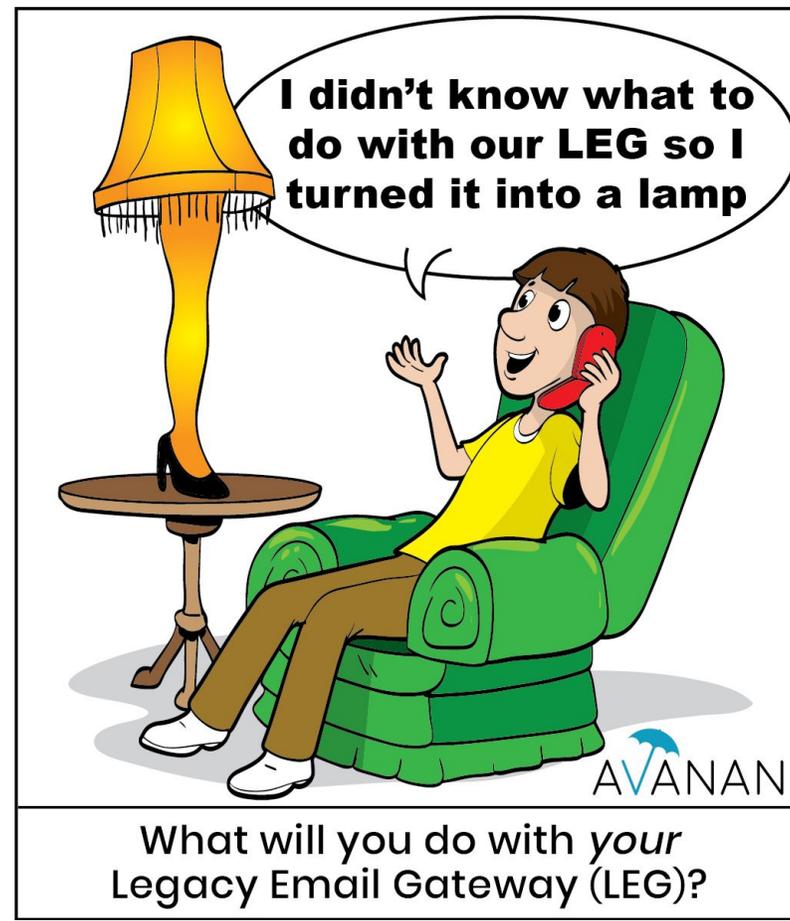


The webinar will start shortly....



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Six Mistakes Leading to SOC Burnout

Saving the SOC and Your Inbox

April 2021



Don Byrne

CRO

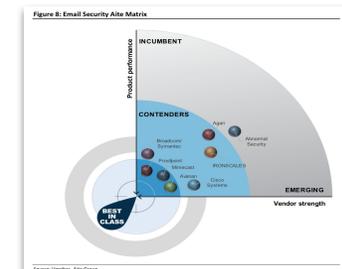
donb@avanan.com

Avanan Notable Achievements

- #1 – Gartner’s Customer Choice for Email Security
- #1 – G2 Cloud Email Security Solutions
- Best in Class Email Security Solution – Aite Group
- 10th Fastest Growing Company – The Financial Times
- Fastest Growing Email Security Vendor – Deloitte & Touche
- Best-of Phishing Protection List – Expert Insights
- Hot 150 Cybersecurity Companies to Watch – CyberSecurity Magazine
- Awards Finalist for Top 25 Information Security Vendor Award – 2021 ONCON ICON
- 5-Star Rating in the 2021 CRN® Partner Program Guide
- Ranked No. 20 on the Inc. 5000 Regionals List of Fastest Growing Companies

FINANCIAL TIMES

ONCONFERENCES



Why this Webinar

- The problem with phishing is vast
- SOC employees bear a significant brunt
- Organizations tend to make similar mistakes that lead to further burnout and more phishing



