

Cyber Insights



Gaining visibility into business threat landscape through strategic intelligence, receive insights for decision-making

Cyber risk assessments are traditionally perimeter-centric, ignoring the dynamic adversarial threat landscape facing the organization and affected by geo-political, economic, and technological factors. While ISO 27002 now requires organizations to collect and analyze cyber threat intelligence, only 30% include it as a critical component of their cybersecurity operating model. Evaluating the threat landscape provides full visibility into ongoing and future forecasted threats, enabling strategic decision-making and improved cybersecurity resilience.

Mastercard **Cyber Insights** is a threat landscape analysis and monitoring solution, leveraging strategic intelligence to answer 4 key questions:

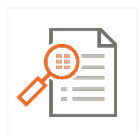
What is the threat landscape facing my organization today and how is it predicted to look in the future?

Which threat actors will target my organization; what are their motivations, skill levels and resources?

What attack methods will be utilized against my organization and what business assets will they target?

Based on the landscape, **how can I take action to improve my cyber resiliency and mitigate emerging attacks?**

CYBER INSIGHTS BRINGS SEVERAL KEY BENEFITS TO ORGANISATIONS:



Higher visibility into the threats external to the organization and impacting factors



Evaluation of security resilience, and identifying areas at risk from current and emerging threats



Reduction in the likelihood of an attack by effective mitigation based on actionable threat trend forecasts



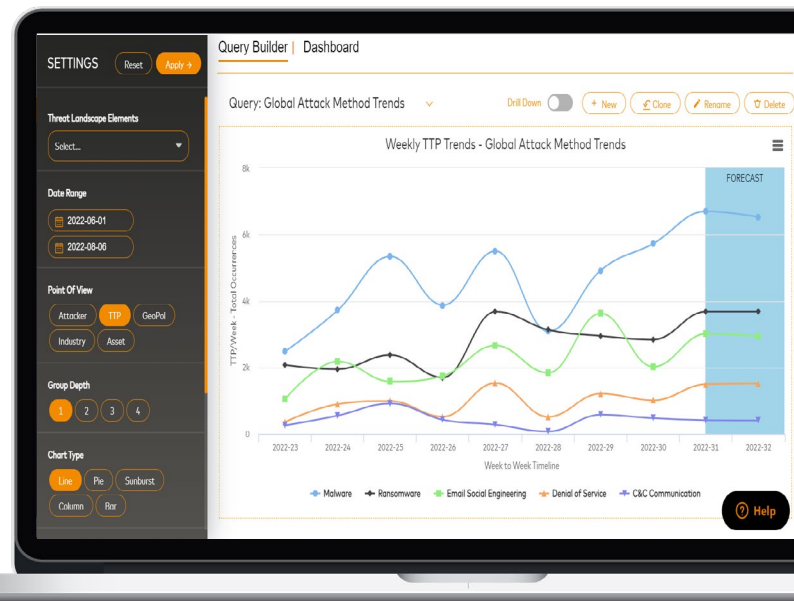
Efficient resource utilization by investing in controls accurately aligned with threat landscape

HOW IT WORKS

With Cyber Insights platform, you can quickly make sense of strategic threat intelligence from thousands of qualified sources

Cyber Insights **runs automatically** to provide **tailored threat landscape scenarios**, in four stages:

- 1 Data Collection**
Integrates and manages the thousands of clear, deep, and dark web intelligence sources crawled and processed through the system.
- 2 Data Processing**
The system holds Mastercard's multilingual thesaurus consisting of tens of thousands of entities and synonyms. Each intelligence item is processed using a granular text analysis tool.
- 3 Aggregation & Statistical Analysis**
The system combines and aggregates repetitions of the same permutation of entities, creating statistics for each one for the Cyber Insights platform.



- 4 Output**
The query-based SaaS interface outputs:
 - Cyber trends and threat landscape analysis
 - Threat patterns and forecasts
 - Customized intelligence reports

COMPETITIVE DIFFERENTIATION

Mastercard has unmatched expertise and extensive hands-on experience securing our own worldwide network



Security as a business model

Mastercard has **hands-on experience** protecting petabytes of its own data with the Cyber Insights framework



Personalized Insights

Mastercard analyzes risks taking into consideration the threat landscape **tailored to a client organization**



Dynamic Adjustment to New Threats

Our methodology makes it possible to account for the changing environment of cyber threats **and dynamically respond to new attack vectors**

For more information on Cyber Insights, please contact your Mastercard account representative