Carbon Black

Carbon Black's Next-Generation Antivirus (NGAV) solution, Cb Defense, leverages breakthrough streaming prevention technology to stop both malware and non-malware cyberattacks before they execute. Users are in control with effective endpoint security that balances total visibility, automated prevention, and minimizes user impact.

CARBON BLACK

Selling Points

- Stops malware and non-malware attacks (only 47% of breaches are from malware), unlike machine-learning AV or legacy AV – including ransomware and zero-day

- Combines prevention, detection and response in a single agent, managed from a single console, all delivered from the cloud

- Prevent attacks automatically; online and offline

- Dashboard gives you a clean, easy-to-understand view of all threats identified or blocked across your entire enterprise

- Customize security policies to optimize protection for each asset group

- Lightweight, single agent never interferes with regular operations, keeping end users happy and productive

- 15 minutes or less to deploy

- Requires less than 1% CPU and disk space from each endpoint

- Show threats at every stage of an attack, and prioritizes every threat so users can zero in on what's important

- Unique streaming prevention captures each individual step of the attack in a human-readable event tag; helps define where security gaps may exist so action can be taken

- Automated threat hunting algorithms powered by infinite cloud resources keep you one step ahead of every attack

PRODUCT FIT

- Replace legacy AV

- Protect against malware and non-malware attacks

IDEAL END-CUSTOMER PROFILE

- Security professional

- CIO

- CISO

- Network administrator

COMPLEMENTARY SUPPLIERS

- IBM QRadar

- Fortinet

- Splunk

Carbon Black has open APIs, so many suppliers have built connectors.

COMPETITIVE SUPPLIERS

- Cylance
- CrowdStrike
- Trend Micro
- McAfee
- Symantec
- Sophos
- Kaspersky

Capability	Streaming Prevention	Machine-Leaning AV
Stops malware attacks	•	•
Stops non-malware attacks	•	
Difficult to bypass, even by skilled attackers	•	
Total visibility into origin of attacks	•	
Applies advanced algorithms to files	•	•
Applies advanced algorithms to processes and applications	•	
Lightweight on the endpoint	•	•

QUESTIONS TO ASK

- What are you using for antivirus? How is that working for you?

- Have you experienced any malware or ransomware attacks recently?

- When does your AV license expire?

- Do you have systems that are off-line and not connected to your corporate servers for periods of time (e.g. remote employees)?

- Have you received any complaints of slow systems when your current antivirus software updates?

YEAR ARROW BECAME A DISTRIBUTOR FOR CARBON BLACK

2017

SERVICE OPPORTUNITIES

Carbon Black Services is focused on helping you to achieve success with their products through a variety of service offerings, including:

- **Implementation Services**: Assist your customers in planning, designing and implementing Cb Defense in their environment, leveraging established best practices, customized to their requirements.

- **Health Check Services:** Examinations of the configuration of Cb Defense in your customer's environment, typically recommended on a bi-annual basis or in advance of a major upgrade

FISCAL YEAR

Calendar

SOURCING | SALES MODEL

- Arrow is the exclusive distributor for North America

PARTNER PROGRAM

Carbon Black is a channel-first supplier and invests in partners with extensive training and support, including:

- Deal registration, with good discounts

- Outstanding U.S.-based technical support

- Great use cases and sales tools to drive business

- Support with renewals and upselling

Quick Links

> **Carbon Black Website**
  www.carbonblack.com

> **Cb Defense Website**
  ngav.carbonblack.com/

> **Carbon Black Partner Portal**
  Partners.carbonblack.com

"I personally found that Carbon Black Defense is very easy to manage. I have a very small security team, and we manage this quite well." **Greg Notch, SVP of IT and Security, NHL**

"We rolled out the Cb Defense agent across our organization and many of the club organizations without any issue and without any noteworthy at all conflicts… I can't say that for a lot of other tools that we've dealt with." Neil Boland, CISO, MLB

ARROW
Five Years Out