

AWAKE

Advanced Detection and Response for the Hybrid Cloud

RSA
Conference
Finalist: Most Innovative
Security Company 2018



BUSINESS
INSIDER

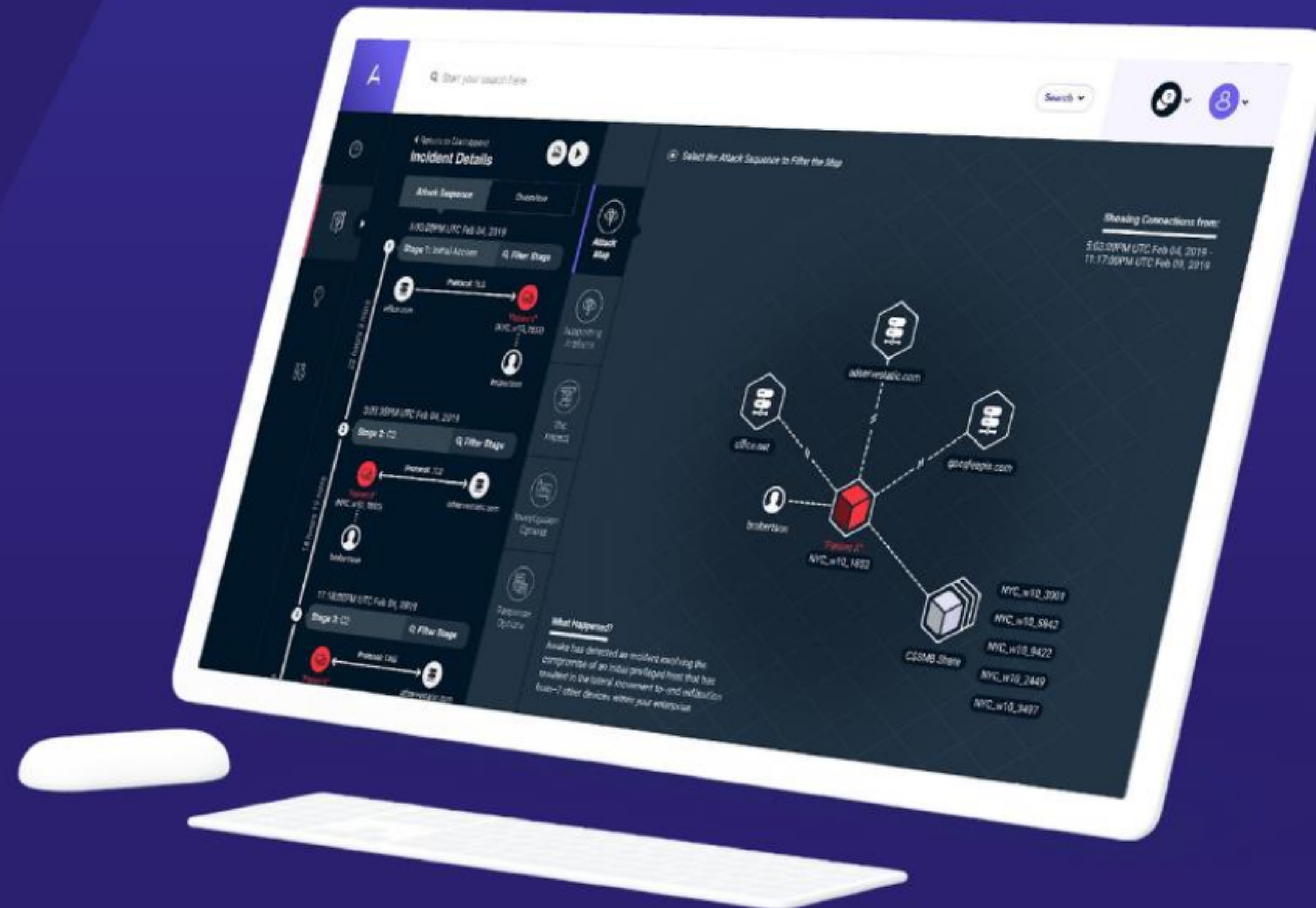
30 Hottest Security
Startups

ETR+

#1 security
solution in the
Global 1000

OPPORTUNITY

To be the market leader in cyber detection and response for the hybrid cloud



Executive Summary

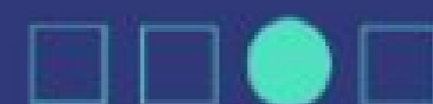


TEAM

65 employees

History of delivering category-leading products

Persistent & unreasonable in our goals



DIFFERENTIATORS

Immediate time-to-value

High efficacy detection & response

Platform-as-a-service approach

Patented Ava, EntityIQ & Adversarial Modeling



KEY CUSTOMERS

Strong customer traction

Greenfield & displacement opportunity (Cisco, RSA, Darktrace, etc.)

