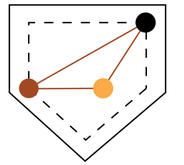
Threat actors, vectors, and tactics are changing daily, and you lack the broad visibility to interpret the threats in the context of your business. As a result, you cannot deploy the right tools and controls proportionate to the threats you face. You may see the attacks against your organization, but what's happening with peer organizations within your industry or geographic region? Security teams continuously jump from one incident to another, getting stuck in the reactive vortex. As a result, your people with the skills and experience to make changes don't have the opportunity to transform your security posture based on the threats that represent the biggest risk to your organization. Even if your security team does find the time to fine-tune policies and update playbooks, they focus on your environment and may lack the threat intelligence to provide context for what's going on in your industry or region.

Additionally, effectively communicating and coordinating your cybersecurity response with your leadership, the board, and legal and regulators are often a challenge. As a result, it's difficult to get buy-in from key stakeholders and obtain sufficient funding and resources to transform and effectively defend your organization.

Solution: Transform Your Security Strategy With a Threat-Informed Approach

Adopting a proactive security strategy focused on understanding the most credible threats to your business is critical to reducing cyber risk. By partnering with Unit 42, you'll keep a constant eye on the latest changes across the threat landscape. With the strategic threat intelligence you get from Unit 42, you will be in a position to improve your business resilience and breach preparedness and tighten alignment across your people, processes, technology, and governance. We're here to help put these recommendations into action, and because all your decisions will be backed by data with business-oriented language that resonates with the board and other key stakeholders, you'll be in a better position to make adjustments and get the resources you need. Read on to learn how you'll do it.

Build a Roadmap to Cyber Resilience



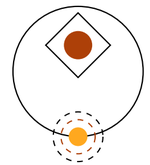
Unit 42 experts help you design the foundational components for a modern, threat-informed security program that enhances the efficiency and effectiveness of your existing program based on lessons learned from our incident response investigations.

We conduct workshops with key stakeholders to ensure buy-in regarding program strategy, governance, and implementation goals. Our team will help you define governing, procedures, standards, and other documentation necessary to develop a successful security program that aligns with industry standards, guidance, and best practices (e.g., NIST, SANS, ISO).

We help you build and implement a strategic roadmap necessary for an industry-leading cybersecurity program. All roadmap tasks are prioritized to make it easier for you to transform your security program. Leveraging our field-tested methodologies and expertise, Unit 42 can help your organization build a cybersecurity program to reduce cyber risk and lay the foundation for cyber resilience.

Stay Up to Date on the Latest Threats Targeting Your Organization

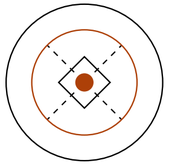
Unit 42's strategy from the beginning has been to have a deep understanding of the threats built into our products so customers have optimal prevention and detection tools. This threat intelligence is now at the heart of our cyber risk management and incident response services. With customized threat intelligence briefings, you will learn about adversary intent and techniques, dive deep into specific threats like ransomware, or focus on the top threats targeting your industry. As a result, you will see your organization as attackers see it, to better inform your security and business decision-making, paving the way for a higher return on your security investment.



Avoid Panic During an Attack with an Incident Response Plan

Good decisions are rarely made during a cybersecurity incident. You need to ensure everyone knows their incident response role — and is prepared to take the right action — to minimize the impact when faced with a security incident. Our Unit 42 team of incident response experts leverages experience and knowledge based on the thousands of cases we've worked, industry best practices, and proven workflows to develop or improve your incident response plan.

We help you develop an actionable incident response plan aligned specifically to your organization's resource structure, priorities, and unique cybersecurity risks by leveraging industry best practices, frameworks, and guidance from Unit 42.



Take a Threat-Informed Approach to Transform Your Security Program

Staying ahead of the latest changes and evolving threat landscape requires constant vigilance, armed with threat-informed insights and strategies.

With Unit 42, you'll be able to:

- Effectively communicate your enhanced security program with key stakeholders.
- Apply your new understanding of the threat landscape to transform your security posture.
- Have a higher level of confidence in your incident response plan to address the latest cyberthreats.

Find out how Unit 42 can help transform your security program and start your journey to cyber resilience.

Visit **paloaltonetworks.com/unit42**

About Unit 42

Palo Alto Networks Unit 42™ brings together world-renowned threat researchers, elite incident responders, and expert security consultants to create an intelligence-driven, response-ready organization that's passionate about helping you proactively manage cyber risk. Together, our team serves as your trusted advisor to help assess and test your security controls against the right threats, transform your security strategy with a threat-informed approach, and respond to incidents in record time so that you get back to business faster.

Get in touch with one of our team members to learn more about how Unit 42 can help your organization defend against and respond to severe cyberthreats.