

Tenable: Cyber Security within Digital Transformation

Jorge Garcia

Enterprise Territory Manager

Who is Tenable?

Funded 2002

HQ in Columbia, MD

Best-of-breed technology

IPO 2018 TENB

1.6M+

+

Nessus ™

%

+

22%

Nessus Scanner Users

Customers Global

Fortune 500

Global 2000

Central America & Caribbean Team

- Eduardo Rivera – Commercial Territory Manager
erivera@tenable.com
- Jorge Garcia - Enterprise Territory Manager
jgarcia@tenable.com
- Julio Gutierrez - Enterprise Sales Engineer
jgutierrez@tenable.com
- Moises Acevedo - Channel Sales Engineer
macevedo@tenable.com

“Tenable has [massive] brand equity with Nessus, yet [is] one of the most forward-thinking companies.”

– Forrester, 2017

In the digital economy, digital transformation is no longer about disruption. **It's survival.**

What strategic digital initiatives is your organization pursuing?

How is your team enabling them?

Digital Transformation



By 2019, over 110 million consumer devices with embedded intelligent assistants will be installed in U.S. households.¹



By 2020, 100 million consumers will shop in augmented reality.²



By 2020, 30% of web browsing sessions will be done without a screen.⁴

1. IDC, "IDC FutureScape: Worldwide IT Industry 2017 Predictions," November 2016

2,4. Gartner Press Release, "Gartner Reveals Top Predictions for IT Organizations and Users in 2017 and Beyond," October 2016, <http://www.gartner.com/newsroom/id/3482117>

3. IDC, "IDC FutureScape: Worldwide Connected Devices 2017 Predictions," November 2016

Enabling New Business and Operational Models



A software business that
makes cars



UBER

The world's largest taxi company,
owns no vehicles



The world's most popular media
owner, creates no content



A software business
that makes industrial
machinery

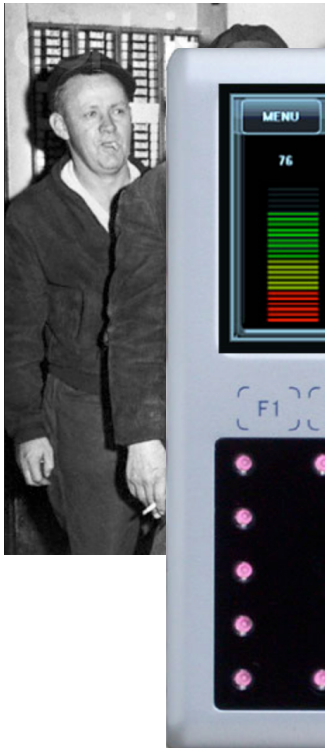


The world's largest
accommodation provider,
owns no real estate



The most valuable retailer, has
no inventory

Journey into



Digital Transformation in Every Day



Banking Journey into digital transformation.....

Cloud

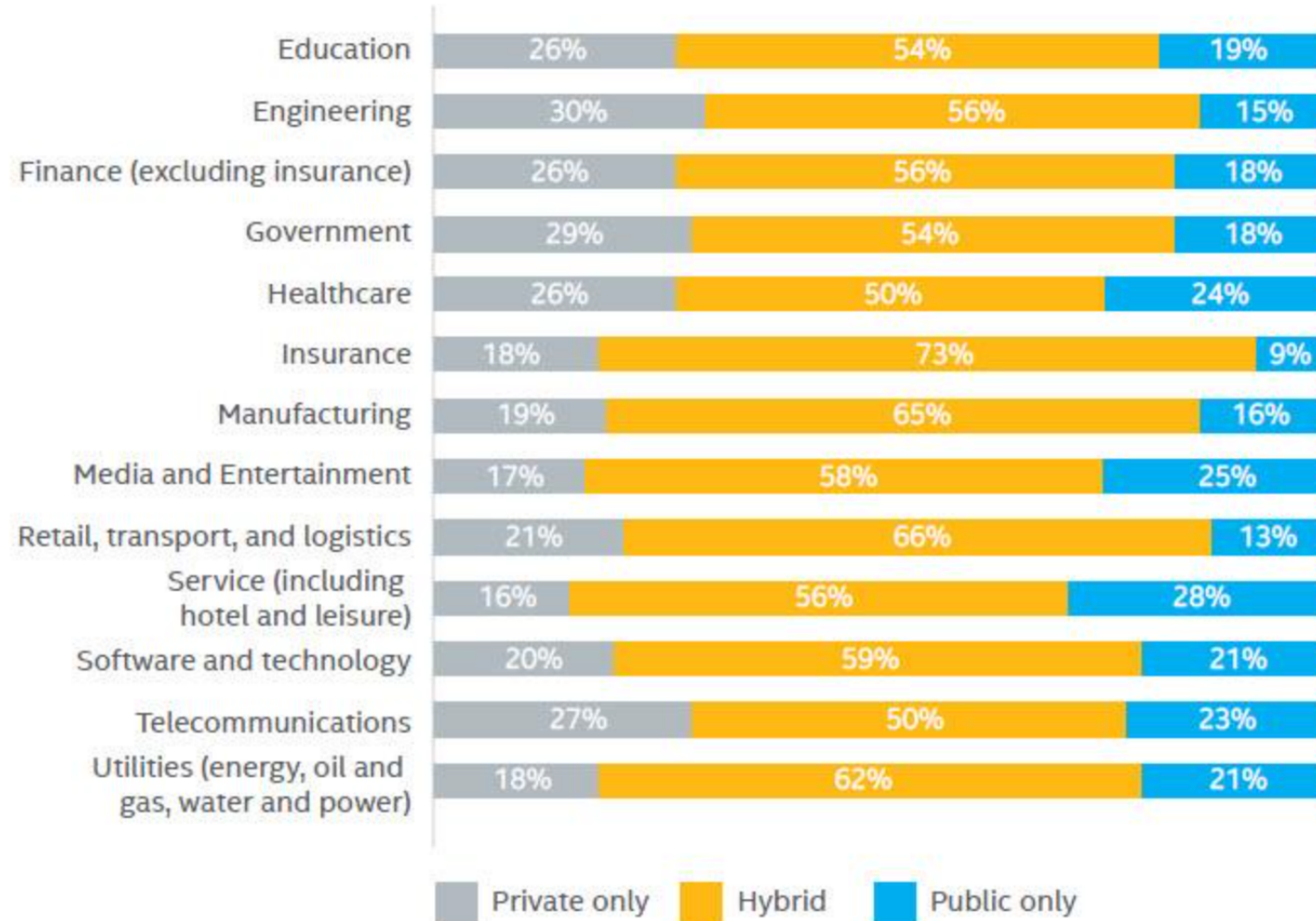


Figure 7. Which type of cloud architecture is your organization currently using? (grouped by industry)

Banking Journey into digital transformation

Technology will change everything

– becoming a potent enabler of increased service and reduced cost; innovation is imperative

- Every bank will be a direct bank; branch banking will be undergoing a **significant transformation**.
- Competitive reach is no longer determined by branch networks, rather by banking licences, **TECHNOLOGY** and advertising budgets.
- The **smart device** will grow in importance, and take its place alongside cards as the primary medium for consumer payment.