The Problem with Phishing



51%

Attacks missed without use of advanced AI

\$3.7M

Annual cost associated with phishing for a 10,000 user company

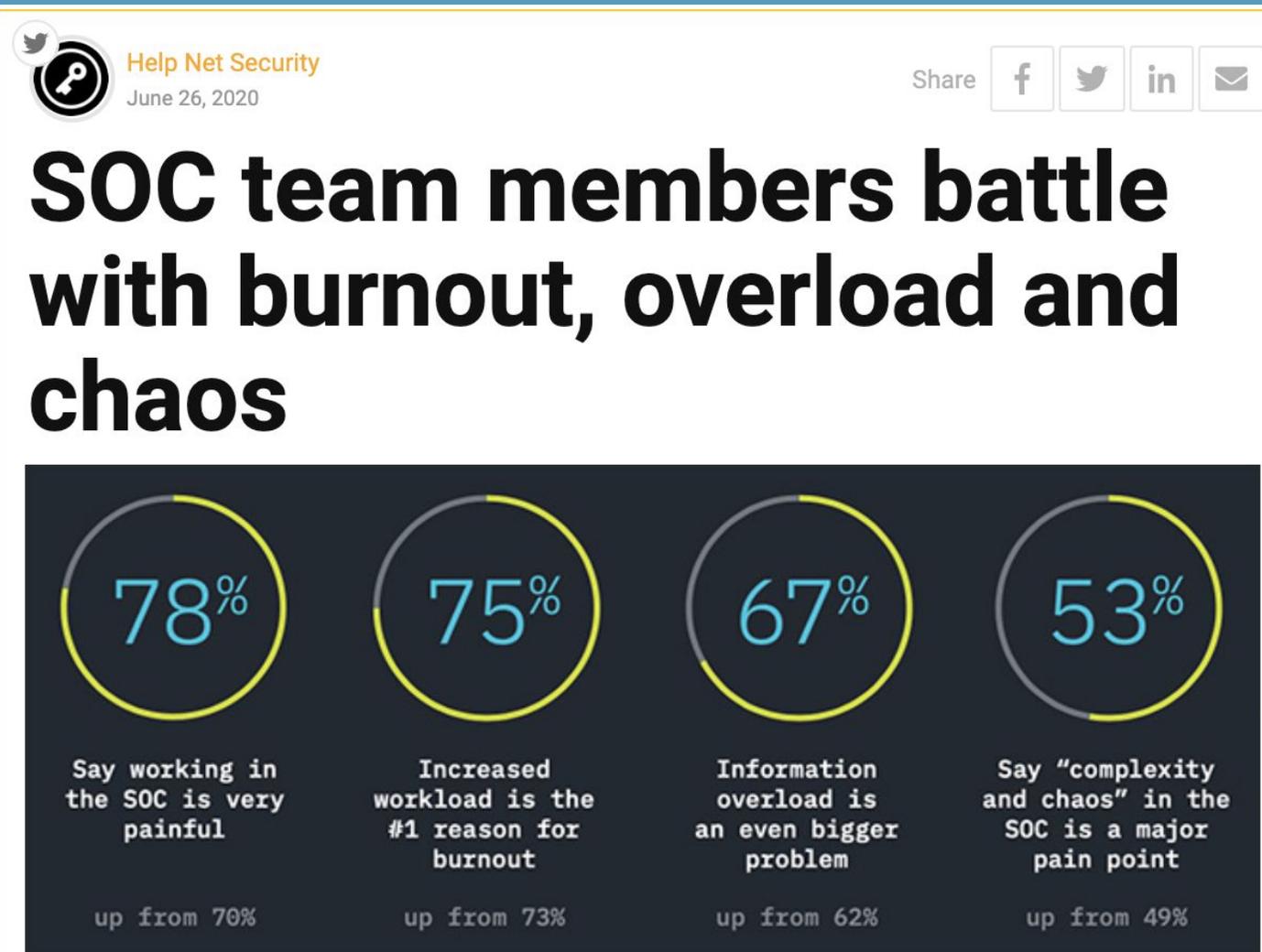
22.9%

Percentage of time the SOC spends managing the email threat

The Problem with Phishing

“IT security personnel are approaching burnout as they spend increasingly more time on threat investigation while complexity and chaos, alert fatigue and workload grow” --

*Improving the Effectiveness of the Security Operations Center
Ponemon Institute*



Current Research – Time associated with phishing

Gartner

Gartner®

Market Guide for Security Orchestration, Automation and Response Solutions

Published 21 September 2020 - ID G00727304 - 28 min read

“The most common use case [for SOAR] is automating the triage of suspected phishing emails reported by end users”

This happens *“dozens to hundreds of times per day”*

Goal is to determine *“whether the email (or its content) is malicious and requires a response.”*

Flash Poll

Do your users report suspected phishing attacks?



Mistake 1: Underestimating Phishing Threat

- Avanan's State of Email Security Survey found that managing email threat takes 22.9% of the SOC's time. That's 2-3 hours per day
- Of that time, 47% is spent investigating suspected phishing emails reported by end users
- 27% is spent responding to actual phishing emails



Mistake 1: Underestimating Phishing Threat

- End-users are encouraged to report to SOC
- Each end-user request takes more than seven minutes to investigate manually
- This leads to SOC burnout and ineffective responses



Recommendation:

