Operationalizing Cyber Risk Management for Enterprises

Bay Dynamics Highlights

Rich History
- 15 years of customer-driven data analytics development
- Transitioned from leading behavioral analytics consultancy to cyber risk analytics platform vendor
- Re-launched brand in 2015, prioritizing direct software sales, accelerating partner programs and building partner alliance ecosystem

Marquee Customer Base
- Products implemented at thousands of enterprises
- Risk Fabric utilized by some of the largest Fortune 50 financial and media companies, also serving MSSPs

Differentiated Platform Offering
- Cyber Risk platform provides risk visibility, communication and reduction
- Fast time-to-value, with OOTB integrations, behavioral analytics and dashboards
- Outcome-focused behavioral analytics identifies insider threats without rules
- Low TCO - leveraging existing security investments without requiring additional data stores
- Amplifies the benefit of an array of risk and security sources by integrating and correlating their data, enriching it with security analytics and presenting it to the right people at the right time
- Innovative business-centric use cases provide real ROI, not just cool technology
- Built on industry standard technology, for easy support, manageability, and resourcing
- 6 Patents Issued, 5 Pending

Risk Fabric Overview

Risk Fabric is a Cyber Risk Analytics platform that addresses today’s cyber risk challenges with out-of-the-box business value. Risk Fabric automates the process of aggregating data from your existing security tools like SIEM, GRC, DLP, Vulnerability Management etc., and analyzing and communicating security information so that it’s traceable, trustworthy, and prioritized. By involving the right users, understanding the assets at risk, and focusing on the metrics that matter, the platform decentralizes risk from the security and risk organization and effectively communicates cyber risk to the Board of Directors, Line of Business (LoB), Security Managers (SOC), and C-Level Executives.

Risk Fabric is a purpose-built platform that provides a proprietary risk data model, User and Entity Behavior Analytics (UEBA), ad hoc analytics, business dashboards, and automated reporting to drive effective cyber risk management.

The Right Information to the Right People at the Right Time
- Responders: prioritized cyber risks for remediation
- Operations: tool/org health, coverage, and performance
- Vendor Risk Management: riskiest vendors for review
- Lines of Business: personalized and prioritized vulnerabilities
- Executives: organization's performance and cyber risks
- Board of Directors: informed decision making
- Everybody: information they need to reduce cyber risk

Risk Fabric Powered Solutions:

Insider Threat
- User and Entity Behavior Analytics (UEBA) based insider threat identification
- Vendor Risk Assurance provides “360°” view of risky behavior
- Behavior-based Security Awareness Training
- Continuous Monitoring of observed privilege access

Assets at Risk
- Prioritized assets at risk
- Continuous Compliance with specific asset scopes (e.g. PCI, internet facing)
- Monitoring user behavior prioritized by assets at risk
- Collaboration between stakeholders ensures coordinated vulnerability management

Security Metrics Automation
- Analyzes underlying data and creates security metrics
- Wizard-based dashboards
- Automated data scraping and personalization for LoB application owners
- Out-of-the-box dashboards with drill-to-detail aligned to individual stakeholders

Market Opportunity
- Bay Dynamics and its partners have the opportunity to participate in multiple market segments including cyber risk management, security analytics, security metrics automation, vulnerability risk management, security awareness, PCI/HIPAA compliance and vendor risk management
- No other vendor has the breadth to deliver comprehensive cyber risk management that provides ongoing visibility into cyber risk posture, automated communication, and accountability across key stakeholders
- Modular design allows partners to build upon Risk Fabric’s solid foundation to provide value-added solutions
- Service partners have the opportunity to implement strategic change management and cyber risk management programs with Risk Fabric providing the platform to support the desired process
- Technology partners can develop or integrate applications on top of Risk Fabric