Land and expand dynamics



CURRENT INVESTMENT

Series A: Greylock

Series B: Bain & Greylock

FUND RAISE: \$30 M

Awake Market Opportunity

MARKET GROWTH	2019	2024	LEADERS BY CATEGORY	MARKET CAP
Information Security (8.3% CAGR)	\$121B	\$182B	Network Prevention	 \$20B
			Email Prevention	 \$6B
Network Detection & Response (14.1% CAGR)	\$1.9B	\$3.8B	Endpoint Detection & Response	 \$13B
			27 Pure-play Security Companies on Public Markets	\$6B (AVG)

AWAKE

NETWORK DETECTION & RESPONSE

Leadership Team

Deep Expertise Across Security, Networking & Data Science



RAHUL KASHYAP
CEO



KEITH AMIDON
Chief Architect



RUDOLPH ARAUJO
VP, Marketing



RANDY CHEEK
VP, Sales



DEBABRATA DASH
Chief Data Scientist



GARY GOLOMB
Chief Scientist



RAJDEEP WADHWA
VP, Product



JEFFREY WANG
VP, Engineering



ASHEEM CHANDNA
Founding BoD Palo Alto Networks
Greylock Partners



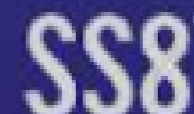
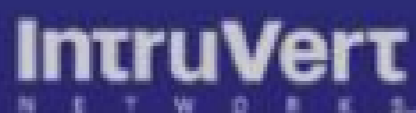
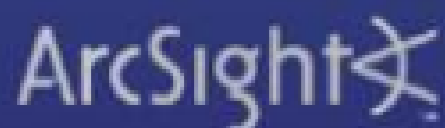
SARAH GUO
Fmr. Board Member Demisto
Greylock Partners