Rigorously test your processes for end-user reporting and how the SOC responds

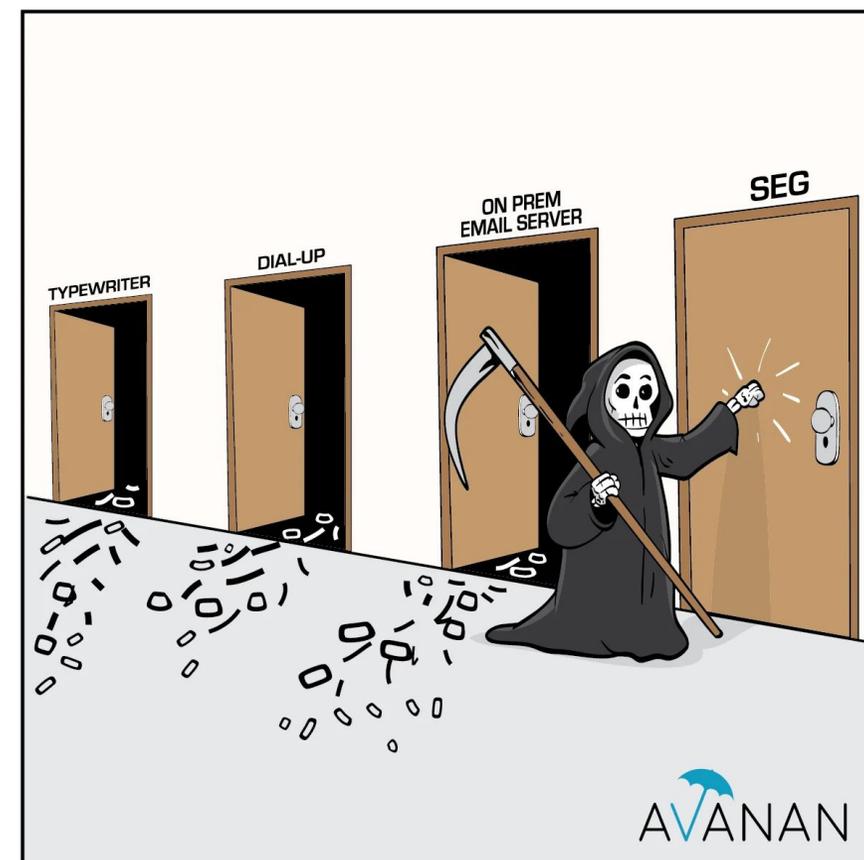
Flash Poll

Do your users still receive BEC and other phishing attacks?



Mistake 2: Thinking You Can't Do Better Than Current Security

- Complacency has set in. "If [Microsoft, Proofpoint, Mimecast] can't stop it, who can?"
- Legacy solutions were built for legacy world, not API or AI-enabled and thus, less effective
- Less effective email security=more phishing=more SOC work=more SOC burnout



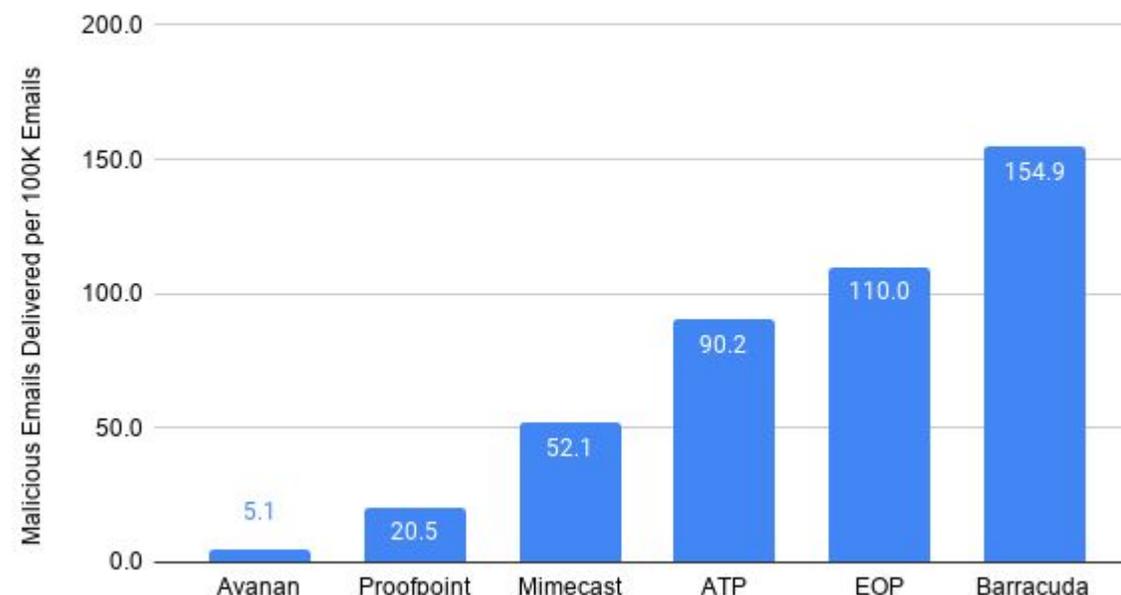
Mistake 2: Can't Do Better Than Current Security

- Legacy email security lets significantly more malicious emails through
- Both SEGs and Microsoft are bad offenders
- More malicious emails increases potential for problems

Recommendation:

Do a trial with an inline security provider that can reveal how much your current solution is missing

Malicious Emails Delivered per 100K Emails



Flash Poll

Are the terms Artificial Intelligence and Machine Learning buzzwords?



