

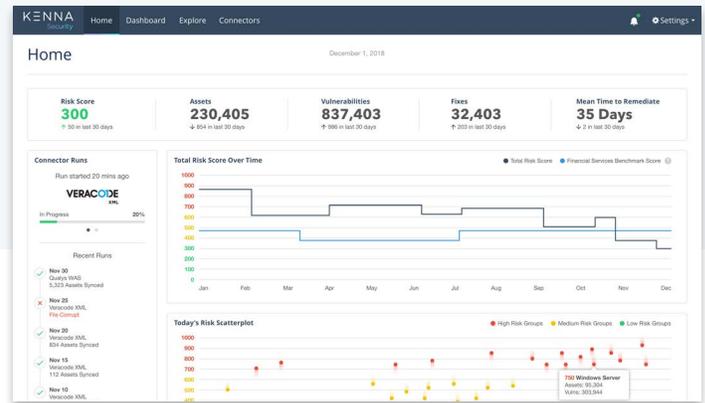
The Kenna Security Platform

Know which vulnerabilities to manage first—based on risk

The average enterprise has millions of vulnerabilities, with dozens of new ones discovered each day. Manually analyzing, correlating, and prioritizing each vulnerability isn't humanly possible; there's just too much data coming in too fast to gain the upper hand. But the problem isn't limited to enterprises; smaller organizations have fewer vulnerabilities, but they also have a correspondingly smaller staff to deal with them. So regardless of size, most organizations will never have enough human or financial resources to fix everything.

Security and vulnerability managers are asked to keep the organization secure, knowing that they don't have enough resources to remediate everything, and they lack the context required to know which vulnerabilities are the most critical. IT operations teams are forced to scramble to fix vulnerabilities without a clear understanding of their most urgent priorities. And executive management requires continuous risk reporting, tracking, and management, further straining security professionals' already scarce time, resources, and expertise.

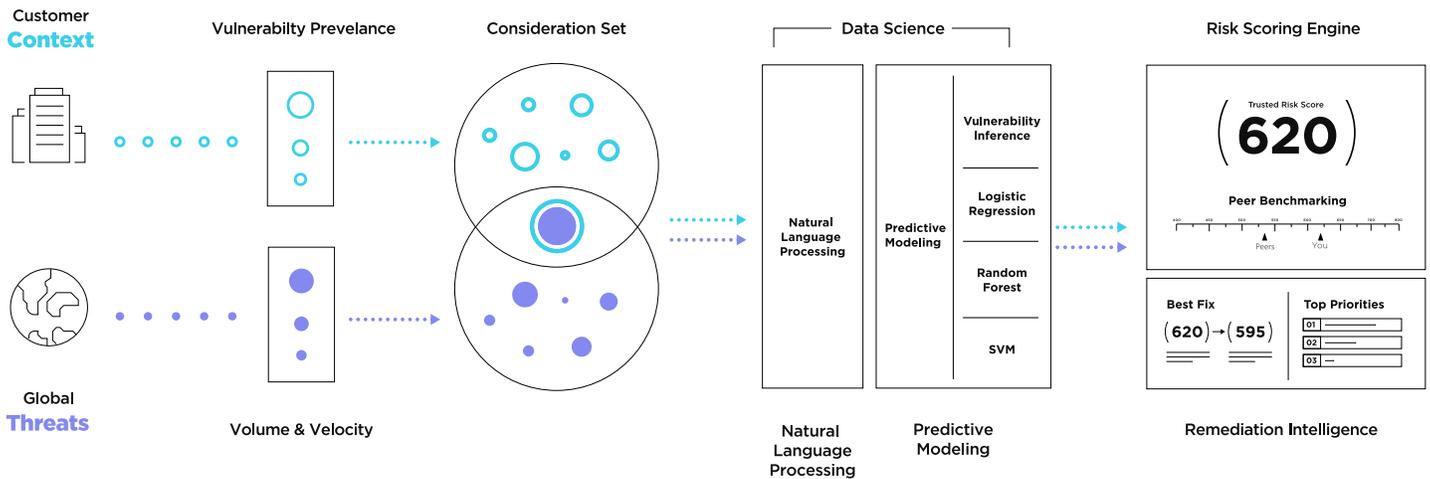
Kenna Security helps overcome these challenges by arming them with the platform and technology to effectively combat risk. The Kenna Security Platform is a scalable, cloud-based solution that delivers the most informed and accurate risk prioritization available, enabling security and IT operations teams to take a risk-based approach to vulnerability management by prioritizing and proactively managing the vulnerabilities that matter most. Leveraging Cyber Risk Context Technology™, the platform combines 15+ exploit intelligence sources, 3+ billion managed vulnerabilities, global attack telemetry, and remediation intelligence to accurately track and measure real-world exploit activity across the enterprise's global attack surface. Using predictive modeling technology, the platform can also accurately forecast the future risk of vulnerabilities the instant they're discovered, allowing organizations to proactively manage risk.



