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Zero Trust: The Best Defense Against Today's Threat Landscape

Consider the threat landscape today:

85%

Phishing attempts are up 85% year-over-year. 74% of organizations have been a victim.

89%

89% of organizations have reported an increase in **ransomware attacks** since the pandemic started. 59% have been victimized.

$3.86 million

The average data breach now costs $3.86 million.

And it's not just social engineering attacks on the rise.

Threat actors are increasingly adept at exploiting OS and application vulnerabilities, particularly those on mobile. Consider:

50%

50% of exploits occur within 14-28 **days of patch availability.**

22 days

22 days is the median **time to develop** a functional exploit.

7 years

The **average life expectancy** for an exploited vulnerability is 7 years.

Making the problem worse?

Traditional security models built for the PC and data center are no longer adept at protecting corporate resources.

About 1 in 4 consumers **use work passwords for personal logins** and applications, which is why...

81% ...81% of data breaches involve **weak, default, or stolen passwords**, and....

86% ....86% of CISOs want to **ditch passwords entirely.**

52% of workers use **3 or more devices** to do their job – many of which sit outside traditional enterprise perimeters.

4.5x

Attackers now boast a 4.5X greater success rate when targeting endpoints as opposed to servers.

92%

So, is it any wonder 92% of CISOs believe they need additional IT security measures to address the new threat landscape?

The Answer? Zero Trust.

Zero trust flips the traditional "trust but verify" approach on its head. It's not a technology. Or something you buy. It's a security strategy that assumes bad actors are always on your network—and it's built for the Everywhere Workplace.

Zero trust enables your organization to more effectively:

VERIFY USERS

Strong authentication solutions like multi-factor authentication, secure passwordless access, biometrics, and privileged access management.

MANAGE DEVICES

Ensure continuous vulnerability management, intelligent patch management, mobile threat detection and remediation.

SECURE WORKLOADS AND APPS

Support secure development practices, least privileged access, secure app-to-app communication, and container security.

PROTECT YOUR NETWORK

Make intelligent access control decisions based on user attributes, device posture and application type.

DEFEND YOUR DATA

Achieve data mapping, classification, and loss prevention at scale in the modern work environment.

GAIN ON-GOING VISIBILITY AND AUTOMATION AT SCALE

Robust reporting across all your IT infrastructure and automated threat response.

Doesn't it make sense, then, that **72% of organizations** have either implemented or are planning to implement a zero trust framework?

Learn more about what zero trust can do for your organization

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Sources: Ivanti, Gartner, Forrester, IBM, RAND, Statista