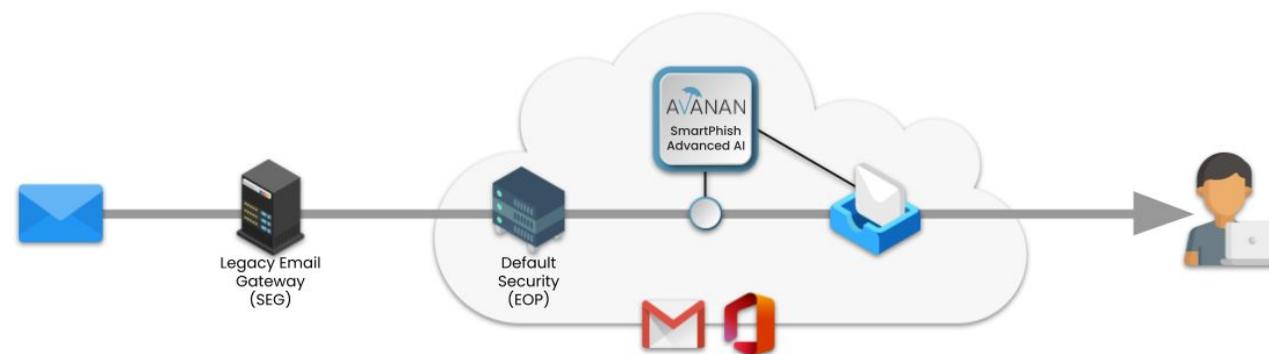
Mistake 3: Thinking All AI/ML Are Built the Same

- AI and ML are not just labels
- They need to actually work
- The best AI and ML are trained on the best datasets
- The only way to do that is be inline
- Gives chance to understand who's being emailed, social graphs, activity with apps and more
- Better AI leads to better catch rate



Mistake 3: Thinking All AI/ML Are Built the Same

- Protecting inline leads to better AI
- Ask: Can your solution's AI deliver industry-standard protection today, or is it just in the roadmap?
- Avanan can instantly add new, evasive attacks to our AI, allowing us to stop them faster
- Stop what other miss—train AI our most sophisticated attacks



Recommendation:

Ask: What's on the roadmap and what's in use and fully available today?

Flash Poll

Does training your employees solve the problem?



Mistake 4: Using Chopsticks to Catch a Fly

- Many orgs are opting to train first, before implementing security
- Employee phishing training is essential
- It's not a full replacement for total email security



Recommendation:

Reduce attack surface first.

Finish it off with comprehensive security training for end-users.

Flash Poll

Is your SOC's workload higher in 2020 and 2021 than it was in 2019?



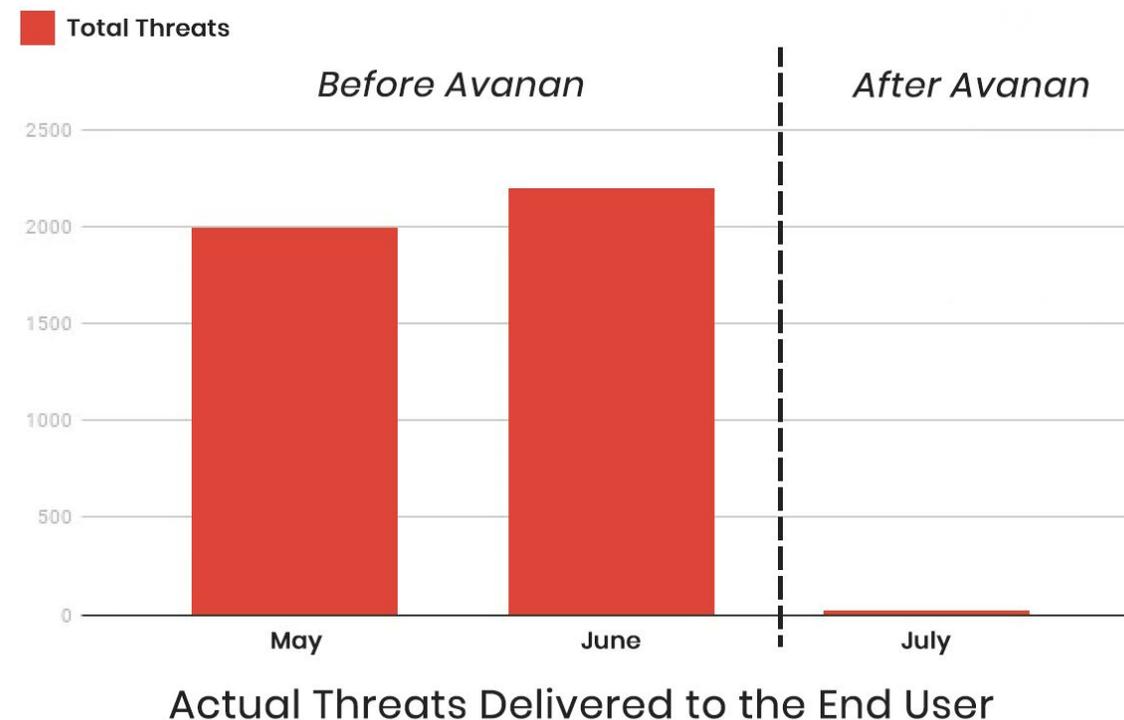
Mistake 5: Failure to Consider Impact Phishing Training Has on SOC