71% of Banking and Capital Markets CEOs see cyber insecurity as a threat to their business, more than any other sector. A proactive response is vital.

PwC 17th Annual Global CEO Survey, Feb 2014

Cyber security is paramount to rebuilding this trust – winners will have invested significantly in this area.

PwC Retail Banking 2020

Cyber Security in the context of Digital Transformation

Financial organizations represented **24% of all data breaches** in 2017, the highest among industries

Source: Verizon, 2017 Data Breach Investigations Report, 2017

The three key questions



Where are we
exposed?

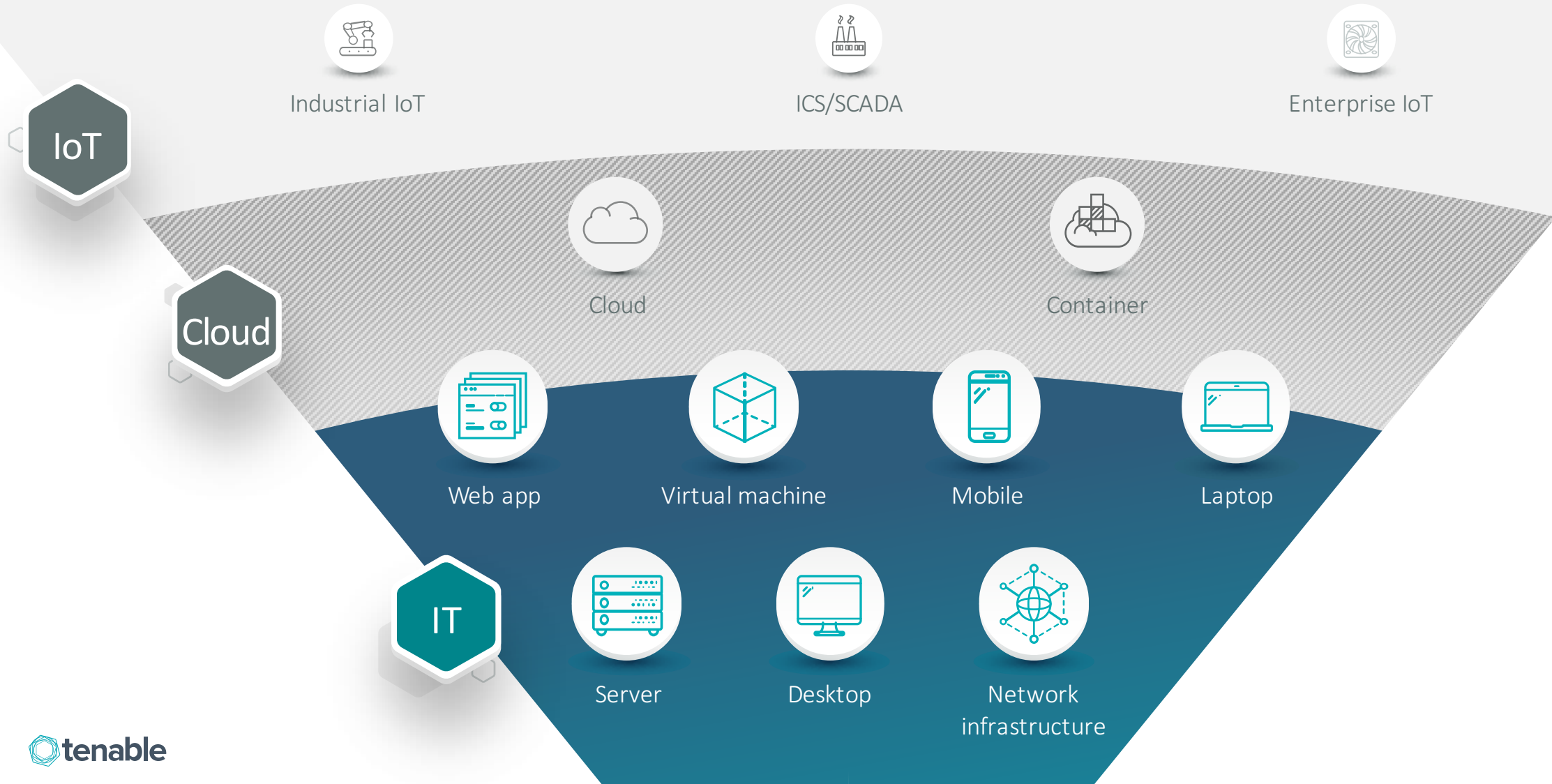


Where should we
prioritize based on risk?

