BEHAVIOR ANALYTICS AND MODEL DRIVEN SECURITY
YOU CAN STEAL AN IDENTITY

BUT YOU CAN’T STEAL BEHAVIOR
MODEL DRIVEN SECURITY

- Machine Learning Algorithms vs. Rules
- Big Data vs. Logs
- Actionable Risk Intelligence vs. Alerts
- Automation and Orchestration vs. Manual Threat Hunting
MOVE AT CUSTOMER SPEED

- Differentiate with responsive best speed
- Drive customer speed and security with analytic models
- Apply data science innovation to next-generation security
BEHAVIOR MODELS
INTELLIGENT RISK PRIORITIZED SCORING & ALERTS
USE CASE:
NEXT-GENERATION AUTHENTICATION
AKA “DYNAMIC PROVISIONING”
USE CASE:
PINPOINT DEPARTING USERS WITH “PREDICTIVE FLIGHT RISK”
USE CASE:
DETECT & PREVENT FRAUD WITH “RARE AND VOLUME BASED ANALYTICS”
QUESTIONS?
NEXT STEPS

• Talk to me RIGHT NOW
• Come by our booth #301
• Meet our Canadian Rep, Adrian Madden
• See a demo of Gurucul Risk Analytics
• Pick up a copy of our book, “Borderless Behavior Analytics”