

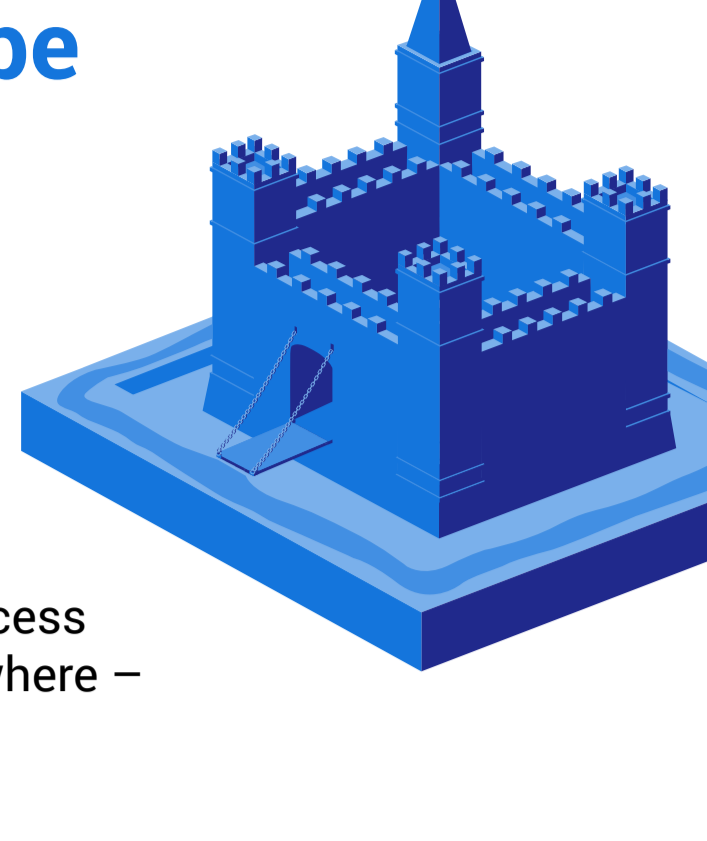
FROM ZERO TRUST TO ZERO TOUCH

Zero Trust Architecture by BlackBerry Delivers Continuous Threat Protection While Maximizing User Productivity

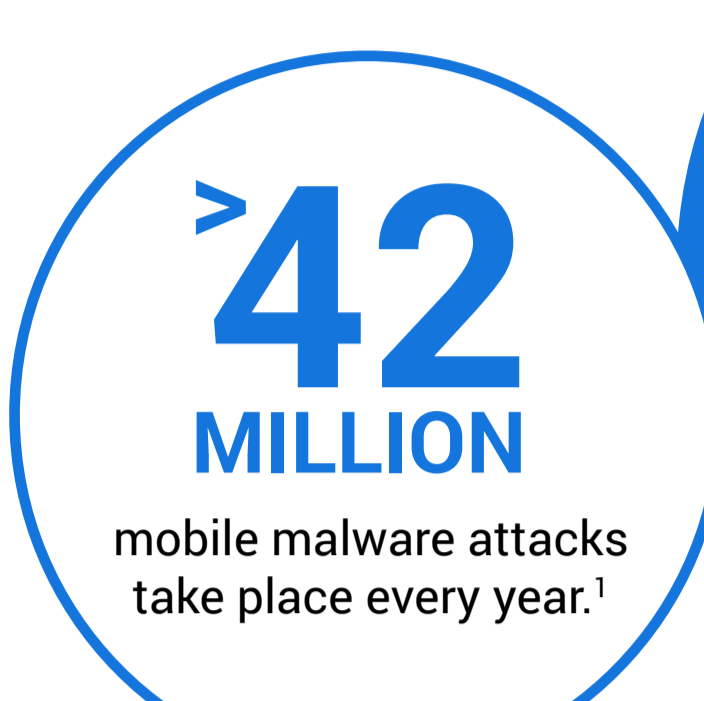
The New Security Landscape

The **castle-and-moat** model of securing the enterprise no longer works.