- When you implement phishing training, especially as your go-to method of prevention, SOCs suffer. In one case, a company saw 16,000 emails reported to the SOC in one month
- More end-user reports leads to more work. Each end user report takes seven minutes to analyze, more if it's malicious and remediation is involved



Mistake 5: Failure to Consider Impact Phishing Training Has on SOC

- Average number of emails reported to SOC for a 10K user company is 505 a month
- That's 707 hours per year in analysis
- Only 33.8% of those are malicious
- Avoiding SOC burnout starts with better protection
- For Avanan's customers, that means a 99.2% reduction in bad emails reaching the inbox
- Also: a decrease in end-user reports to the SOC by 71%



Recommendation:

Implement email security that actually prevents malicious emails from reaching the inbox

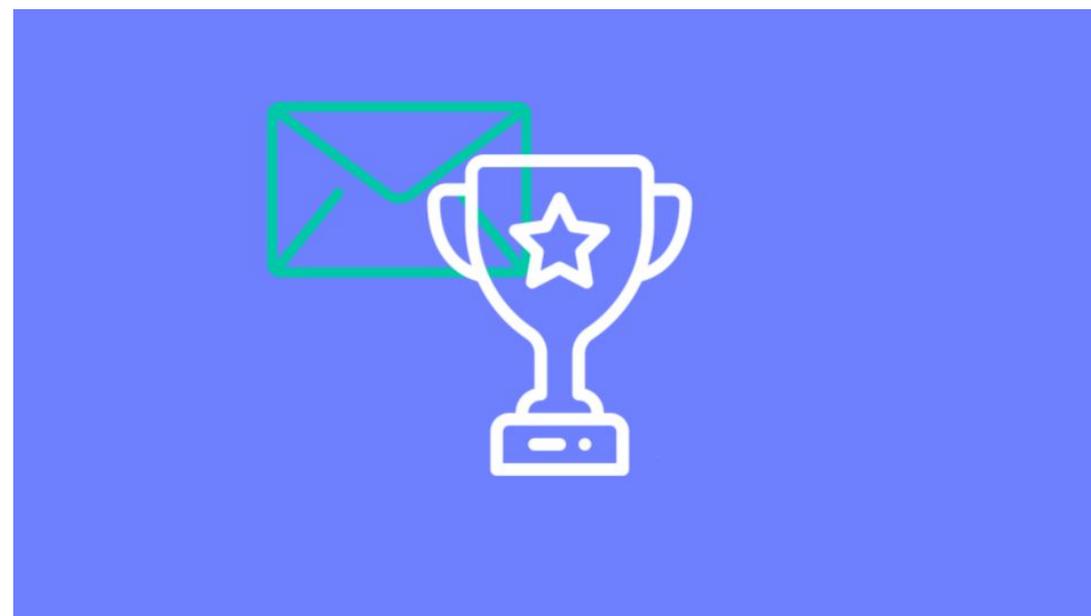
Mistake 6: There's No Silver Bullet

Solving burnout starts with addressing the phishing threat

- Advanced protection
- Improved response capabilities
- Better training

Recommendation:

Implement Avanan's award-winning, advanced security; improve response capabilities in the SOC; train employees rigorously



With Avanan High Level Findings

Global Fortune 500 Results with Avanan

1. **Improve Security: 99.2%**
Reduction in phishing attacks
2. **Improve efficiencies: 71%**
Reduction in end user requests to SOC

5-Minute Deployment



↓ 99.2%

Reduction in phishing attacks reaching end users



↓ 71.2%

Reduction in phishing related alerts to the SOC

Customer Quotes

"I have more **time** to work on the important things the company needs from me."

"Since going live with Avanan enterprise-wide, we have a considerable **decrease** in phishing and malicious emails making it user inboxes."

"It has given our team **TIME back** during the day to move onto other tasks."

"It saves us a lot of **time** and energy."

"The number of blocked emails has went up tremendously, and this equates to more **time** for me!"

"Reduced my team's **time** dealing with phishing attempt response by nearly 90%."



