

Change Your Mind or Fall Behind

With each new cyberattack, a majority of organizations buy the latest security widget and add layer after layer to their defenses, believing they will be more secure. It's not working. If ever there was a time to ditch old beliefs and adopt a new cybersecurity approach, that time is now.

Security professionals have their backs against a wall.



8.7% Increase in IT annual security spending in 2017.¹



40% Rise in data breaches between 2015 and 2016.²



Yet, many of them are still believers.

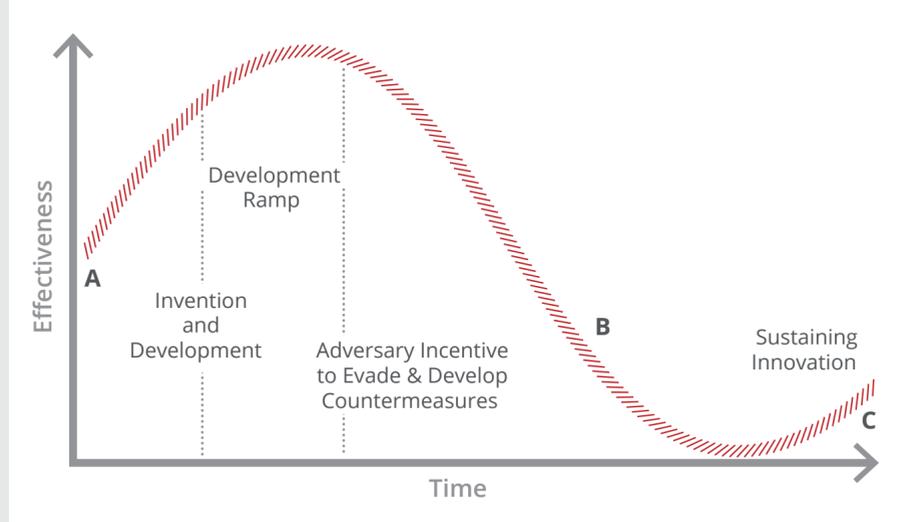


60% of security professionals believe that purchasing best-of-breed security solutions—even if it requires multiple vendors to sustain that security strategy—is the best defense against cybercrime.³



Now Grobman's Curve is throwing conventional wisdom a curveball.

Maximizing cybersecurity ROI becomes a race against time.



A



Early adoption of new security tools is most effective to combat the latest threats.

B



Over time, adversaries successfully develop evasion techniques to thwart the security tools, and effectiveness plummets.

C



In the end, even the best cybersecurity solutions are rendered less effective by countermeasures designed to undermine them.

Fortunately, help is on the way.

An open-platform security approach gets the job done right on time.



An open-platform architecture lets you quickly onboard, deploy, and manage broader security capabilities.



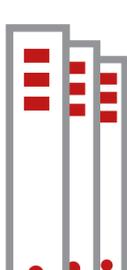
It serves as an essential foundation for threat intelligence sharing and for faster threat detection and remediation.



It paves the way for multi-vendor security solution collaboration.



The open-platform approach delivers significant benefits.



- Faster detection and correction
- Rapid development & deployment
- Enhanced communication
- Richer diversity of technologies
- Lower costs
- Tighter security
- Rapid threat scaling
- Greater innovation



Together is power.

Most cybersecurity vendors still use proprietary models. We think security bigger than any individual or company. Getting people and technologies to all work together is the answer. That's the only way we'll truly protect our businesses.

To learn more, visit: <https://www.mcafee.com/platform-integration>

1. *Worldwide Semiannual Security Spending Guide*, IDC, March 29, 2017. (Reference: <https://www.idc.com/getdoc.jsp?containerId=prUS42425417&pageType=PRINTFRIENDLY>)

2. *Bloomberg Technology*, Olga Kharif, January 19, 2017. 2016 Was a Record Year for Data Breaches.

3. *Customer Mindsets and Portfolio Research*, McAfee, July 2017

McAfee does not control or audit third-party benchmark data or the websites referenced in this document. You should visit the referenced website and confirm whether referenced data are accurate.

Cost reduction scenarios described are intended as examples of how a given McAfee based product, in the specified circumstances and configurations, may affect future costs and provide cost savings. Circumstances will vary. McAfee does not guarantee any cost reduction, avoidance or savings.

McAfee and the McAfee logo are trademarks or registered trademarks of McAfee, LLC or its subsidiaries in the US and other countries. Other marks and brands may be claimed as the property of others. Copyright © 2017 McAfee, LLC. 3648_1117_info-grobman-curve-platform