KEVIN MANDIA
Founder, Mandiant
CEO, FireEye



ENRIQUE SALEM
Fmr. CEO Symantec
Bain Capital Ventures



Key Customers & Pipeline

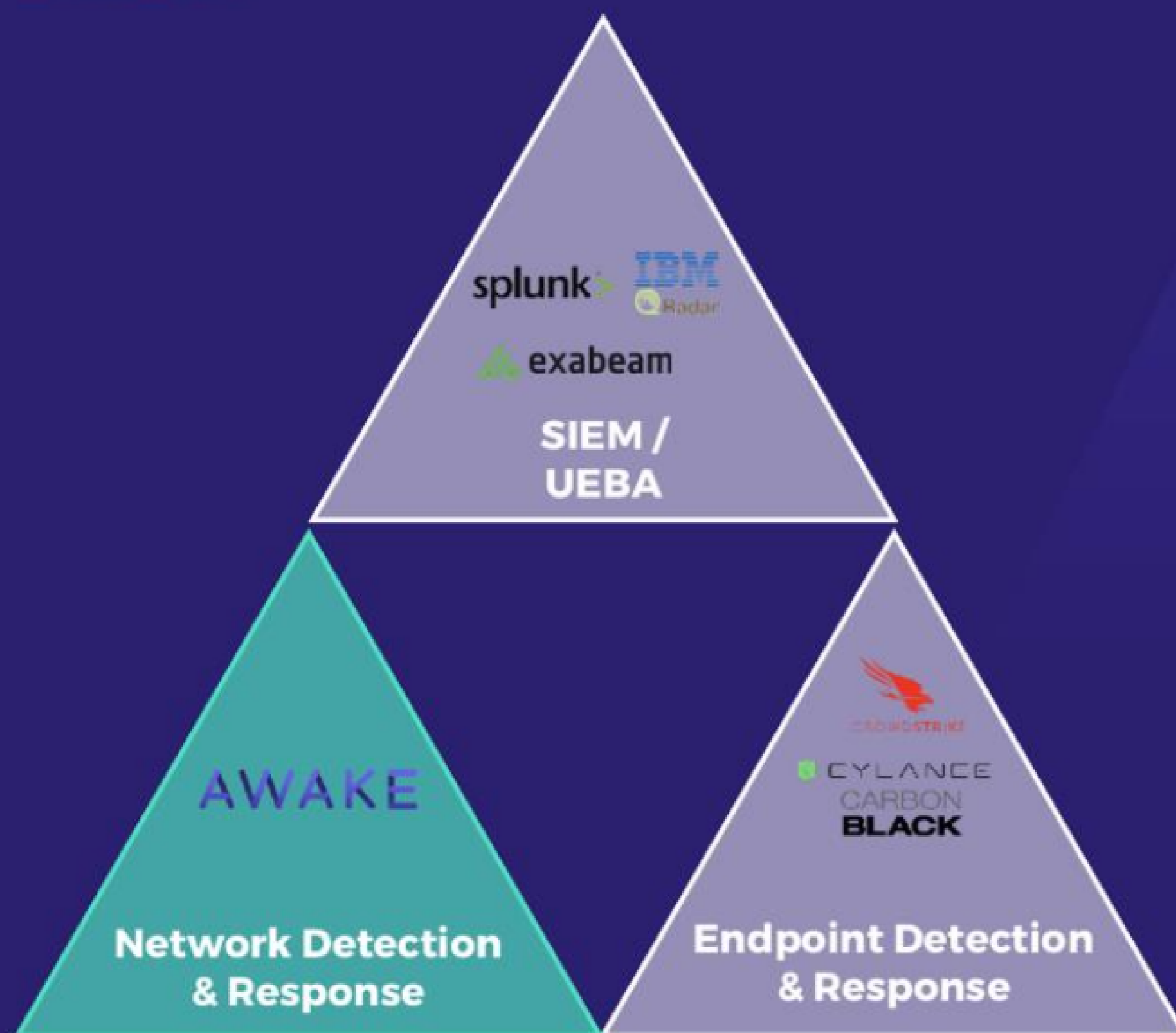
REDACTED

REDACTED

The Analyst Perspective

Security Operations Center Visibility Triad

Source: Gartner



“IoT devices, mobile phones and OT technology, may not have agents available or even the ability to produce security logs. In those cases, **network traffic becomes one of the only options** to provide visibility into what happens on those systems”

Gartner

“Compliance mandates for network security are **elevating NVDR more toward the ‘must have’ category**, which is the easiest sales proposition in security. [...] Enterprise security teams justify **NVDR purchases for multi-cloud transformations as a modernization effort for replacing aged IDS/IPS** deployments, while satisfying clauses in compliance mandates.

451 Research

The Challenge

How Do You Secure the New Network?

> 50%

Devices are
“Unmanaged”