Today, cyberthreats can come from **both outside and inside the organization.**



Bad actors can access data residing anywhere – **from anywhere.**



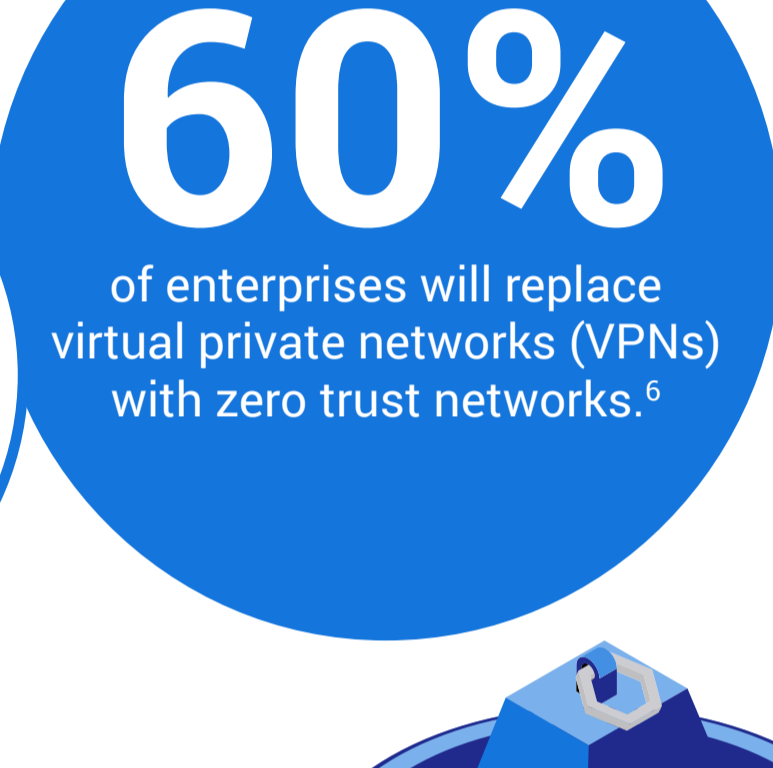
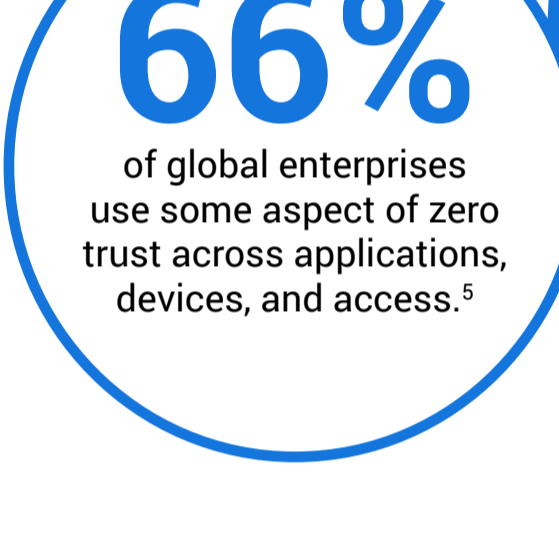
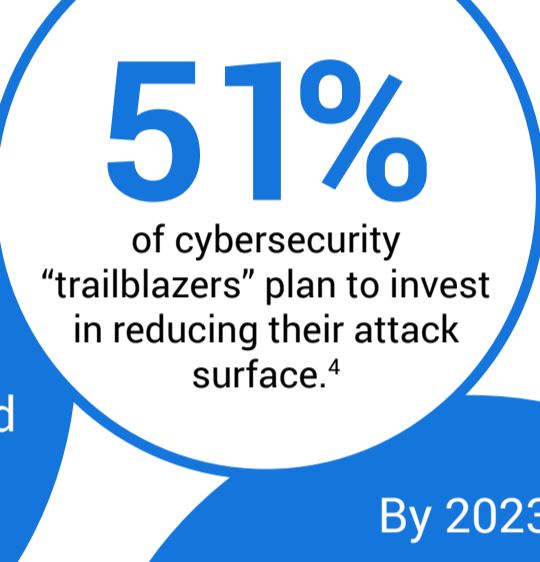
Never Trust. Always Verify.



This **zero trust security model** trusts nothing and no one by default – including users inside the network perimeter.

Every user, device, and network are assumed to be hostile.

Zero trust offers a proactive approach and hardened defense.



Striking a Balance

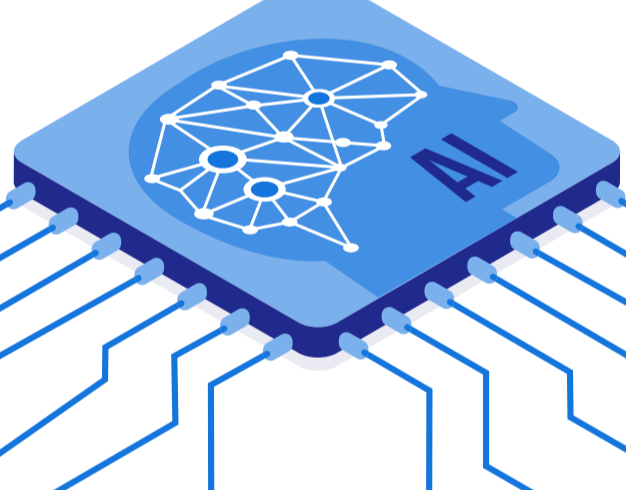


Zero Trust Approach
What every *security team* wants

No one can access anything until they prove who they are, that their access is authorized, and they're not acting maliciously.

Zero Touch Experience
What every *user/employee* wants

Immediate productivity with instant access to resources without the hassle of passwords, timeouts, special permissions, or multiple authentications.



Zero Trust Architecture by BlackBerry Harnesses Advanced AI Techniques...

Unsupervised Learning
Learn what is “trusted” and “normal” behavior

Deep Learning
Turn passive biometrics into n-factor authentication

Anomaly Detection
Spot attack patterns using algorithms such as Isolation Forest



... To Bridge the Gap Between Zero Trust and Zero Touch



It's Time for Smarter Security Learn More

blackberry.com/us/en/forms/enterprise/wp-zero-trust

Sources
 1 Kaspersky Lab: <https://securelist.com/mobile-malware-review-2017/84139/>
 2 Threatpost: <https://threatpost.com/google-play-malicious-apps-racked-up-335m-installs-in-september/148810/>
 3 Forbes Insights: <https://www.forbes.com/forbes-insights/our-work/cybersecurity-trailblazers/>
 4 Forbes Insights: <https://www.forbes.com/forbes-insights/our-work/cybersecurity-trailblazers/>
 5 Forbes: <https://www.forbes.com/sites/insights-vmwaresecurity/2019/06/12/zero-trust-the-modern-approach-to-cybersecurity/#1bbb7d34e9d>
 6 Gartner: <https://www.gartner.com/doc/reprints?id=1-60PF5SV8&ct=190515&st=sb>