

Threat **STOP**

Insights From Our Customer Survey

2017

ThreatSTOP turns reactive threat data into proactive intelligence defense. When most threat intelligence is only used to detect breaches (that already happened), we convert the latest threat data into enforcement policies that automatically update your firewalls, routers, DNS Servers and endpoints to stop attacks before they're breaches.

But, is that why our customers buy us? Just to make sure we're not drinking our own Kool-aid, we surveyed our customers to be sure. We're happy they value proactive blocking and prevention as much as we do.

1 WHEN ASKED WHAT THEY VALUED MOST ABOUT THE THREATSTOP PLATFORM, OUR CUSTOMERS SAID:



- ✓ **95%** bought ThreatSTOP primarily to automate the process of updating enforcement policies on their network devices.
- ✓ **80%** were also primarily motivated by the ability to proactively block attacks with the updated intelligence.
- ✓ **67%** were highly influenced by the high quality of our own custom threat intelligence.
- ✓ Other factors resonating with **60%** of our customers were customizable policies, not having to buy any new hardware, and the ability to identify infected machines.

2 WHEN ASKED WHAT TOP 3 BENEFITS THEY ARE SEEING FROM THE THREATSTOP PLATFORM, CUSTOMERS SAID:



- ✓ **50%** cited having a brand-new layer of DNS protection they did not have before.
- ✓ **43%** were first seeing the benefit of moving from reactive to proactive threat defense.
- ✓ **33%** cited not having to manually configure network enforcement devices as #1.
- ✓ Factors resonating with **all of our customers** included lower rates of endpoint infection and reduced bandwidth from dropping malicious traffic.

3 SOME CUSTOMERS DIDN'T KNOW ABOUT SOME FEATURES AND FUNCTIONS WE THINK ARE PRETTY COOL:



- ✓ **40%** didn't know we can integrate most third party feeds into our platform. (granted, it's a new feature)
- ✓ **24%** didn't know about customizable email reports and configurable alerts.
- ✓ **33%** didn't know we had a solution for roaming endpoints and that it was a high priority.
- ✓ **A full 75%** of the attacks being blocked on our customer sites were using target profiles developed by ThreatSTOP's research team. (not available on any other platform!)

4 WHEN WE ASKED CUSTOMERS WHAT THEY WOULD CHANGE OR ADD TO OUR PLATFORM, THEY SAID:



- ✓ **65%** wanted to receive professional advice from ThreatSTOP on the creation and maintenance of security policies most effective for their business.
- ✓ **55%** also requested more pre-defined policies or threat sources specific to their business.
- ✓ **33%** didn't know we had a solution for roaming endpoints and that it was a high priority.
- ✓ **48%** requested more granular role-base access control to the management interface.

CONCLUSIONS & PRODUCTS

Our current platform is servicing our customers well, and reflects an ongoing move from reactive to proactive security postures, even among smaller organizations. Clearly, customers like being in control, the ability to customize, and want things tailored to their business and industry.



DNS Defense

Turns any DNS servers into a proactive DNS firewall.



IP Defense

Blocks inbound and outbound command and control.



Roaming Defense

Protects Windows and Mac OSX devices outside your network.

OUR CUSTOMERS CHIMED IN, TOO..



Chris Daugbjerg
IT Director
William Demant Group

"As a publicly traded high profile healthcare enterprise, we're under constant attack from sophisticated hackers using the latest threat methods. There's no way we could keep up manually. ThreatSTOP's automated updates and proactive prevention capabilities let's us stay ahead of the attackers."

"We manage a vital resource for millions of people that live, visit and work in southern California, and ThreatSTOP is very effective at protecting our critical IT systems. ThreatSTOP's solutions are easy to manage, and they deliver time-saving automation and a proactive approach to securing our network."

Byron Black
IT Manager
South Coast Water District



Want to learn more? Request a free, 30 minute online walk-through of our platform [here](#).

ThreatSTOP's cloud service converts the latest threat data into enforcement policies and automatically updates your firewalls, routers, DNS servers and endpoints to stop attacks before they become breaches.

www.threatstop.com