Customer Quotes

During the pandemic we have seen a rapid increase of spam, phishing related attacks, and malicious content. With Avanan we put these attacks, and attempts at a **hard stop!**

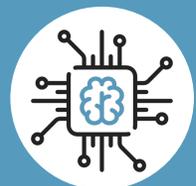
We see very few false positives, and **almost no phishing/spam emails get through anymore.**

Avanan has solved phishing attacks and malware laden attachments. **Unprecedented accuracy and protection.**

Once you dial in on your settings, you **don't see any false positives.**

Since implementing Avanan, spam and malicious email that reaches end users inboxes is **down by more than 95%**





The Avanan Patented Email Security Architecture

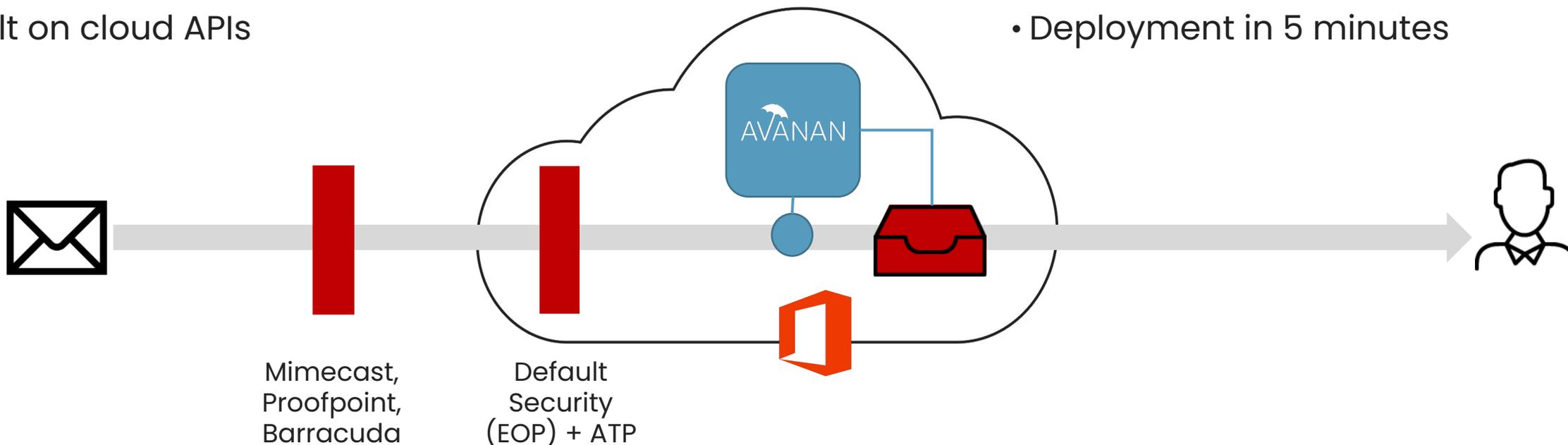
Avanan's Architecture

- Embedded within O365 as a layer
- Last line of defense before inbox
- Built on cloud APIs



