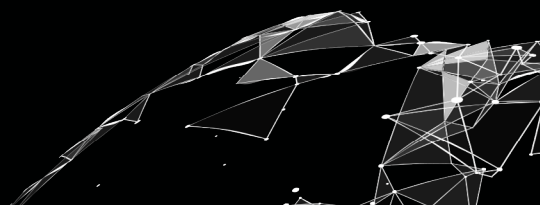
DATASHEET

Measuring the ROI of Security Solutions



Quantifying the return on investment (ROI) can be particularly difficult when evaluating security programs. The most obvious indicator of an effective security program is that it has prevented a costly breach, yet there are many other factors that should be considered when assessing the ROI delivered by security solutions providers. These range from tangible measurements like time and money saved to less obvious but equally important returns, like immediate access to incident response experts and proprietary tools.

Measureable returns

With an acute and growing shortage of trained security professionals, time savings is a critical return for any new security tool or service. And while time also translates directly into money saved, there are other financial considerations to consider. The resources required to staff a 24x7 security operation can be prohibitively expensive, even for large, well-funded organizations. But for many organizations, around-the-clock protection is a necessity. Any solution meeting that requirement yields a direct financial benefit.

DIRECT ROI

- Reduction in operating costs
- Lower mean-time-to-resolution (MTTR)
- 24x7 detection and response
- Greater coverage with existing staff

Indirect benefits

Another key return from engaging with a security solutions provider is additional access to deep domain expertise. With the constantly expanding number of attack techniques, it's important to have access to a wide range of skill sets. This ensures that no matter what methods are used, you have the means necessary to accurately investigate and remediate any threat targeting your network.

INDIRECT ROI

- 24x7 access to incident response experts
- Specialized detection and response technology
- Confidence in outcome-based delivery
- Freedom to focus on proactive security

Engaging with the right provider also includes access to specialized security tools that deliver faster and more accurate threat detection, without the overhead of building or implementing the same capabilities on your own. When combined with extensive subject matter expertise, you'll receive more accurate event data faster and with greater context. Confidence in the fidelity of security alarms is typically limited when relying primarily on the output of standalone, in-house security solutions.

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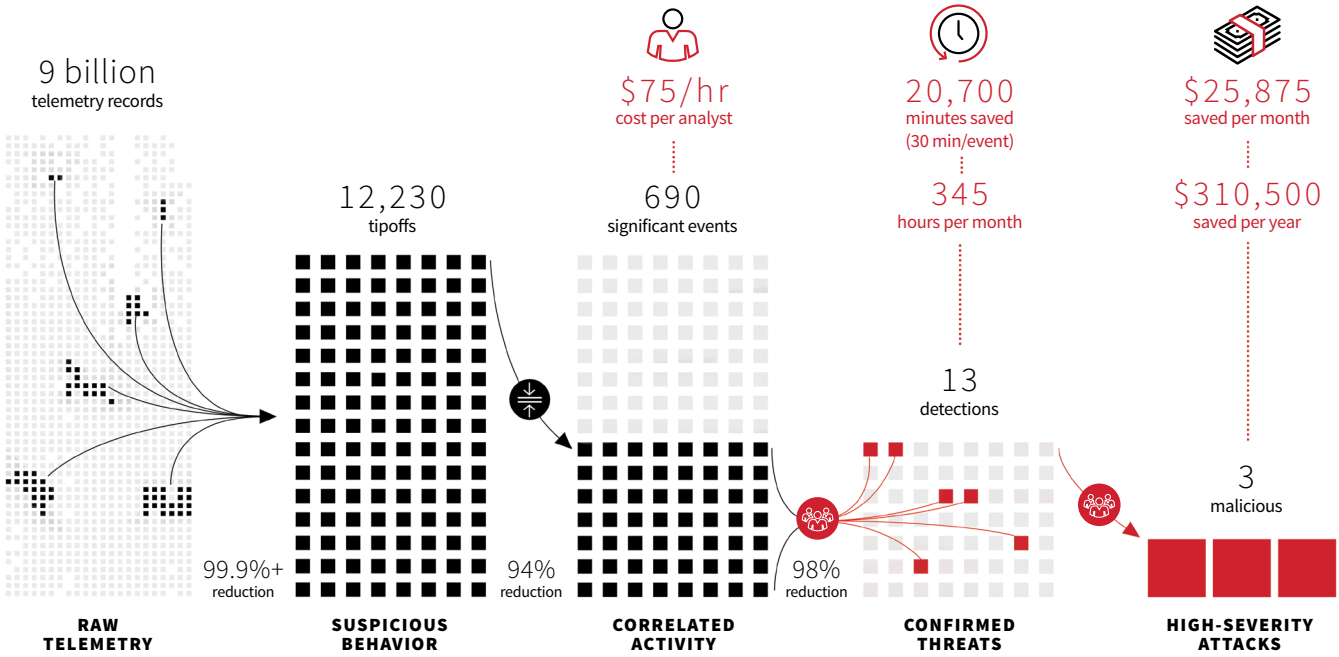
The Red Canary ROI

Red Canary operates as your 24x7 security ally, delivering real value and positive outcomes with a consistent and measurable return on investment. By combining extensive incident response expertise with specialized detection and response technology, we deliver continuous detection and response capabilities at a fraction of the cost of an in-house operation.

And perhaps the greatest value you get from Red Canary is the confidence that comes from knowing that every relevant security event has been meticulously investigated and accurately assessed. False positives are reduced by over 99.9%, giving you the ability to prioritize remediating actual events and the confidence to leverage automation to greatly reduce your mean time to resolution (MTTR). This frees your SecOps team to focus on proactive, high-value activities like threat hunting.

Red Canary by the Numbers

SAMPLE ENVIRONMENT: 3,500 ENDPOINTS



The Bottom Line

Red Canary delivers ROI in many ways, many of which are immediately quantifiable, and those that are made apparent through the continuous delivery of high quality, expert services. We empower your entire security team to streamline and improve and response, delivering real ROI while freeing them up to better leverage their skills on advanced threat defense activities.

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YOUR OUTCOME-FOCUSED SECURITY ALLY

Red Canary is a security operations ally to businesses of all sizes. We arm customers with outcome-focused solutions that can be deployed in minutes to quickly identify and shut down attacks from adversaries. See how at **redcanary.com/demo**