~ 50%

Breaches See
No Malware

> 3M

Unfilled
Security Jobs

The Awake Security Platform

Securing the New Network



SEE THE NEW NETWORK

Monitor the
hybrid-cloud & IoT



KNOW CURRENT THREATS

Identify insider &
external mal-intent



PROTECT WITH HIGH ROI

Consolidate & automate
with an expert system

The Future of Detection & Response: Intent Detection

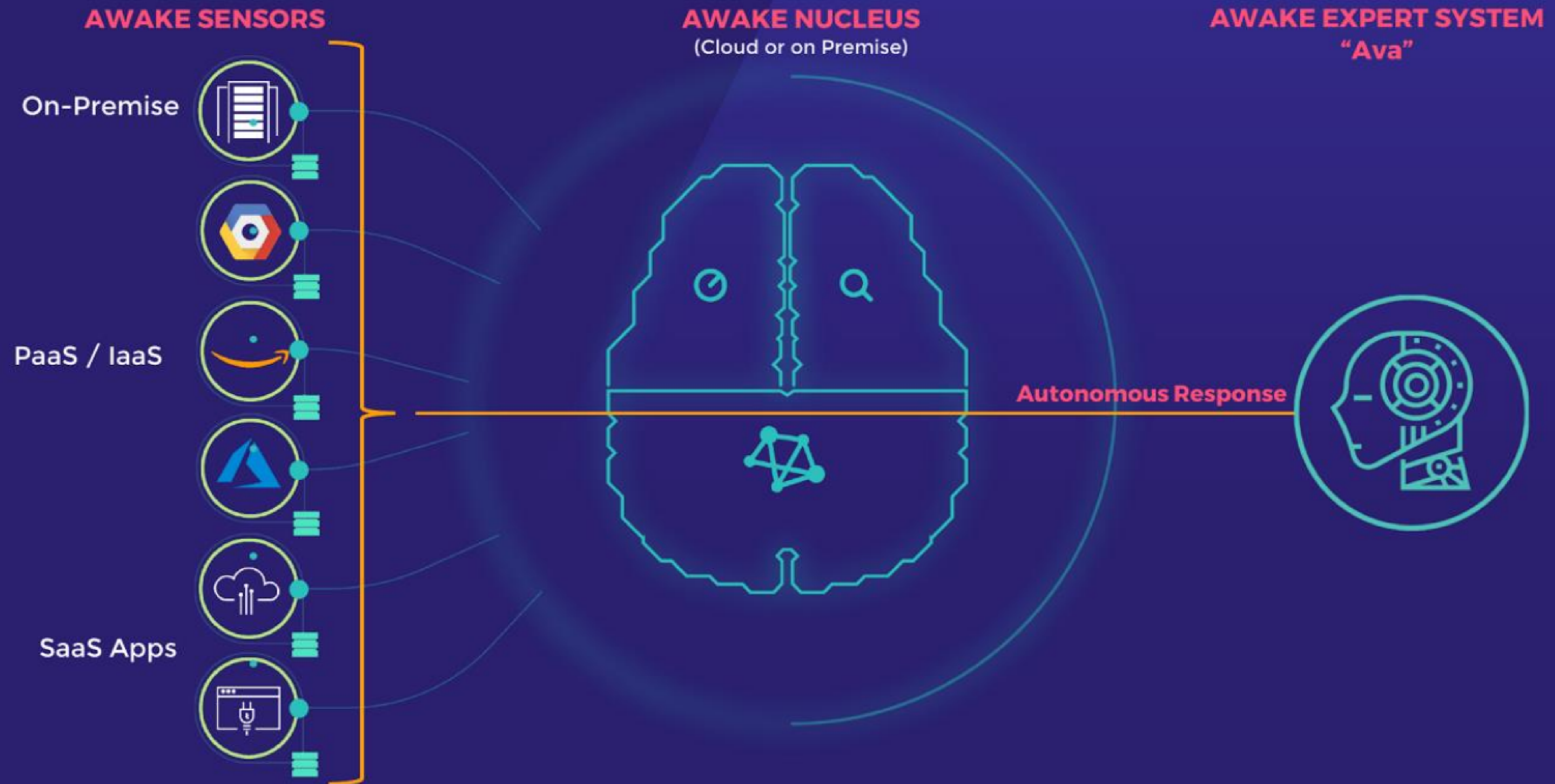


Why We Win?

Key Differentiators

- ✓ Designed to support the **new network**
- ✓ **Consolidates** various network tools
- ✓ Autonomous **entity tracking** with network ground truth
- ✓ **Adversarial modeling** for high-efficacy intent detection
- ✓ **Autonomous triage** with Ava

Detection and Response for the Hybrid Cloud



RSA Netwitness Displacement

Case Study

INDUSTRY

Media & Entertainment (Fortune 100)

SIZE

X000+ employees

AWAKE DEPLOYMENT

XXX Awake Sensors and Nucleus // 60 Gbps

KEY USE CASES

Insider threat detection

Digital forensics and incident response

Threat hunting

WHY AWAKE VS. RSA?

Lower operational costs especially for storage

Broader set of use cases

Workflow integrations

\$XXX (7 Figures)



Land, Renew & Expand

Case Study

INDUSTRY

Retail (Fortune 200)

SIZE

XXX,000+ employees

AWAKE DEPLOYMENT

XXX Awake Sensors and Nucleus

KEY USE CASES

Identifying threats across 3000+ store locations

Auditing existing controls/policies

WHY RENEW?

Satisfied Customer

Expanded threat hunting use cases

Single pane of glass

\$XXX (High 6 Figures)



Incident Response to Product Sale

Case Study

INDUSTRY

Oil & Gas (Fortune 500)

SIZE

X,X00+ employees

AWAKE DEPLOYMENT

XXX Awake Sensors and Nucleus // 5 locations

KEY USE CASES

Digital forensics and incident response

Unmanaged devices/Supply chain monitoring

Threat hunting

WHY AWAKE VS. SIEM?

Immediate time to value

Broader set of use cases

Workflow integrations

\$XXX (High 6 Figures)



