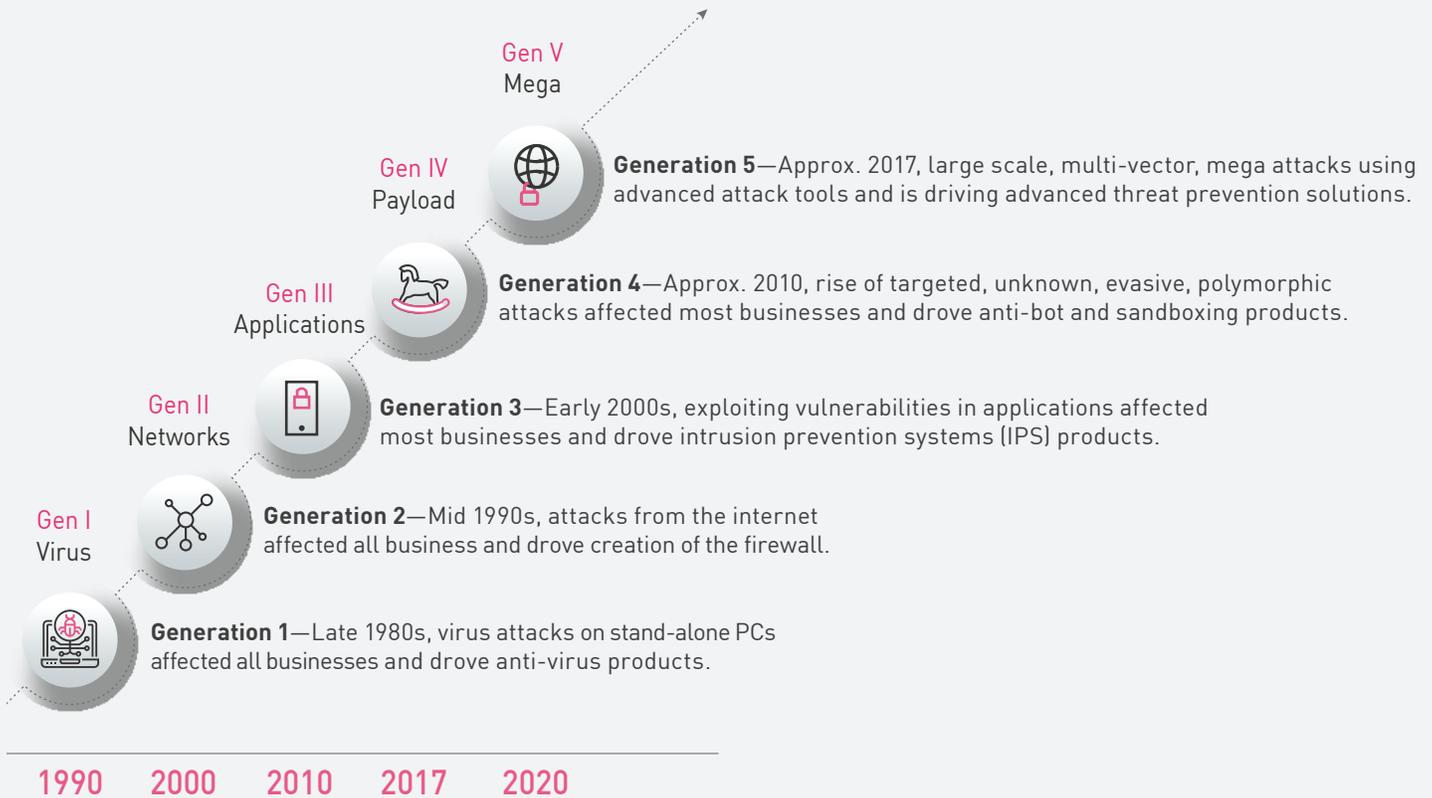


5TH GENERATION CYBER ATTACKS ARE HERE AND MOST BUSINESSES ARE BEHIND

A NEW MODEL FOR ASSESSING AND PLANNING SECURITY

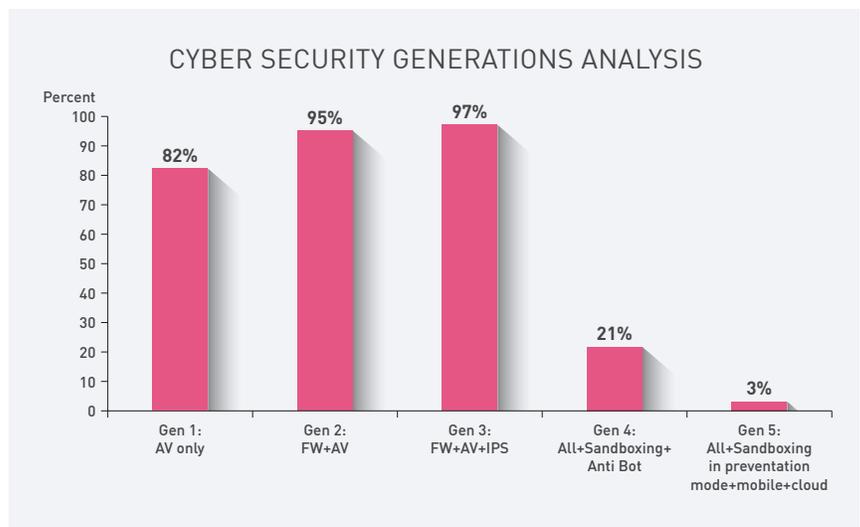


In the last 25 years, attacks and security protection have advanced rapidly. Looking back it is easy to identify the different generations of attacks and security products that protect against them.



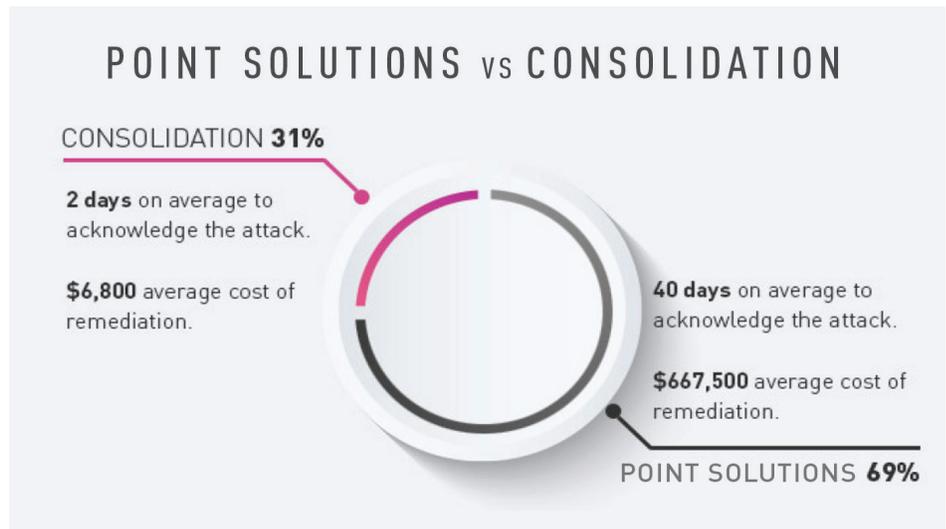
Alarmingly, the velocity of attack evolution is far outpacing the level of security that businesses have deployed. In fact, most business's security is only at 2nd and 3rd generation—while attacks are more advanced 5th generation. This is a problem.

In Q1 2018, Check Point surveyed 443 security professionals around the world about their security infrastructures and the results validate that most security infrastructures are generationally and dangerously behind the level of attacks they must protect against.



With all the money spent on security, how can businesses be behind and exposed? The “point product” model for security is in part to blame. You can only have so many non-integrated products before security and operational efficiency degrades—and the infrastructure becomes operationally fragile. This shortcoming needs to be recognized before it can be fixed.

In a recent survey security executives were asked what they consider the best approach to IT security. Overwhelmingly, C-level executives stated they were satisfied with a point solution strategy and promoted it within their organization. However, once asked more probing questions regarding their security posture, it became obvious that their sense of what was best for their organization was a false sense of security, noting a significant difference in the attack recovery processes.



