

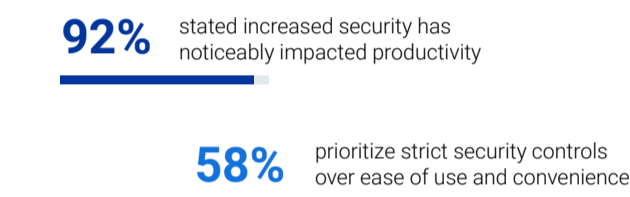
The Impact of Human Nature on Security Posture and the Need to Adapt

The volume, frequency, and sophistication of security threats are escalating. It's critical to adopt solutions that address the unchanging nature of human behavior, while enabling users to get work done.

ALL THE TRAINING IN THE WORLD won't safeguard against mistakes or well-intentioned workarounds



SIMPLY TIGHTENING SECURITY CONTROLS ISN'T THE ANSWER



Too-strict static security tools and solutions contribute to well-intentioned employees seeking workarounds

THERE REMAINS A PERSISTENT NEED TO CONSTANTLY RESOLVE EMPLOYEE MISTAKES



falling victim to phishing and social engineering attacks, sharing files using publicly available sites, employing weak passwords, using unapproved software, devices, or insecure Wi-Fi connections

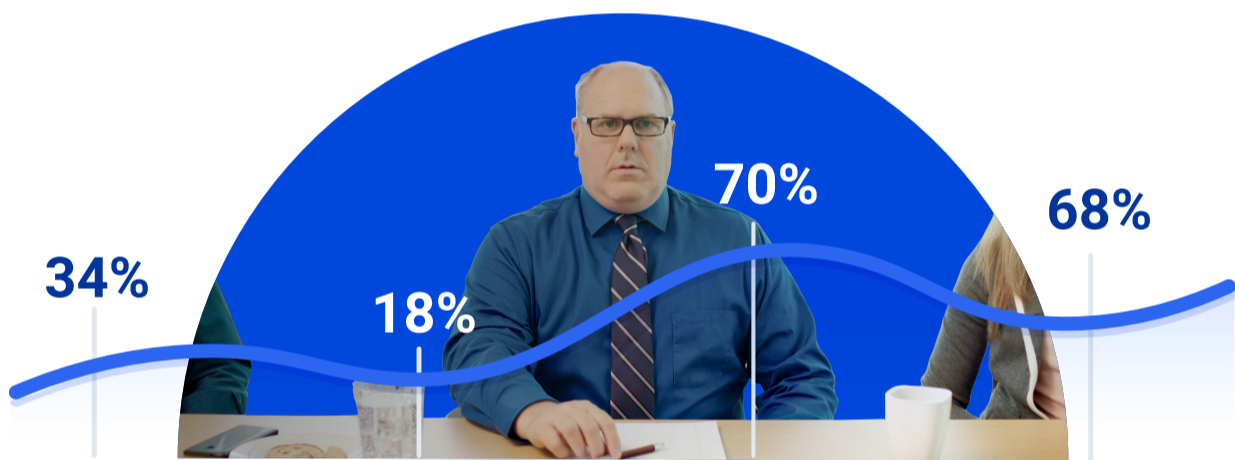
Consequences persist despite training and formal security policies

Lost productivity, exposure of sensitive data, reputational damage, breach of contract, penalties and fines, loss of revenue



COMPANIES POINT TO WEAKNESSES IN THEIR SECURITY POSTURE

Confidence in status quo is low



And yet...



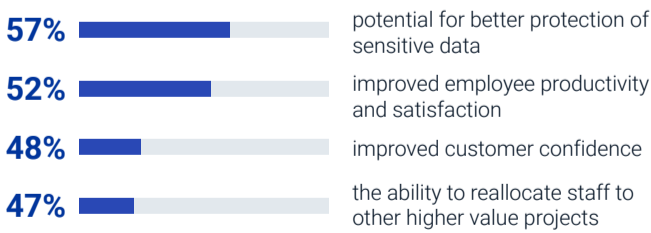
IT'S TIME FOR SMARTER SECURITY

It's no wonder **Adaptive Security and Predictive AI** are emerging as a means to dynamically keep pace with the fast-changing situational risks experienced by users

99% have shown interest

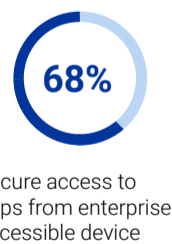
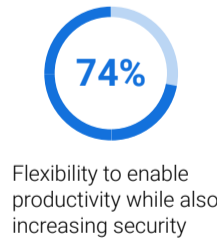


High Interest Driven By

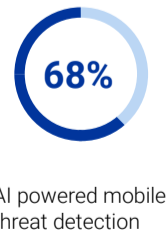


MOST IMPORTANT WHEN EVALUATING ENDPOINT SOLUTIONS

Productivity



Smarter Security



IS YOUR SECURITY HUMAN NATURE-PROOF?

Adaptive Endpoint Security

Instead of applying inflexible static policies, machine learning and predictive AI dynamically adapt security policy to keep pace with fast-changing risk.

BlackBerry® Persona

- Instantly knows when to shut down lost, cloned or impersonated devices.
- Proactively quarantines devices and apps before they can be used for malicious purposes.
- Enables streamlined access to apps and services without having to re-authenticate when in trusted locations.

Mobile Threat Detection

Get in front of malicious cyber attacks with AI-driven security that prevents attacks before they can damage your devices, network, or reputation.

BlackBerry® PROTECT

- Protects mobile endpoints against malware and phishing attacks
- Prevents common and unknown threats without a cloud connection
- Safeguards against script-based, fileless, memory and external device-based attacks