Darktrace Displacement

Case Study

INDUSTRY

High Tech

SIZE

XXX+ employees

AWAKE DEPLOYMENT

XXX Awake Sensors and Nucleus // 10 locations across the globe

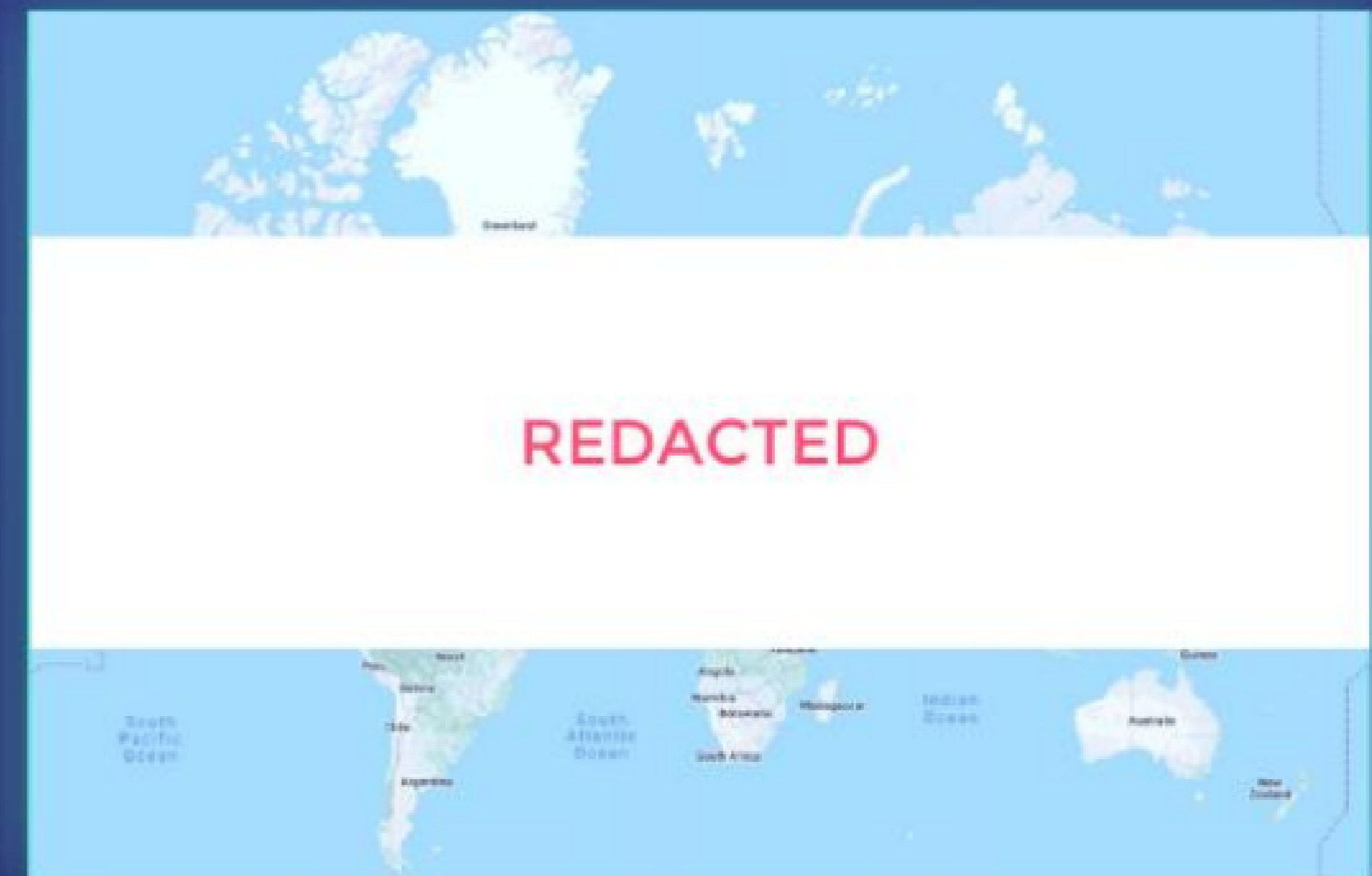
KEY USE CASES

Living off the land & insider threats
Global visibility

WHY AWAKE VS. DARKTRACE?

Broader IT and security integration
Advanced threat hunting capabilities
Managed Network Detection & Response

\$XXX (High 6 Figures)



Cisco Stealthwatch Displacement

Case Study

INDUSTRY

Finance

SIZE

XXX+ employees

AWAKE DEPLOYMENT

XXX Awake Sensors and Nucleus // 2 locations

KEY USE CASES

GDPR / PCI compliance

Unknown attack surface monitoring

WHY AWAKE VS. CISCO?

Shadow IT visibility

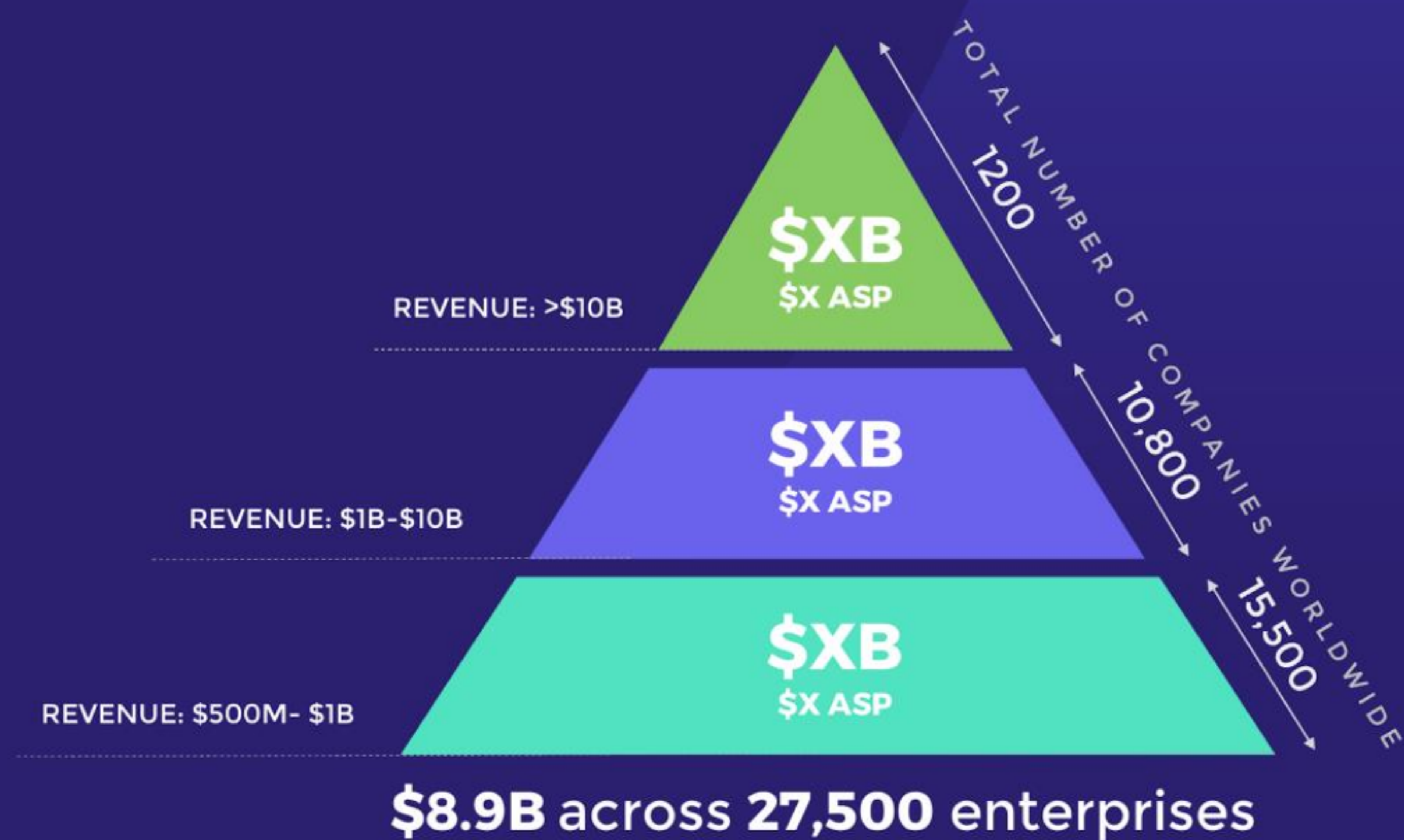
Support for forensic investigations and threat hunting