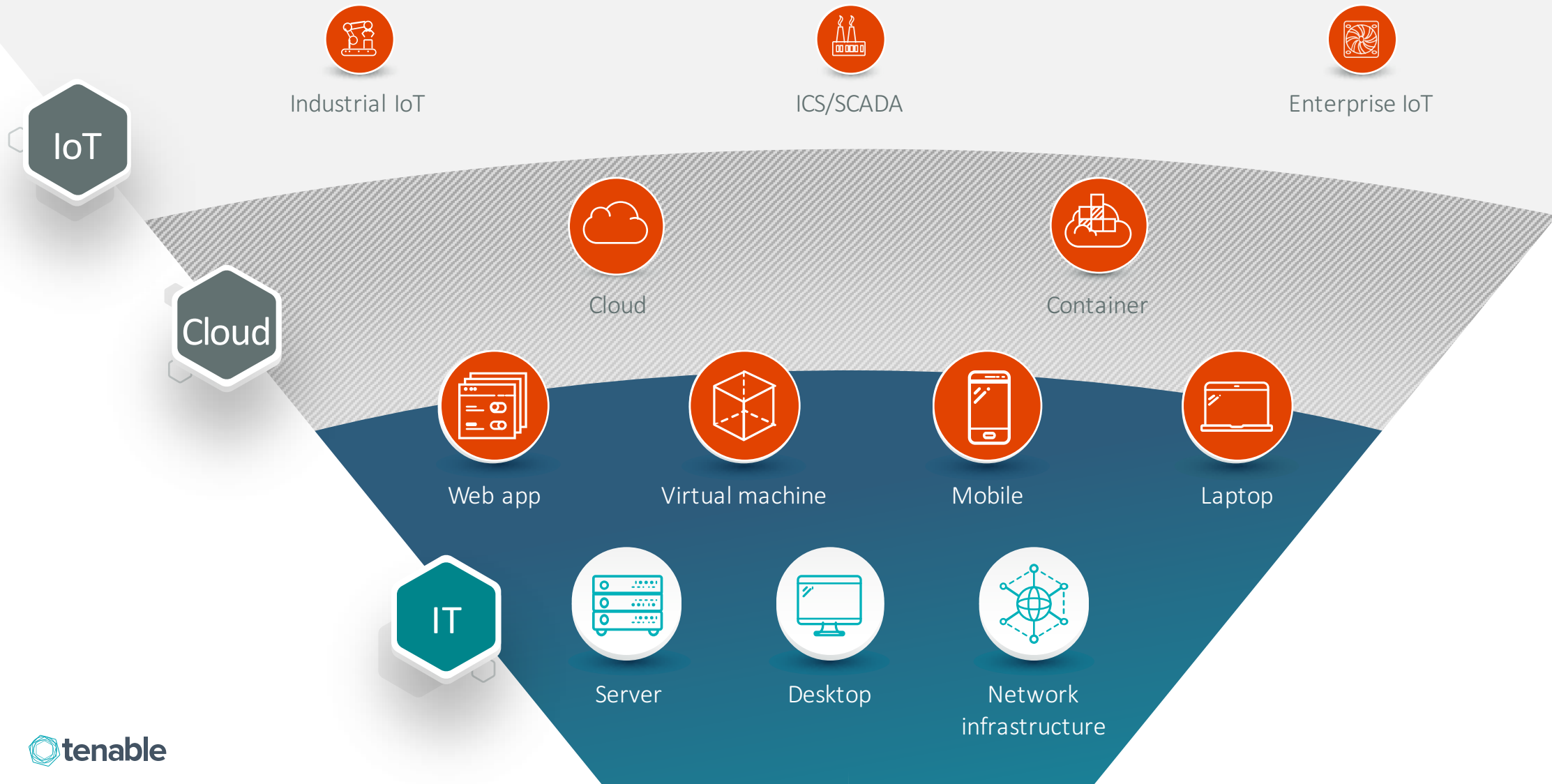


How are we reducing
exposure over time?

