

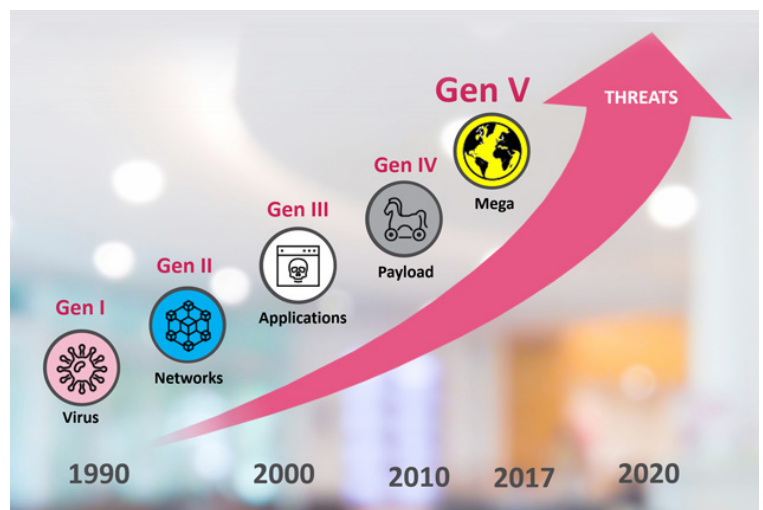


Stepping Up to Gen V (5th Generation) of Cyber Security

In the last 25 years, cyber attacks and protections against them have advanced rapidly. In 2017 we saw unprecedented cyber attacks carried out as large-scale, multi-vector mega attacks that inflicted major damage on businesses and their reputation. Looking back, it is easy to identify the different generations of both attacks and security solutions. Today's attacks are the most advanced and impactful we have ever seen, as we find ourselves in the midst of the 5th generation of cyber attacks. However, the security deployed by most businesses is generationally lagging behind and incapable of protecting against such attacks. Specifically, while we are facing the 5th generation of attacks, most businesses only have 2nd or 3rd generation security.

CYBER ATTACKS GENERATIONS

- **Generation 1** – Late 1980s, virus attacks on stand-alone PCs affected all businesses and drove the rise of anti-virus products.
- **Generation 2** – Mid 1990s, attacks from the internet affected all business and drove the creation of the firewall.
- **Generation 3** – Early 2000s, exploiting vulnerabilities in applications affected most businesses and drove the rise in intrusion prevention systems (IPS) products.
- **Generation 4** – Approximately 2010, rise of targeted, unknown, evasive, polymorphic attacks affected most businesses and drove the increase in anti-bot and sandboxing products.
- **Generation 5** – Approximately 2017, large scale and multi-vector mega attacks using advanced attack technologies. Detection-only based solutions are not sufficient enough against these fast-moving attacks. Advanced threat prevention is required.



THE RISK

While it may be an operational practice for businesses to avoid cutting-edge IT technologies in critical operations, being generationally behind in security protection leaves the business fully exposed to advanced attacks that not only affect operations and exposes critical information, but can also cause extreme reputational damage even to the point of threatening business viability. Right now, even 4th Generation security is simply not enough to properly protect against today's 5th generation of attacks on today's IT environments of networks, virtual instances, cloud deployments and mobile devices. To protect against the 5th and future generation of attacks, a new approach is needed.

THE NEED

To address the dangerous gap between the 5th generation of cyber attacks and the previous generations of cyber security, businesses need to move from second and third generation approach of patch-work and best of breed deployments to a unified security foundation, a well-defined security architecture. This architecture should provide:

- Proven, best threat prevention technologies across a business's entire IT infrastructure of networks, cloud and mobile.
- Real time sharing of threat intelligence across enterprises and within the enterprise.
- A single, consolidated security management framework.

CHECK POINT INFINITY

Check Point Infinity Architecture is the only fully consolidated cyber security architecture that protects against 5th generation mega cyber attacks across all networks, endpoint, cloud and mobile. The architecture is designed to resolve the complexities of growing connectivity and inefficient security. Check Point Infinity leverages unified threat intelligence and open interfaces, enabling all environments to stay protected against targeted attacks. As a result, it provides complete threat prevention which seals security gaps, enables automatic and immediate threat intelligence sharing across all security environments and a consolidated security management for an utmost efficient security operation. Check Point Infinity delivers unprecedented protection against current and potential attacks, today and in the future.

INFINITY TOTAL PROTECTION

Check Point Infinity Total Protection (ITP) is the first and only security consumption model, enabling enterprises to benefit from the most advanced threat prevention technologies available today on all their networks, endpoints, mobile and cloud environments. The program enables enterprises full use of all of Check Point's security technologies including software, services, hardware and support to protect their entire IT infrastructure, cloud and mobile workers via an annual subscription which is based on the number of enterprise users.



SUMMARY

Cyber attacks do not stop, they evolve. As they become more advanced and more sophisticated, businesses need to stay ahead of cyber criminals to ensure they remain protected – no matter what type of threats the future will bring. Check Point has the most advanced technologies and threat prevention solutions for the entire IT infrastructure to protect against Gen V mega attacks and any future generations of cyber attacks. Check Point Infinity architecture unifies the entire IT security, providing real-time shared threat intelligence and a complete protection – all managed by a single, consolidated console. Infinity total protection consumption model now enables you to protect your entire enterprise with a single, complete solution on a per-user based annual subscription to future-proof your business and ensure business continuity.