Integrations with the security program

\$XXX (6 Figures)



Path to the First \$100M



Source: Forbes Global 2000 - <https://www.forbes.com/global2000/>
NAICS US Business Firmographics - <https://naics.com/business-lists/counts-by-company-size/>
World Bank Statistics - https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?most_recent_value_desc=true&view=chart

**REDACTED DETAILED FINANCIAL
METRICS, FORECASTS ETC.**

Summary

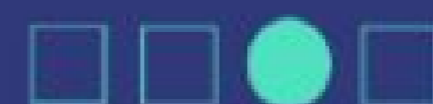


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AWAKE

See More. Know More. Protect More.

THANK YOU!

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The Malicious Insider

HACKING THE VOIP PHONE SYSTEM

Industry

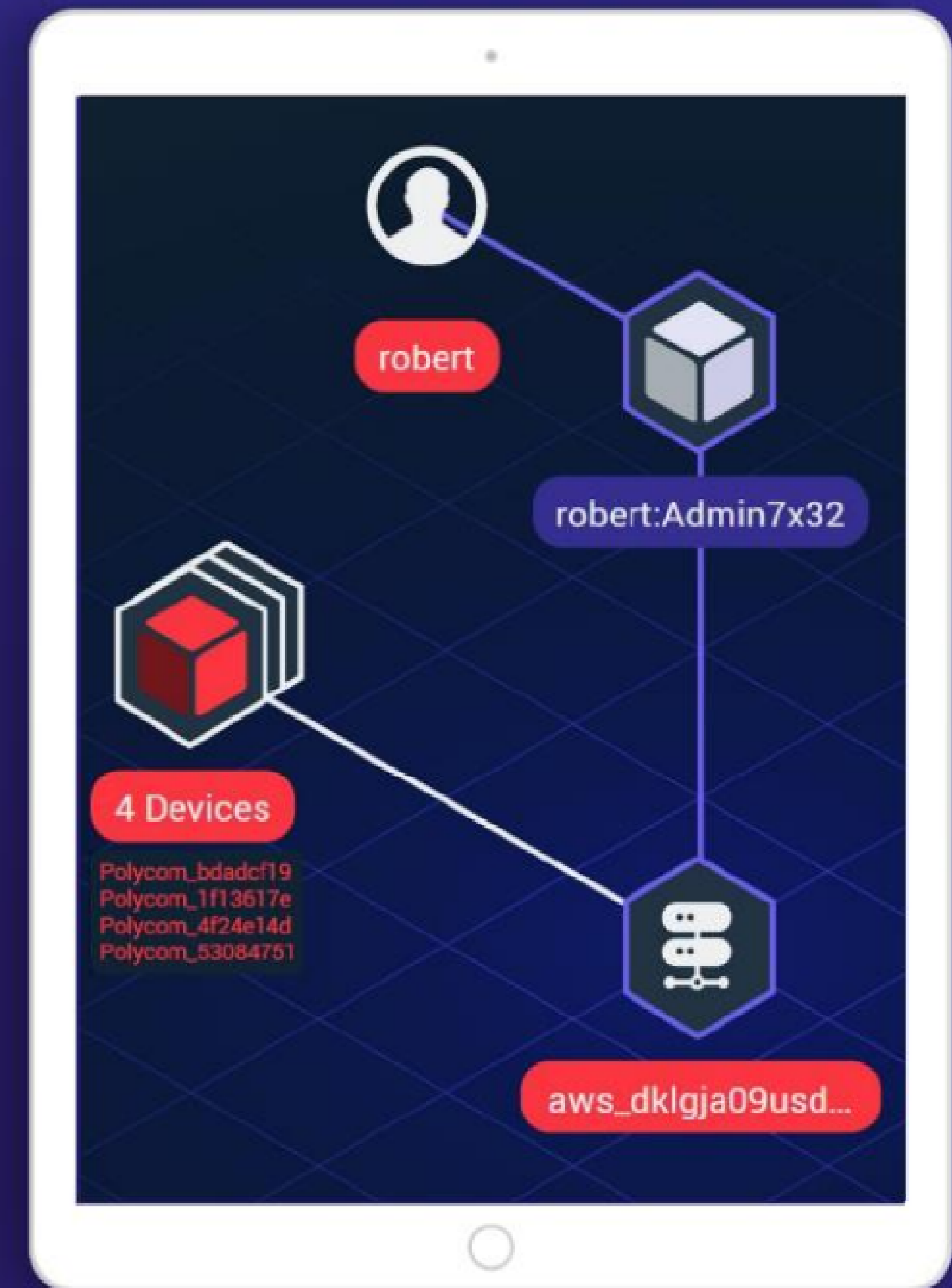
Consumer Finance

Challenge

IT contractor virtually tapped into phones, recorded calls and exfiltrated the data

Results

Awake identified the cluster of VoIP phones, spotted the outliers & the encrypted exfiltration and identified the attacker accessing the recordings



The Nation State Threat

HACKING A MUNICIPAL WATER AUTHORITY

Industry

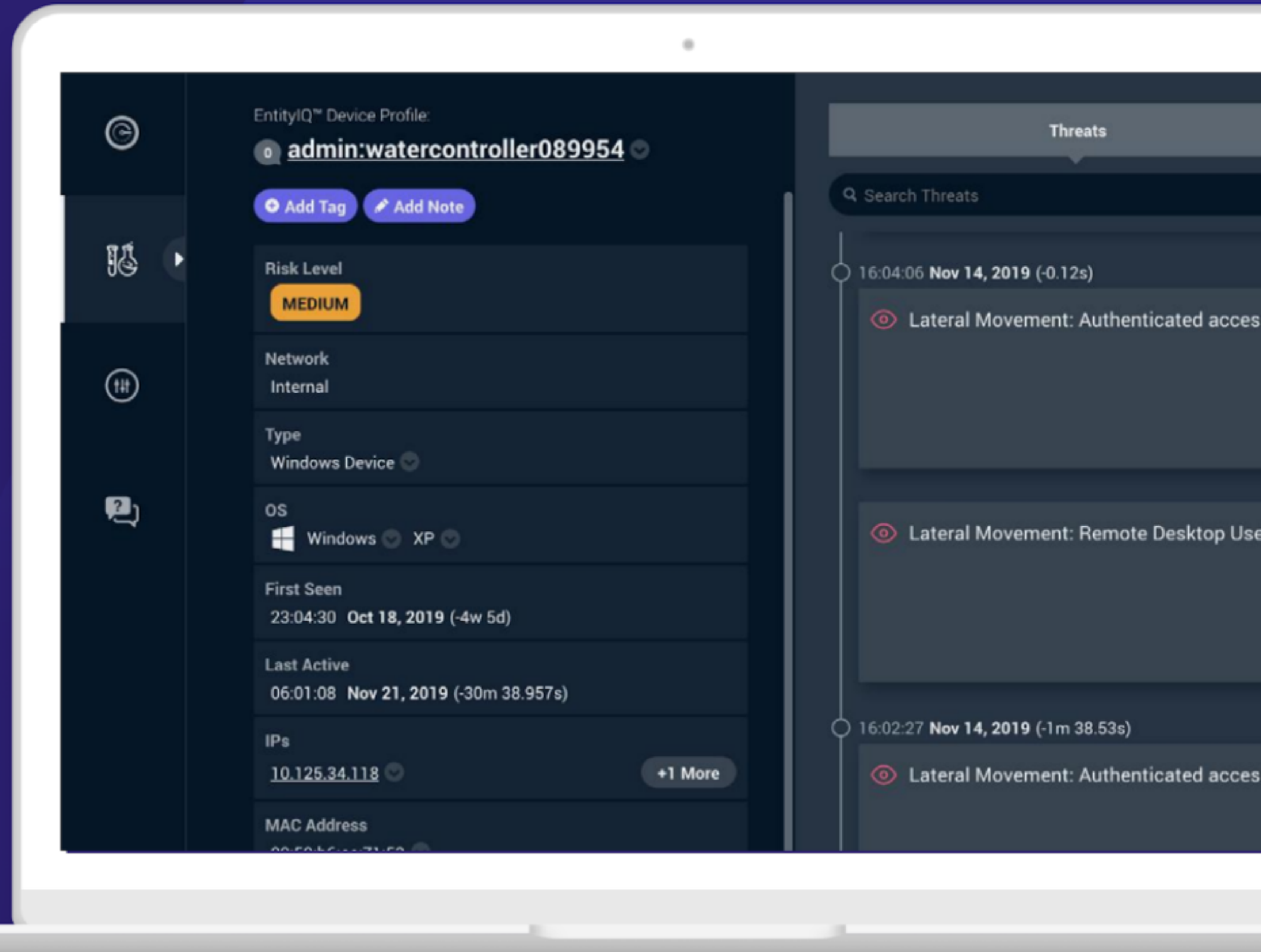
State & Local Government

Challenge

Critical infrastructure controlling the local water district was running an unsupported version of Microsoft Windows

