FROM ASSET MANAG

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From Asset Management to Asset Intelligence

TO ASSET INTELLIGEN

THE ASSET CHALLENGE.

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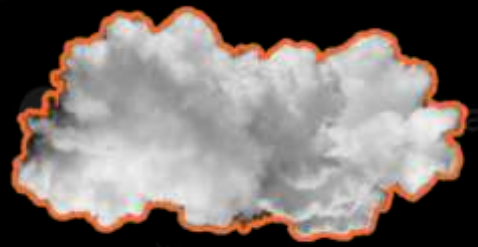
WHY IS ASSET MANAGEMENT SO DIFFICULT?



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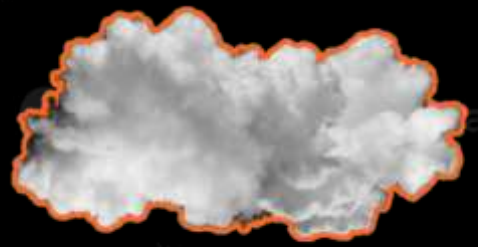
IS MY AGENT EVERYWHERE IT SHOULD BE?



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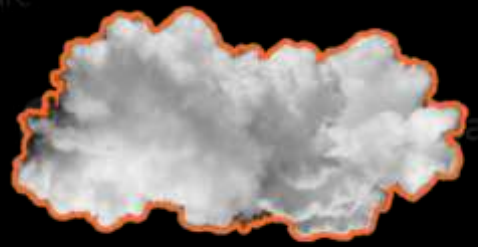
WHICH UNMANAGED DEVICES ARE ON PRIVILEGED NETWORKS?



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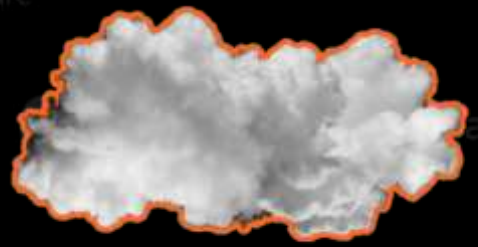
ARE MY CLOUD VMs BEING SCANNED FOR VULNERABILITIES?



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6 ESSENTIAL QUESTIONS ABOUT EVERY ASSET.

1. Is the asset “known” and managed?
2. Where is it?
3. What is it?
4. Is the core software up to date?
5. What additional software is installed?
6. Does it adhere to my policies?

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WHAT IS A CMDB

What is a CMDB?

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WHAT IS A CMDB.

- Configuration Management Database
- Store information about hardware and software assets
- Acts as a central data warehouse
- Used to establish and maintain relationships and dependencies between assets
- Not an asset management tool
- Often misused as a reporting tool

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WHO USES A CMDB.

- Server and Workstation Management Teams
- Governance, Risk, and Compliance
- Finance
- Network Infrastructure and Management Teams
- IT Architects
- Security Operations

CORE PROBLEMS WITH ASSET MANAGEMENT (AND WHY CMDBs FAIL SECURITY TEAMS

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NOT COMPLETE

1. NOT COMPLETE

DOES NOT CONTAIN ALL ASSETS

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NOT FULLY CONTEXTUAL

2. NOT FULLY CONTEXTUAL

TOO LITTLE INFO

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NOT CREDIBLE

3. NOT CREDIBLE

CONFLICTING DATA

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NOT CREDIBLE

4. NOT UP TO DATE

UPDATE CYCLE OF INPUTS TOO INFREQUENT

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WHY?

WHY DOES THIS MATTER?

- NIST Cybersecurity Framework v1.1
- NIST 800-53 and NIST 800-171
- Cloud Controls Matrix v3.0.1
- Critical Security Controls Version v7.1

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DATA SOURCE DIVERSITY IS CRITICAL TO ASSET MANAGEMENT AND SECURITY PRACTITIONERS

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ALL OTHER TOOLS ARE COLLECTORS.

WHAT'S NEEDED IS AN AGGREGATOR.

THE APPROACH.

By connecting to all the security and management solutions of our customers:

- **Agentless data collection**
- **Discover security coverage gaps**
- **Validate and enforce policies**

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NTELLIGENCE >

ASSET INTELLIGENCE INSTEAD OF

MANAGEMENT.

ASSET MANAGEMENT.

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REAL DIFFERENCES.