Provides our customers

- Better Security
- Save More Time
- Deployment in 5 minutes

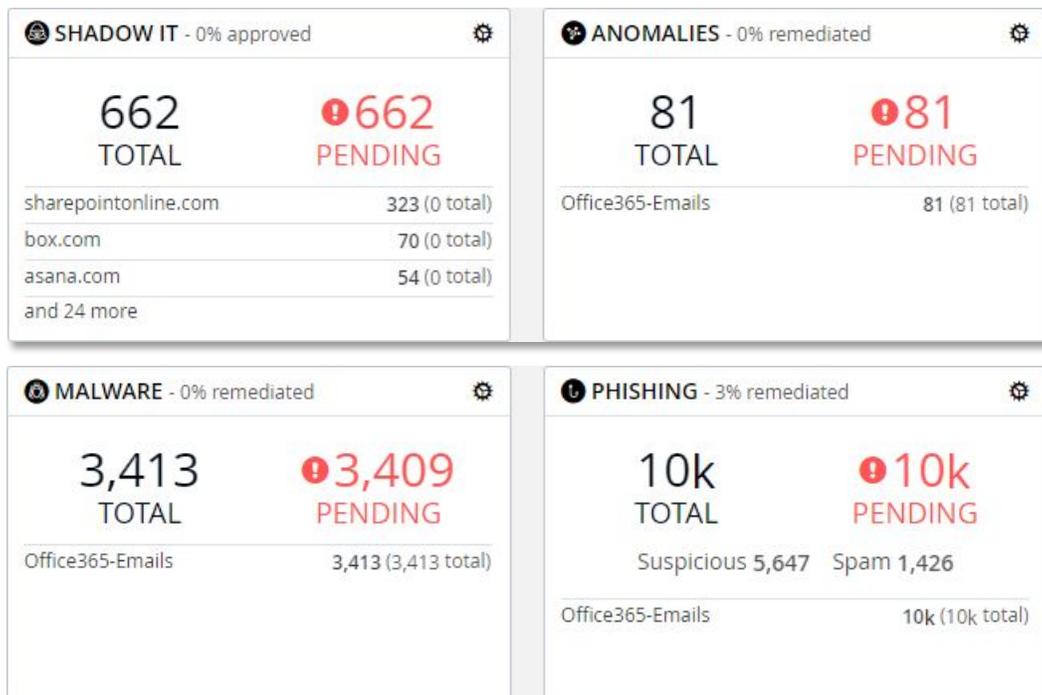


Trial Process

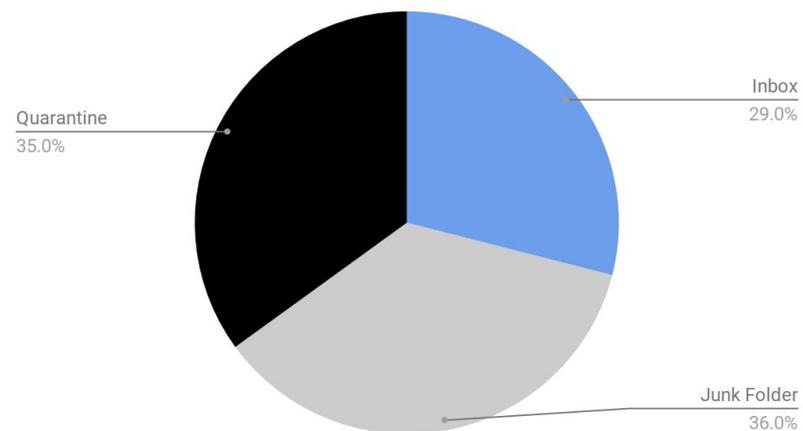


What one piece of advice would you give other prospective customers?

“Get the [Avanan] trial and review the filtered trash”



Percentage of Emails



30 Day sample

About Avanan

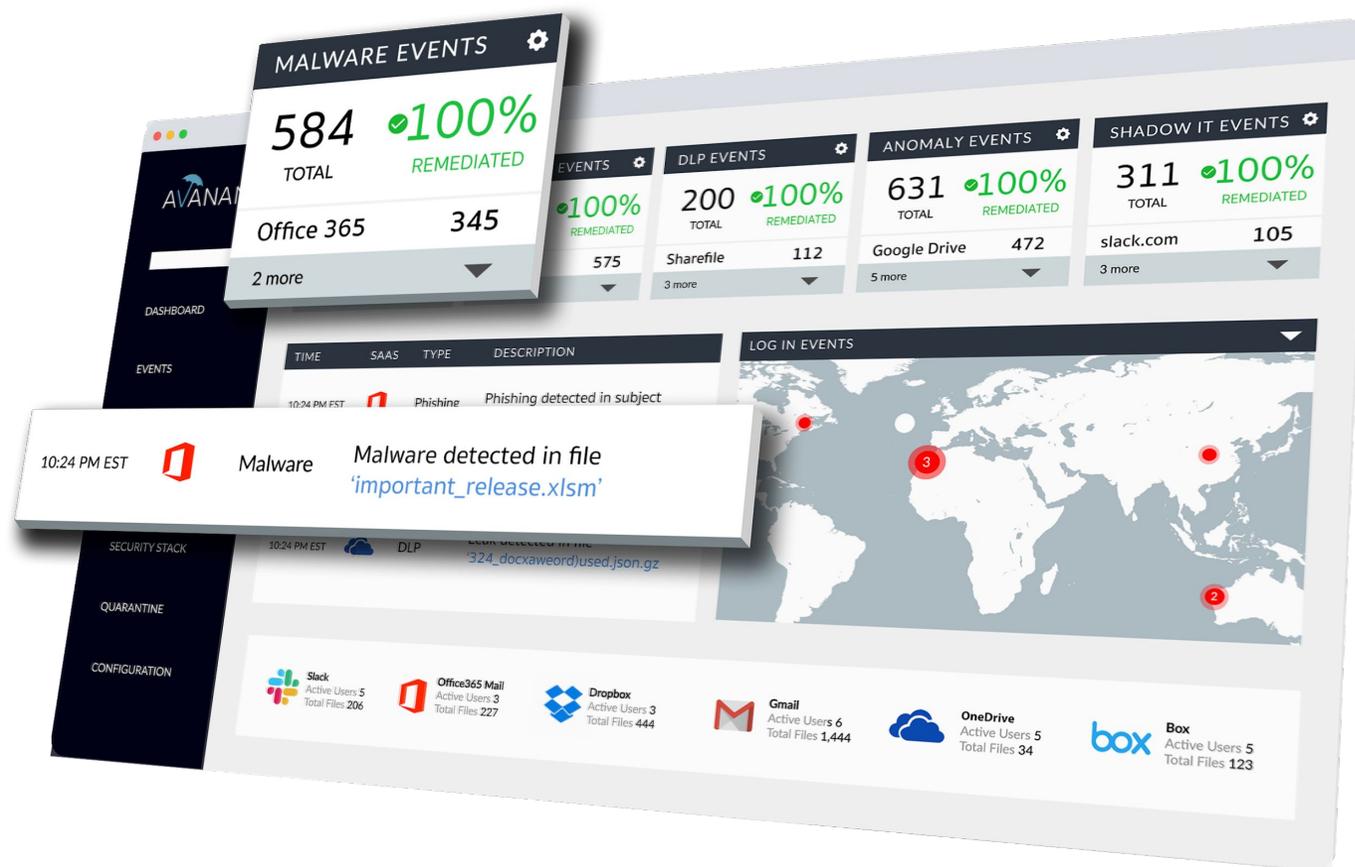
- #1 Ranked in Gartner Peer Insights (4.9 out of 5)
- #1 Ranked in G2 for Cloud Email Security (97% Satisfaction Rate)
- Fastest email growing security solution (Deloitte)
- 3000+ Customers Worldwide