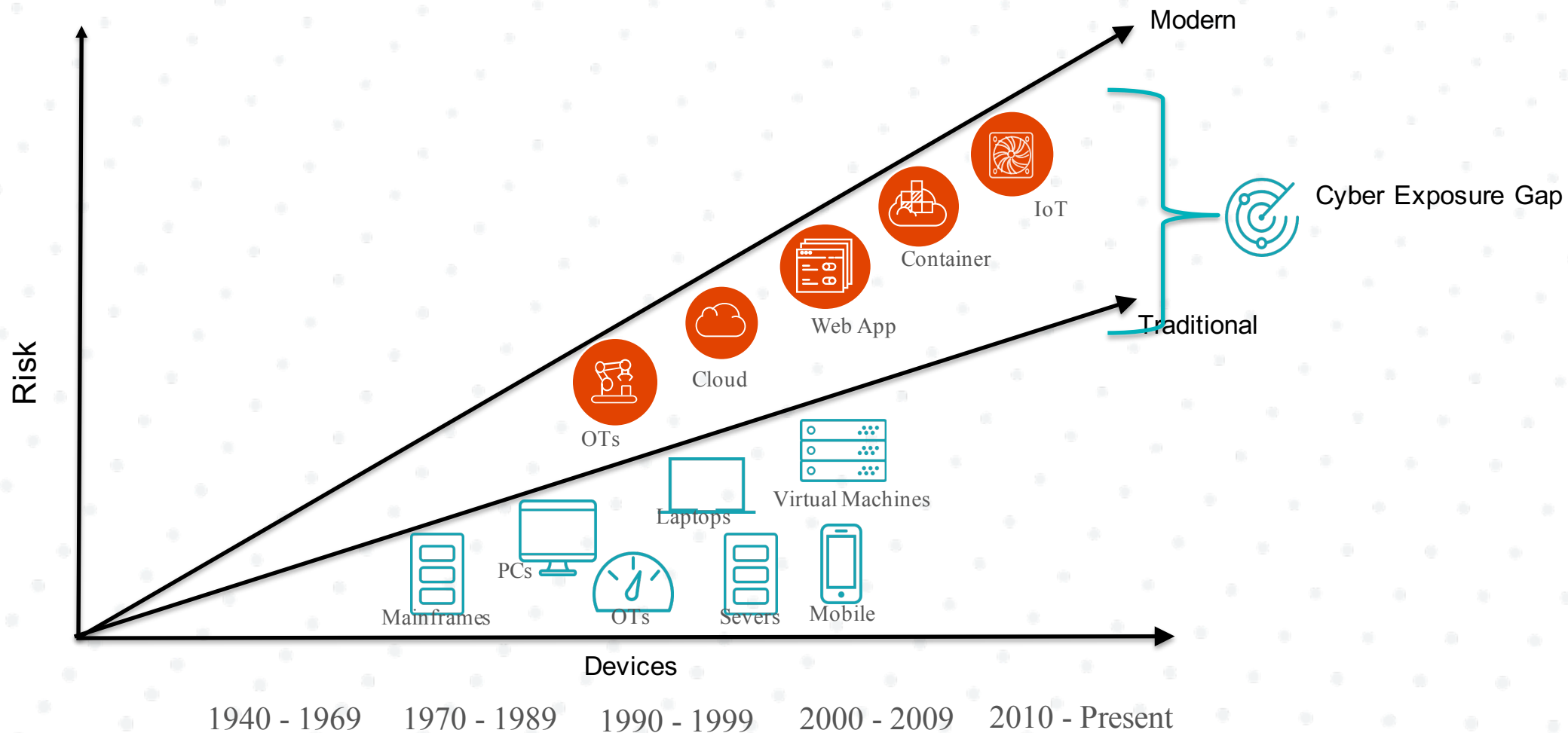
The attack surface is **expanding**



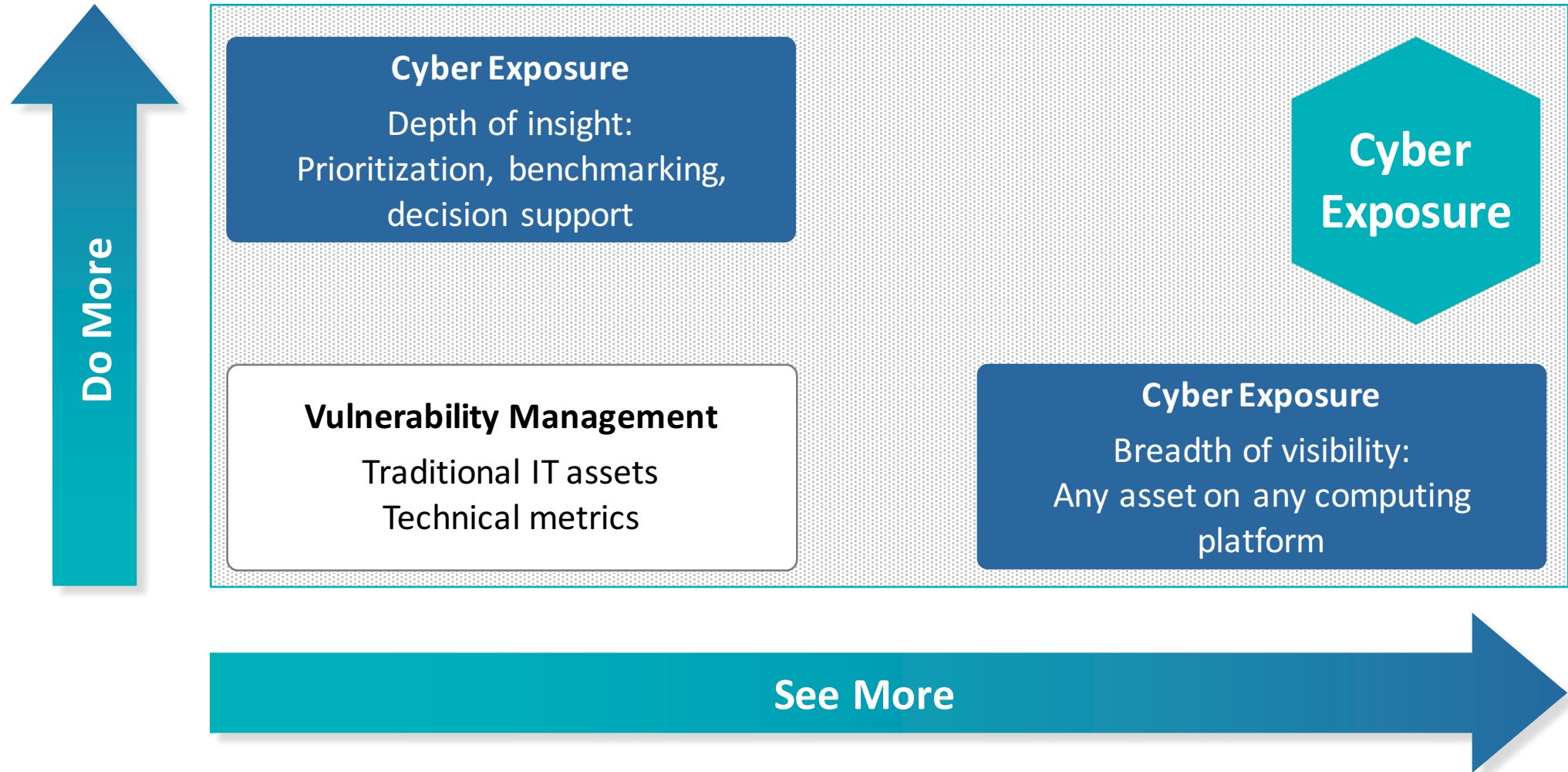
Creating a **Cyber Exposure Gap**



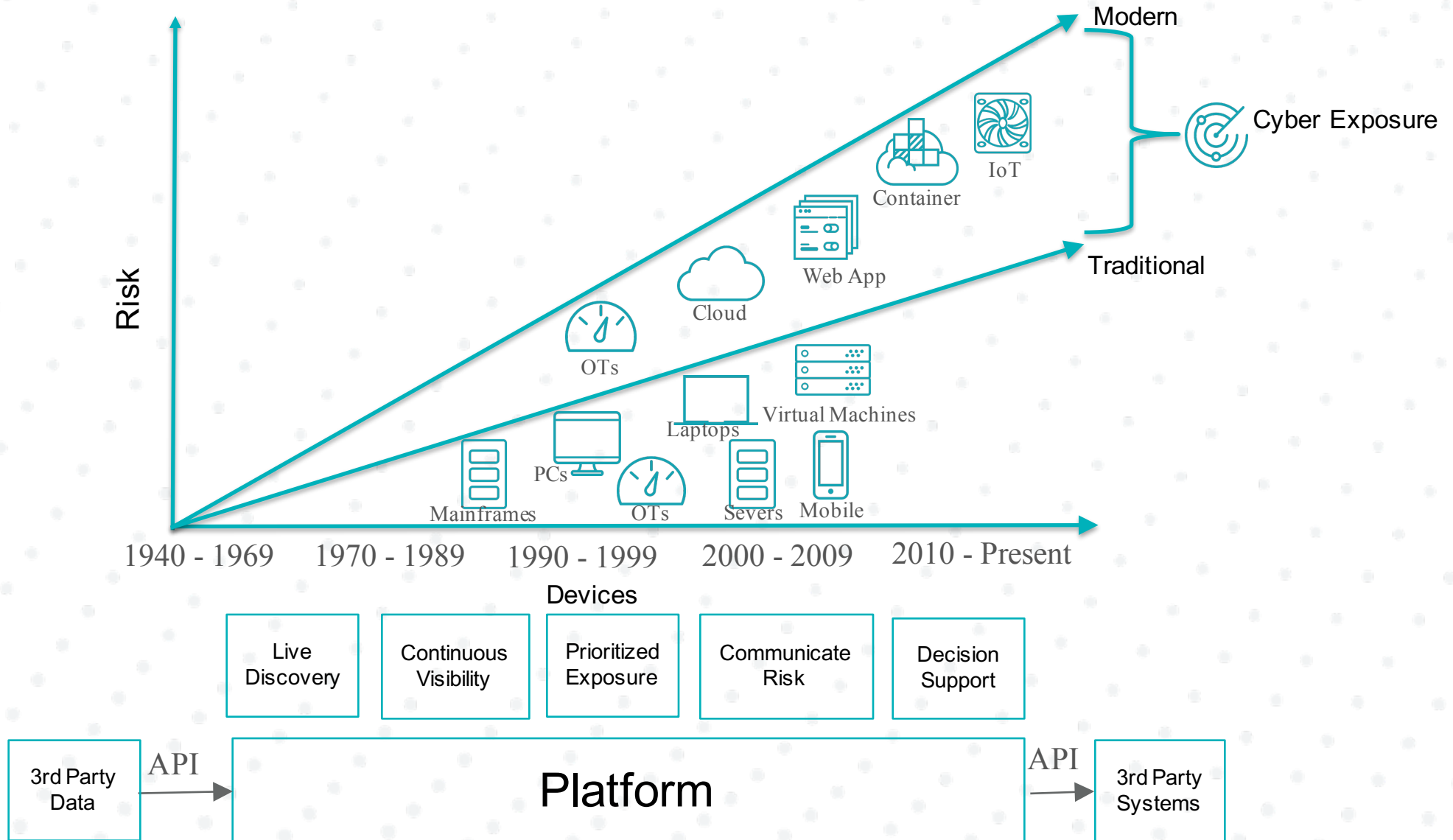
Cyber Exposure Gap



Cyber Exposure builds on Vulnerability Management



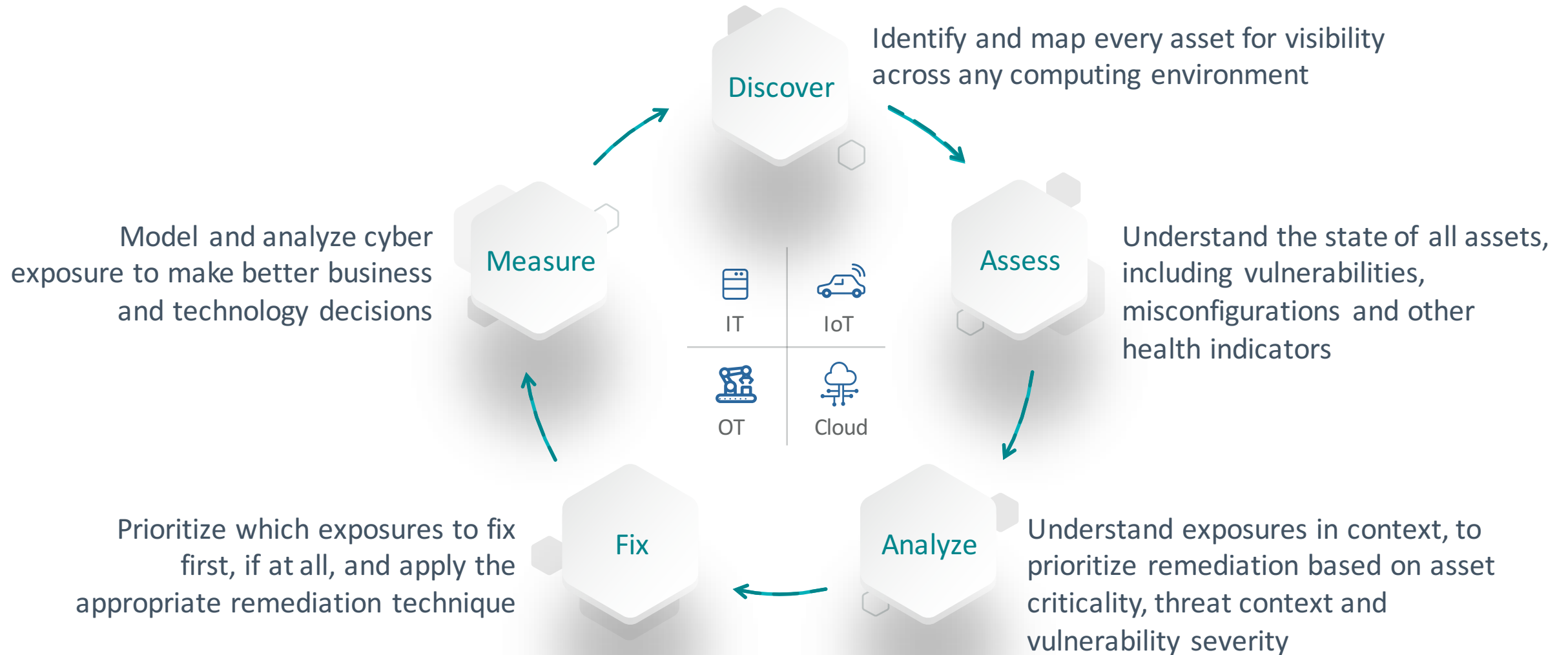
Cyber Exposure



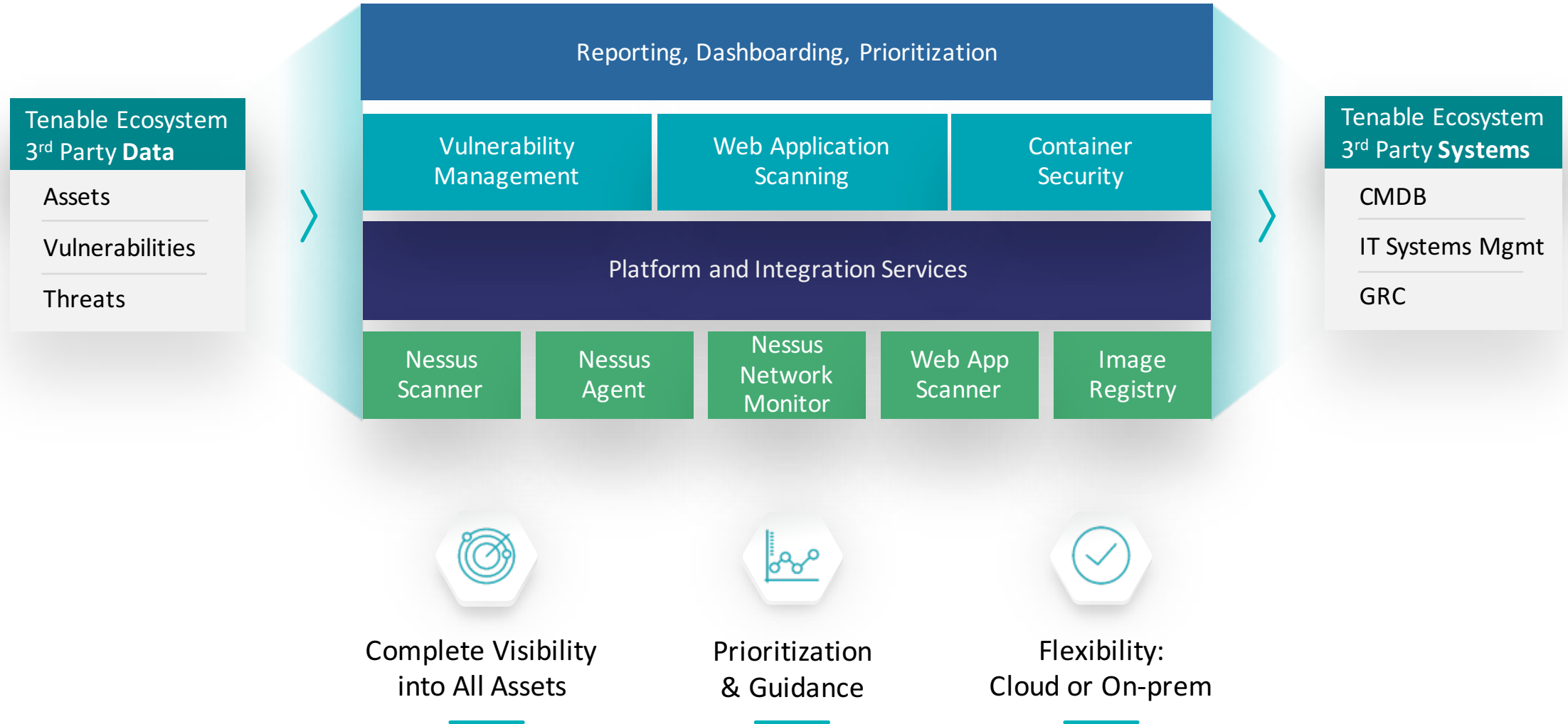