	ASSET MANAGEMENT	ASSET INTELLIGENCE	
Primary Focus	Show me the device and license lifecycle	Show me all assets, context, and surface what needs attention	
Data Source(s)	CMDB	Agnostic. Collects and correlates data from hundreds of sources	
Asset Types	Physical hardware	Desktops, laptops, servers, cloud instances, users, applications IoT devices and more	
Result	Conflicting, outdated, unusable data	Clear understanding of all assets, how they relate to policies, and custom response actions when needed	
Use Cases	• Hardware inventory • Software inventory	• Device Discovery • CMDB Reconciliation • Network Management • Configuration Management • Asset and Solution Consolidation	• Endpoint Protection Management • Vulnerability Management • Incident Response • Cloud Asset Compliance • GRC and Audit

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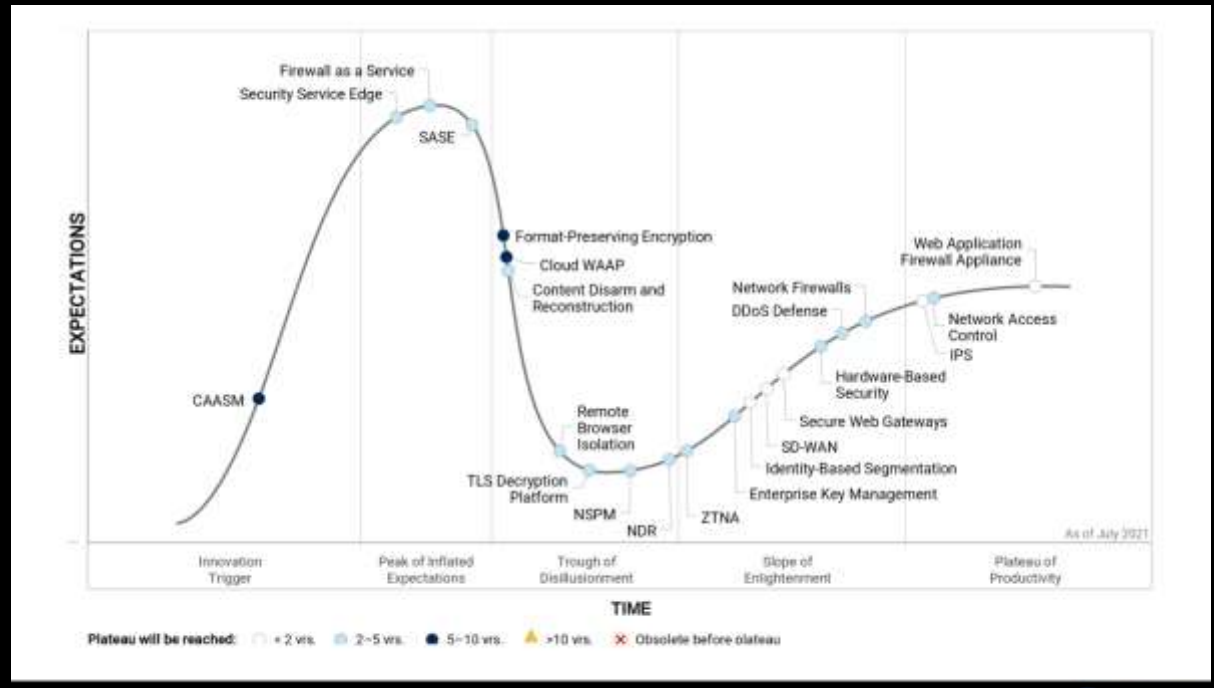
CAASM.

- Cyber Asset Attack Surface Management
- Added to Gartner Hype Cycle July 2021
- Focused on asset visibility and vulnerability challenges
- Shows all assets (internal and external) through API integrations with existing tools
- Queries consolidated data to identify vulnerability scope and gaps in controls



SOURCE: Gartner Hype Cycle for Network Security, 2021

Gartner

WHAT'S DRIVING CAASM ADOPTION?

IT DRIVERS

- ☐ DEVICE DISCOVERY
- ☐ ENDPOINT MANAGEMENT
- ☐ CONFIGURATION MANAGEMENT

SECURITY DRIVERS

- ☐ INCIDENT RESPONSE
- ☐ VULNERABILITY MANAGEMENT
- ☐ GRC AND AUDIT

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COMMON USE CASES.

IT USE CASES

DEVICE DISCOVERY

- Unmanaged vs. Managed Devices
- Ephemeral Devices

ENDPOINT MANAGEMENT

- Devices Missing Agents
- Devices with Agents Not Functioning

CONFIGURATION MANAGEMENT

- CMDB Reconciliation
- Configuration Monitoring

SECURITY USE CASES

INCIDENT RESPONSE

- Understanding Device Coverage and Context
- Pivoting Between Alert, Device, State and Users

VULNERABILITY MANAGEMENT

- Devices Not Being Scanned
- Prioritizing CVEs

GRC AND AUDIT

- Meeting Benchmarks and Regulations
- Satisfying Audit Requirements

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