Key Benefits

- Accurately Measure Risk**
 Combine your vulnerability data, asset information, and real-time threat intelligence to get the most informed and accurate risk assessment available.
- Prioritize High-Risk Vulnerabilities**
 Efficiently prioritize and proactively manage the vulnerabilities that pose the most risk to the organization.
- Predict Future Exploits**
 Know the level of risk vulnerabilities pose—the instant they're discovered—with predictive modeling technology.
- Align IT and Security Efforts with Business Objectives**
 Deliver a holistic and quantifiable view of the organization's risk posture, ensuring organizational alignment and enabling executive management to make data-driven investment decisions.
- Leverage Existing Investments**
 Integrate with your existing vulnerability scanners, ticketing systems, and other security infrastructure components to maximize efficiency across the organization.

Cyber Risk Context Technology™: The Science Behind Kenna



The Kenna Security Platform is the only solution designed to look outside the organization to analyze and understand the volume and velocity of attacker activity and combine that data with extensive internal data sources to provide the context required to determine which vulnerabilities to remediate first. Employing machine learning and data science, the platform ingests, aggregates, and processes tens of billions of pieces of data, from more than 55 sources, including more than 15 threat and exploit intelligence feeds, and then automates the analysis of this data using our proven data science algorithm to deliver an accurate, quantifiable risk score for every vulnerability within seconds.

We call this Cyber Risk Context Technology™, and it's at the heart of the Kenna Security Platform. To understand what attackers are doing in real time and evaluate which vulnerabilities are most likely to pose a threat to the organization's specific environment, Cyber Risk Context Technology analyzes the following internal and external data sources:

Ground Truth Telemetry

- 15+ sources of exploit intelligence
- 3+ billion managed vulnerabilities
- 15+ billion security events
- Global attack telemetry
- Remediation intelligence

Internal Security Data Sources

- Any vulnerability scanner
- Asset- and network-specific data from configuration management database (CMDB) tools
- Penetration testing
- Bug bounty programs
- Static application testing
- Dynamic application testing
- Open source tools
- Custom data sources in JSON format

Kenna uses all of this data to get a full view into the potential impact of each vulnerability, including the volume and velocity of attacker activity, as well as how critical each threat could

be given your specific environment, and then translates that context into actionable security intelligence to guide remediation efforts and resource allocation.

Cyber Risk Context Technology

is comprised of:

1. Ground Truth Telemetry

Kenna analyzes billions of pieces of information to understand attacker activity in real-time. We understand what attackers are doing, how they're doing it, and the tools they're using to exploit vulnerabilities in the wild. Kenna analyzes Ground Truth Telemetry to determine:



Volume and Velocity – We process and analyze threat data from 15+ sources* to determine the volume and velocity with which attackers are exploiting vulnerabilities in the wild



Easily Exploitable – We analyze data from all available toolkits in the commercial space and dark web to determine which ones have weaponized capabilities



Malware Exploitability – We determine which malware strains exploit vulnerabilities as one of the steps in their process and determine the prevalence of that malware



Zero Day – We analyze all available zero-day information and determine whether a customer is susceptible

2. Risk Scoring Engine

Leveraging Ground Truth Telemetry and your internal security data, the Kenna Risk Scoring Engine algorithmically determines the risk scores of each unique vulnerability and group of assets. The risk score takes into account the number of instances of each vulnerability in your environment, the potential severity, and the assets that are threatened as a result of each vulnerability. Your organization will understand, in real time, your current risk posture and—more importantly—the actions you can take to affect the greatest impact on risk reduction.



3. Predictive Modeling

By harnessing machine learning, predictive modeling, and other data science techniques, Kenna enables security and IT teams to finally embrace predictive vulnerability management by calculating the risk of a vulnerability as soon as it is revealed—and long before an exploit can be built. Our predictive modeling forecasts the weaponization of new vulnerabilities with a **confirmed 94 percent accuracy rate**, and then prioritizes remediation based on the risk of exploitation. This gives your organization the foresight needed to remediate high-risk vulnerabilities before attackers can mount an attack.

4. Remediation Intelligence Engine

Kenna prioritizes remediation efforts based on what will reduce your risk score the most. The vulnerabilities that pose the greatest risk to the organization and whose remediation will have the maximum impact on risk score reduction are entered into the ticketing system. Because vulnerabilities are prioritized based on the risk score and not solely on how many assets will be impacted, these recommendations generate an increase in efficacy across all vulnerabilities.