Cyber Exposure is an emerging discipline for:

Managing and measuring your modern
attack surface to accurately understand
and reduce your cyber risk

Addressing the full Cyber Exposure lifecycle



Cyber Exposure platform



Flexible yet powerful for complete visibility



Industrial IoT



ICS/SCADA



Container



Cloud



Web App



Enterprise IoT



Desktop



Laptop



Mobile



Virtual Machine



Network Infrastructure



Server



Image Registry



Active Scanning

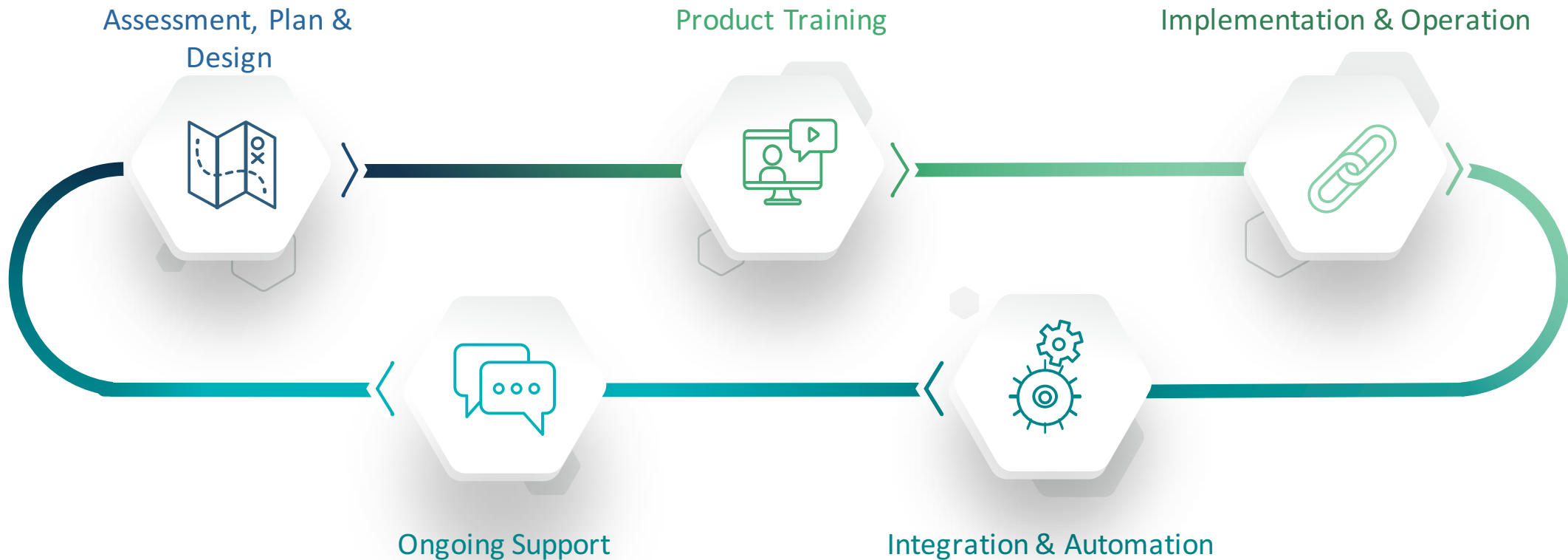


Agent Scanning

Passive Monitoring



Services help realize value throughout your lifecycle



Your Tenable Team

Channel Team

Channel Manager

Francisco Abarca (LATAM)

Channel Sales Engineer

Moises Acevedo (LATAM)