This is a large and alarming gap in security perception—and in actual protection. Businesses must move from point solution security to 5th-generation security. Gen V security is advanced threat prevention that uniformly prevents attacks on a business’s entire IT infrastructure of networks, virtual instances, cloud deployments, endpoints, remote offices and mobile devices with a single, central management for administration, monitoring and response. Gen V security is an architecture for security that prevents 5th-generation attacks and in the future is easily extended to efficiently add new capabilities to protect new technologies and prevent new generations of attacks.

5th-generation security is marked by the following advancements over the prior 4th-generation security:

- **Consolidates** security into a single, unified and cohesive system – inverse of point product model.
- **Shares** real time threat information in real time throughout the system.
- **Prevents** advanced 5th-generation and first occurrence of new attacks; does not allow first-attack “patient-zero” infection.
- **Extends** prevention of advanced attacks to cloud deployments and mobile devices as part of the single, unified security system.
- **Uniformly** prevents attacks across a business’s entire IT infrastructure of computer networks, virtual instances, cloud deployments, endpoints, remote offices and mobile devices.
- **Centrally** manages, monitors and responds to all security activities and events as a single, unified security system.

This is 5th-generation security and this is Check Point Infinity. Check Point Infinity is the only fully consolidated cyber security architecture that protects your business and IT infrastructure against Gen V mega cyberattacks across all networks, endpoint, cloud and mobile.