* Kenna Intelligence Feeds

Exploit Intelligence:

- Metasploit
- Exploit DB
- ReversingLabs
- Proofpoint
- Secureworks CTU
- D2 Elliot
- Contagio
- Black Hat Kits on rotation (AlphaPack, Blackhole, Phoenix, more)

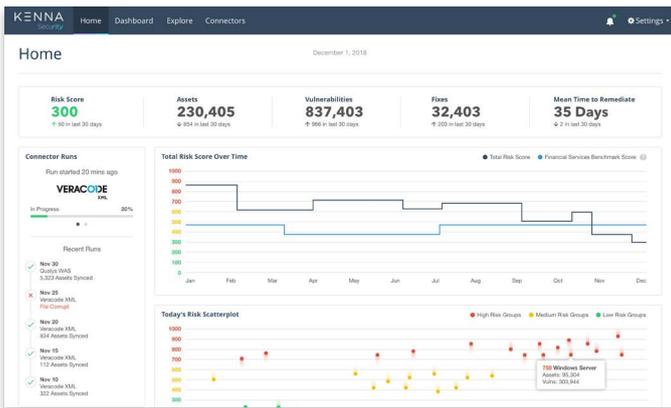
Threat Intelligence:

- AlienVault OTX
- AlienVault Reputation
- Secureworks CTU
- Emerging Threats
- ReversingLabs
- Exodus Intelligence
- Sans Internet Storm Centre
- X-Force Exchange

Product Features

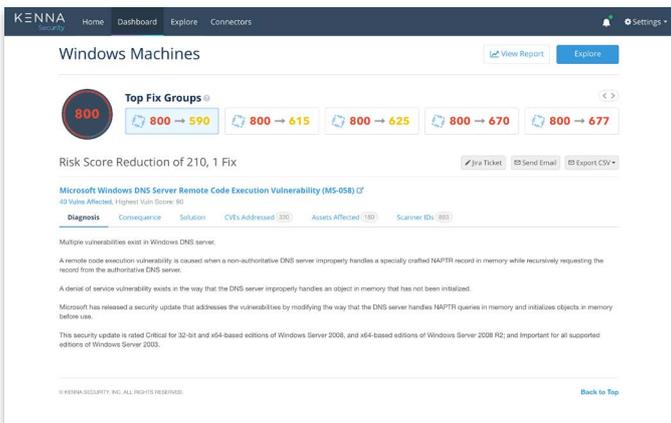
At-a-Glance Assessment

Our home page makes it easy for security teams to stay ahead of threats and effectively manage risk. By facilitating rapid assessment of the environment with an “at-a-glance” view of critical security data, Kenna enables security teams to quickly monitor their risk posture, including current and historical status and the ability to investigate what’s driving their score.



Prioritized Remediation

Gain detailed insights into which vulnerabilities to remediate first and the specific impact each action will have on your organization’s risk posture. Kenna’s “Top Fix Groups” clearly identify which vulnerabilities should be fixed first and articulate the specific ensuing risk score reduction.



Peer Benchmarking

Make more informed decisions about your security programs by comparing your risk posture with that of your industry peers. Use that information to set aggressive goals for the security team. The platform aggregates and averages the current and 30-day historical risk scores for organizations within your industry and can display them on the home screen and in risk reports.

Data Agnostic

Leverage the volumetric security data you already have from the investments you’ve already made in vulnerability scanners, bug bounty programs, and other sources of security data. Kenna is a vendor-neutral risk management platform that is capable of ingesting and analyzing security data from a wide range of sources and transforming it into actionable intelligence.

Ticketing System Integration

Align security and IT teams around the common goal of reducing the most risk. Integration with popular ticketing systems ensures that both teams have the same level of actionable intelligence, so IT knows what to fix, how to fix it, and why. Bi-directional communication and automated tracking keeps security teams informed regarding the progress against all tickets.

Full-Stack Risk Assessment

Determine risk and prioritize remediation efforts across the organization with visibility into infrastructure and application vulnerabilities in one place. The Kenna Security Platform is the only risk management platform to provide organizations with full visibility and accurate, real-time risk-based vulnerability prioritization across the entire organization—full stack.

Precise, Metrics-Based Reporting

Deliver clear, effective reports to executives and the board with quantifiable metrics and easy-to-understand red/yellow/green color coding. Detailed, highly customizable reports with trendlines to show how the organization’s risk posture has changed over time help build and maintain confidence in the security team’s capabilities and demonstrate measurable results.

Ready to try it out?

Sign up for a demo at www.kennasecurity.com/request-a-demo/

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