Sales Team

Territory Manager

Jorge Garcia
Eduardo Rivera

Sales Engineer

Julio Gutierrez
TBH

Marketing Team

LATAM Marketing Manager

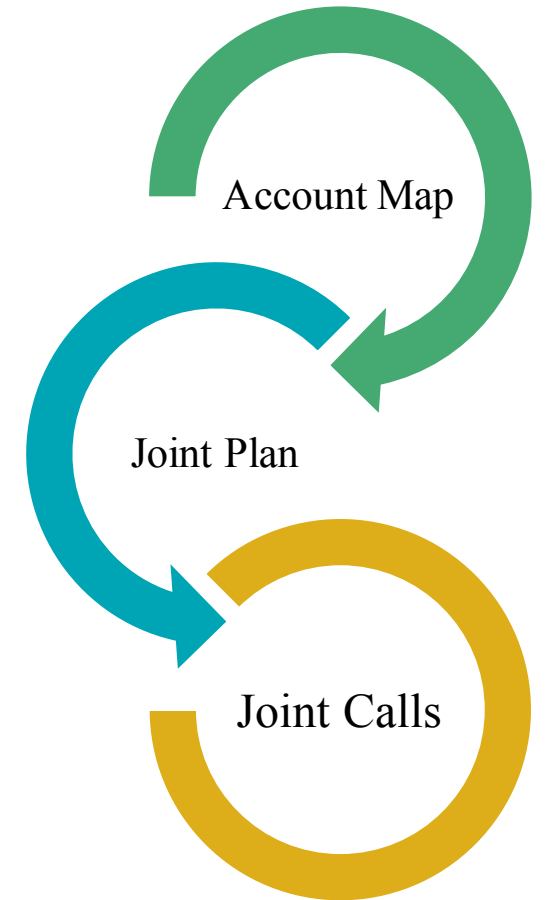
Ana Noy

Joint Planning

~100%

= Tenable Sales through Partners

- ✓ **Account Map:** Identify opportunities to sell/upsell
- ✓ **Account Plan:** Plot actions for TM, SE and partner sales
- ✓ **Joint Calls:** Learn Tenable positioning from Tenable experts



Call to Action



Plan your strategy with your Tenable Territory Manager



Learn about Tenable products and differentiators



Consult this [Getting Started Guide for Sales](#)

Why Tenable



Technology Leadership

Creator of Nessus and relentless innovator advancing modern cybersecurity – from IT to cloud to IoT and OT



Singular Vision

#1 Vulnerability Management technology in the world, pioneering Cyber Exposure to help customers measure & reduce cybersecurity risk



Customer Commitment

Complete dedication to our customers' success – every day, in all we do

“Tenable has [massive] brand equity with Nessus, yet [is] one of the most forward-thinking companies.”

– Forrester, 2017

If you are flying blind to a
widening Cyber Exposure Gap,
that's just unTenable.

The End of Vulnerability Management

Charlie Ciso





Tenable

Live Demo!

Global Retailer Manages Cyber Exposure with Tenable.io

Case Study

Fortune 100 Global Retailer

One of the most well-known brands in the world, operating in more than 10 countries

Cyber Exposure Problem	Tenable Solution	Outcome & Impact
<p>Replacement needed for McAfee Vulnerability Manager with the ability to:</p> <ul style="list-style-type: none">• Provide complete visibility into the environment and associated risks• Scan all assets within 24-hour period• Offer integrated container security and web application scanning	<p>Tenable.io selected to build a true cyber exposure program:</p> <ul style="list-style-type: none">• Unified visibility into cyber exposure across traditional IT, containers, web apps, and OT systems• Integrations with ServiceNow and other solutions a key factor	<ul style="list-style-type: none">• Gained continuous visibility• Increased automation via integrations• Improved visibility and staff efficiency by assessing containers, web apps, PCI systems, and traditional assets with a single solution• Able to expand vulnerability management into SCADA environment
<p>Tenable Solution Components</p>	<ul style="list-style-type: none">• Tenable.io for 1 million assets• Professional Services• Premium Support	

Cyber Exposure:

