



CERTINETY

THE IMPORTANCE OF CYBERSECURITY IN THE DIGITAL ECONOMY

Average Total Cost of a Breach

**USD 4.45
Million in
2023**

	2023	2022
↑	Healthcare USD 10.93 million	Healthcare USD 10.10 million
↓	Financial USD 5.90 million	Financial USD 5.97 million
↓	Pharmaceuticals USD 4.82 million	Pharmaceuticals USD 5.01 million
↑	Energy USD 4.78 million	Technological USD 4.97 million
↑	Industrial USD 4.73 million	Energy USD 4.72 million

THE VITAL ROLE OF CYBERSECURITY IN THE DIGITAL ECONOMY



Protection of Critical Infrastructure



Data Privacy and Trust



Interconnectedness of Businesses and Data



Financial Stability



Regulatory Compliance



THE NEED FOR CYBERSECURITY INNOVATION



CERTINETY

Evolving Threat Landscape



Rapid Technological Advancements:

- Technology advancements (IoT, AI, cloud computing) revolutionize work but also expand the attack surface.
- Growing reliance on interconnected systems and edge devices leads to increased cyber threats.



Sophistication of Cyber Attacks:

- Simple malware attacks are surpassed by advanced threats like APTs and ransomware.
- Tactics such as social engineering and zero-day exploits demand staying ahead of evolving cyber strategies.



THE NEED FOR CYBERSECURITY INNOVATION

Necessity for Continuous Innovation



Adaptation to New Threat Vectors:

Cyber threats are dynamic, requiring a shift from reactive to proactive cybersecurity.

Continuous innovation is crucial to understand and mitigate emerging threat vectors.



Speed of Response:

Cybersecurity response speed is critical, especially with zero-day vulnerabilities.

Investment in real-time threat intelligence and swift action is necessary.



Proactive Defense:

Proactive cybersecurity involves anticipating and preventing threats.

Predictive analytics, machine learning, and AI identify patterns, ensuring a step ahead of cybercriminals



WHAT IS PENETRATION TESTING?

WHY PENETRATION TESTING?

WHY CERTINETY?

Problem

Currently, companies perform penetration tests through consulting firms or through the hiring of in-house penetration testers (Manual).



High Cost

Salaries of in-house penetration testers or consultancy fees are high



Increase in Compliance

Regulations are increasingly mandating annual penetration testing



Long Time

2-3 weeks



Outdated Reports

Security researchers discover vulnerabilities on a daily basis



Data Protection is not guaranteed

The auditor retains a copy of the assessment's output



Solution



Certinity Is An Automated Penetration Testing & Continuous Cybersecurity Resilience Testing Solution.



Very fast and cost efficient



Continuous, up to date, on-demand and consistent



On-demand granular revalidation



Easy deployment



Risk visualization through reports and dashboards



Mapping risks to local regulations / Attack MITRE



Product



Vulnerability Scanning



Agentless



Automated Validation



Easy To Use



Unlimited Runs



Scheduled Runs



Up-to-date Due To Continuous R&D



Thank You!

Questions?



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