Results

Awake identified a Windows 2003 server that had a Russian remote access tool installed



The Targeted Attack

HACKING THE CLOUD FROM ON-PREMISE ASSETS

Industry

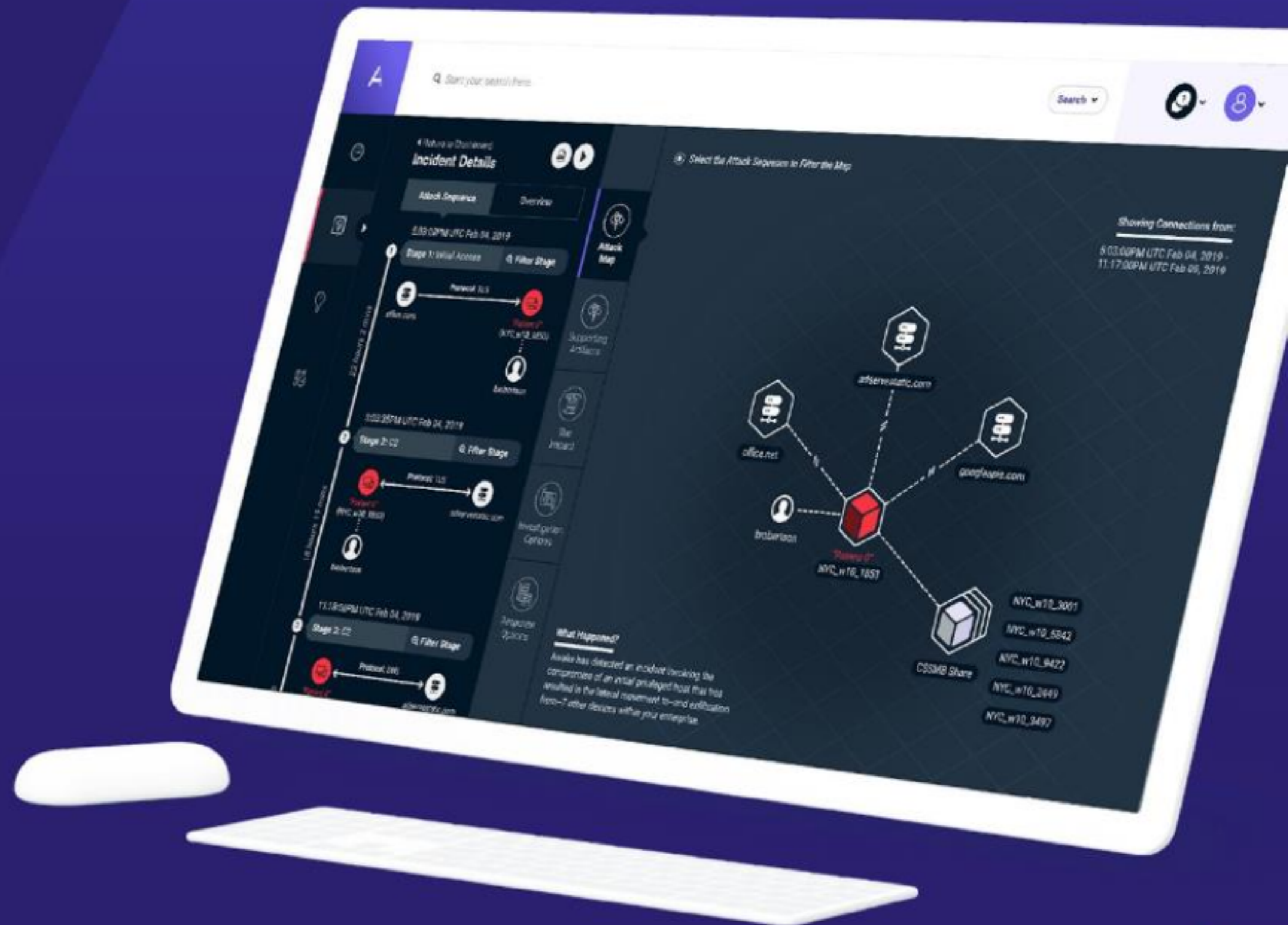
Financial Services

Challenge

An AWS administrator's credentials were stolen and used to access the organization's cloud infrastructure

Results

Awake detected a malicious Chrome extension being used to steal browser information including login data





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