From vulnerability management to strategic guidance



Live discovery of
every asset



Continuous
exposure visibility



Risk-based scoring
& prioritization

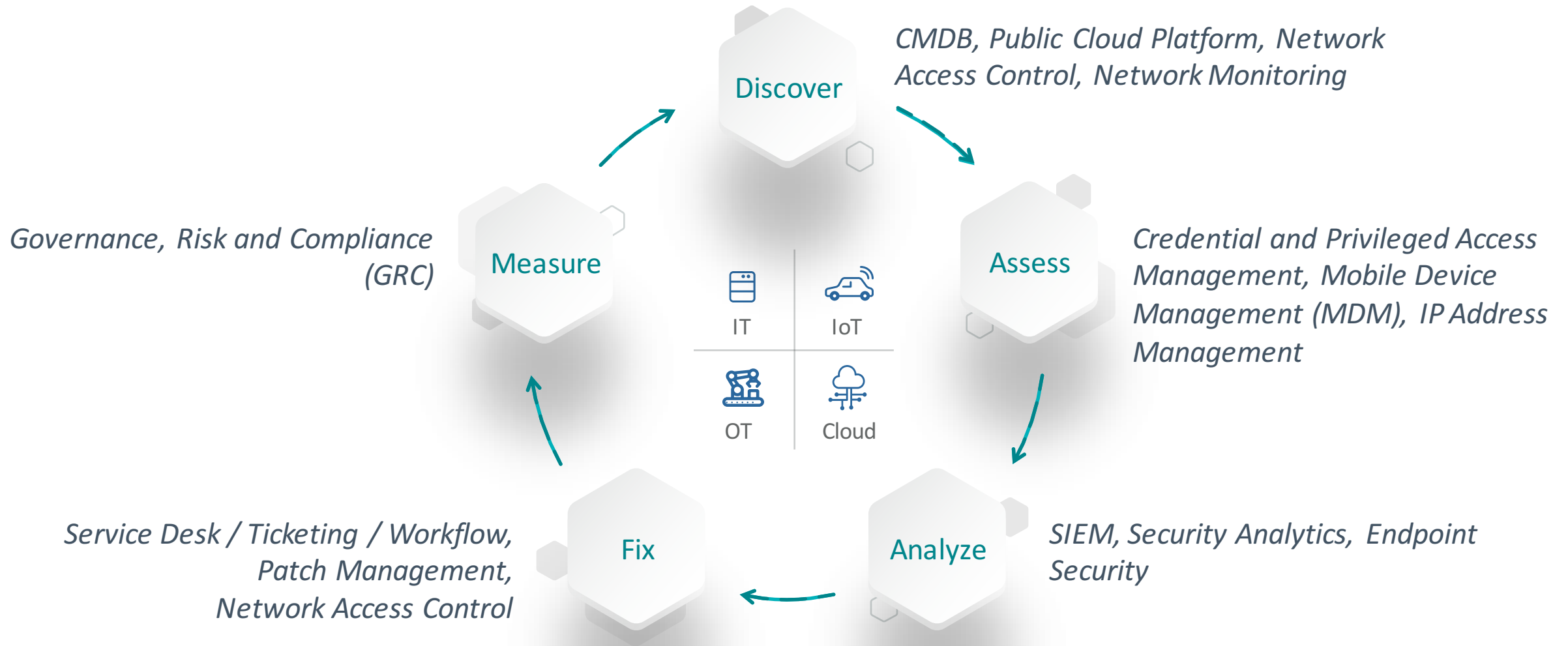


Communication of
cybersecurity risk



Strategic decision
support

Partnering for customer success



Partnering for customer success: Example integrations

CMDB

servicenow



Public Cloud Platform



Network Access Control



Credential & Privileged Access Management



Network Monitoring



Mobile Device Management (MDM)



SIEM and Security Analytics



Endpoint Security



Service Desk / Ticketing / Workflow



Patch Management



Governance, Risk and Compliance (GRC)



IP Address Management



Prioritization is still a challenge

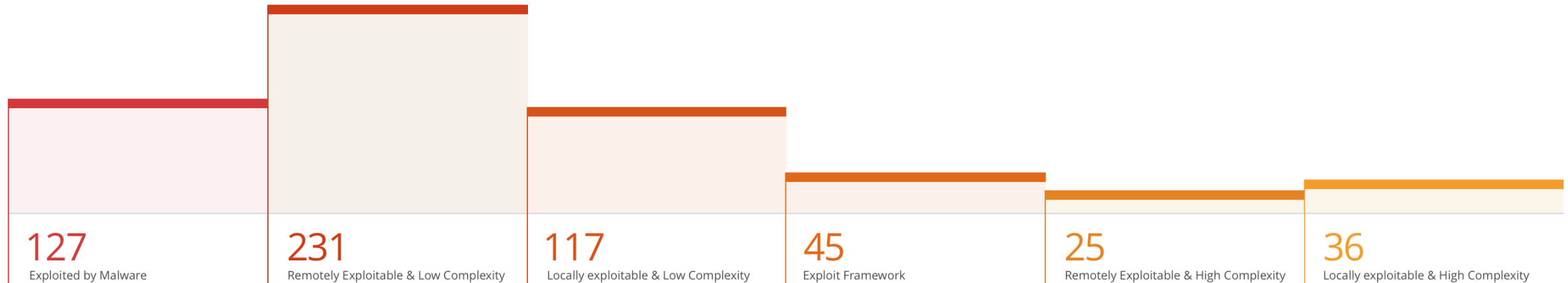


“ We receive the same question every time:
‘I have 4,000 vulnerabilities; I can only remediate 100.
Which ones should I fix?’ ”

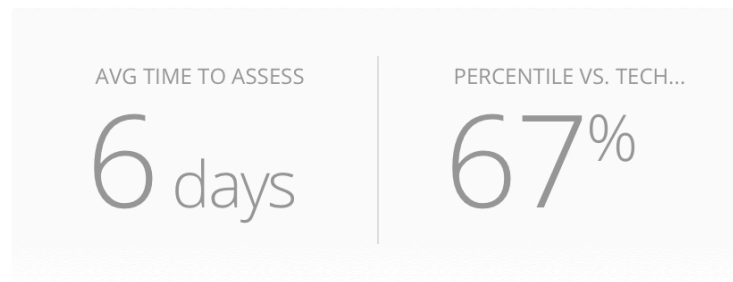
Gartner

Tenable.io Lumin – Priorización / Benchmarking

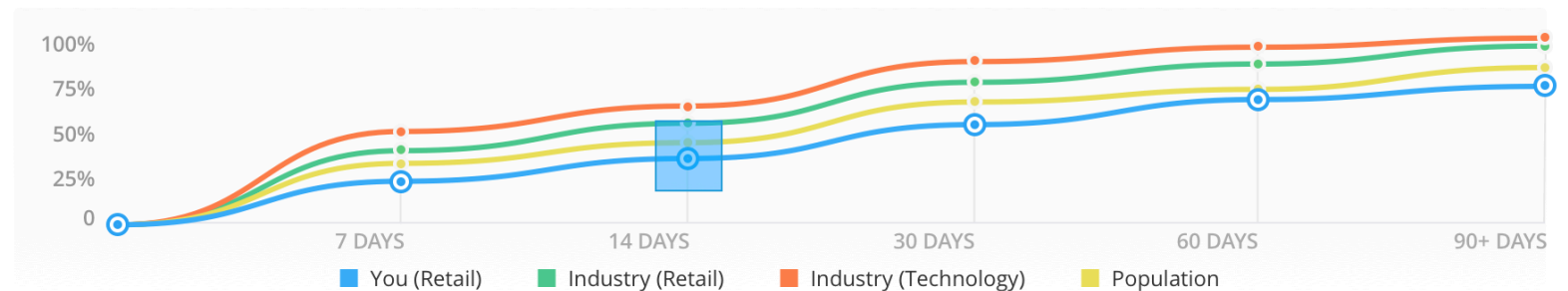
Exploitable Vulnerabilities ⓘ



Time to First Assess ⓘ ⓘ 1



Time to Remediate ⓘ ⓘ 2



Algunos de nuestros clientes



Comprehensive Portfolio for Every Organization



Cloud

Cyber exposure platform providing visibility into any asset on any computing platform from traditional to cloud to IoT



On-Premise

Vulnerability management with extensive compliance reporting and dashboards



On-Premise and/or Cloud

World's most trusted vulnerability assessment technology, powering Tenable.io and SecurityCenter

Comprehensive portfolio for every organization



Cyber exposure platform providing visibility into any asset on any computing platform – from traditional to cloud to IoT



Vulnerability management with extensive compliance reporting and dashboards



World's most trusted vulnerability assessment technology, powering Tenable.io and SecurityCenter