Avanan: Reinventing Email Security

A new way to secure entire collaboration suites from advanced attacks

- API approach protects the entire collaboration suite
- Pre-inbox defense with post-delivery protection
- Smart-Phish™ – AI trained to catch what default and advanced security misses
- Industry-leading malware, and phishing technology in one click
- User included in AI training



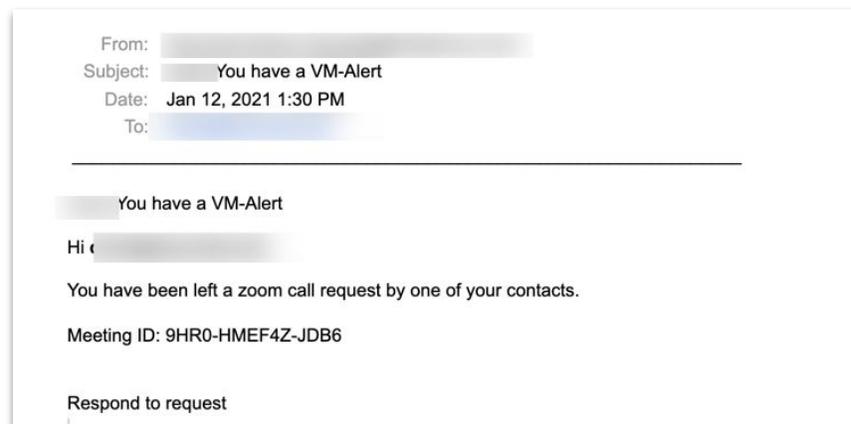
Content to make you...



Sorry I'm late. I lost my badge and couldn't get into the kitchen.

Laugh

Cyber security comics



Cry

Avanan Attack Briefs – Read up on the latest attack methods hackers are using



Think

The Microsoft Teams Security Report

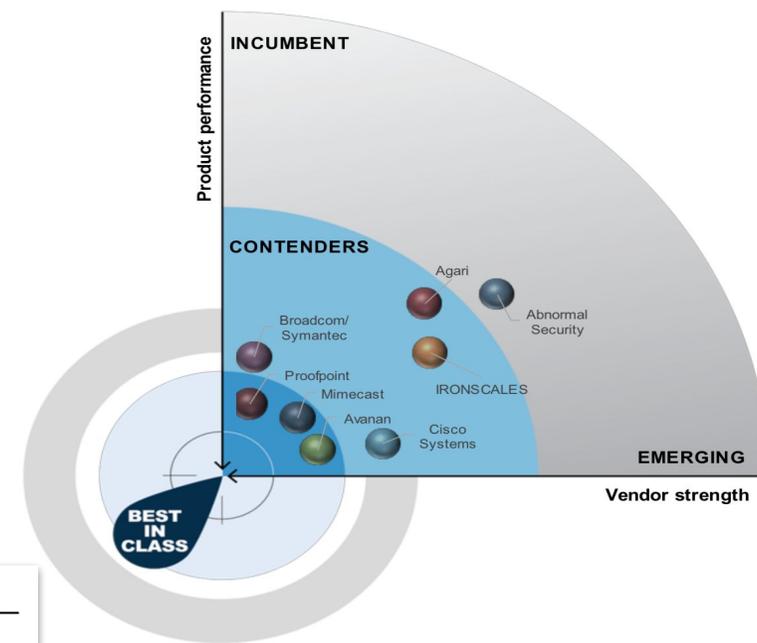
Next Month's Webinar

AVANAN
Email Security – Protecting a Critical Business Application
 Thursday, May 27th at 1:00 PM EST
 with Joe Kroll, Aite Group's Senior Cybersecurity Analyst

REGISTER NOW

<https://www.avanan.com/resources/webinars>

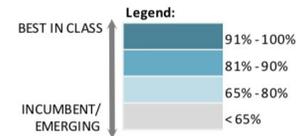
Figure 8: Email Security Aite Matrix



Aite Group

Figure 7: Aite Matrix Components Analysis by Heat Map

Vendors	Vendor stability	Client strength	Client service	Product features
Abnormal Security	74%	77%	74%	86%
Agari	82%	80%	85%	76%
Avanan	83%	95%	94%	92%
Broadcom/Symantec	90%	97%	92%	79%
Cisco Systems	83%	85%	95%	90%
IRONSCALES	82%	79%	85%	85%
Mimecast	90%	90%	88%	93%
Proofpoint	98%	90%	88%	91%



Source: Vendors, Aite Group

Thank You



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