Carbon Black.
by Broadcom

SOLUTION BRIEF

Carbon Black® App Control

Six Ways Application Control Benefits You

BENEFITS

- Employ a positive security approach in your data center and on Amazon Web Services (AWS), Microsoft Azure, or hosted private clouds
- Meet IT risk and audit controls across major regulatory mandates
- Employ flexible policy controls that meet you where your business is
- Inform trust decisions based on multiple approval methods
- Stop malware, ransomware and next-gen attacks
- Reduce unplanned downtime of critical systems
- Prevent unwanted changes to system configuration
- Protect legacy systems running on EOL operating systems
- Identify all software in critical environments

Establish a Positive Security Model for Application Control

As detailed in the 2023 Cost of a Data Breach Report, the average cost of a data breach has now reached $4.45 million globally and $9.4 million in the U.S. It's enough to prompt at least half of organizations that have suffered a breach to make the security investments they need to help prevent another.

Are you really protecting every asset? Security leaders who believe their environment is fully locked down are often surprised to learn that many potentially at-risk assets remain largely unprotected. Standard good enough security typically doesn't address these potential exposure points:

- Fixed-function devices like kiosks and medical devices
- Air-gapped systems that are disconnected from the Internet
- End-of-life operating systems such as XP and Windows Server 2003 and 2008
- Critical systems using proprietary software and data

At a time when security leaders are responsible for complying with increasing data privacy and security mandates, leaving any corner of an environment exposed has the potential to turn security risk into business risk. With every transaction on public-facing POS systems vulnerable, companies need more than physical security to protect customer and transaction data.

Discover the Power of Positive Security

Application control solutions efficiently lock down exposed assets by employing a positive (default/deny) security model to protect against bad actors trying to gain access to an environment. This differs from traditional negative security models that rely on tools and intel that help detect and stop known bad events. Whie negative security is crucial, it can leave too many assets exposed. Application control solutions supplement negative security protections by allowing access only to trusted or known-good resources.

Six Benefits of Application Control

How can the right application control solution help? Let's review the benefits, and what to look for in an application control solution.

Reduce Business Risk

Increasingly, IT and security risk equates to business risk. That's because breaches can threaten a company's brand and reputation— which is a threat to the business itself. More advanced application control solutions enable companies to secure every corner of an environment, especially those overlooked by traditional security solutions.

Ensure Continuous Compliance with Regulatory Mandates

Breaches aren't the only risk. Failed audits come with their own costs, headaches, and mitigation fire drills. Look for solutions that provide full coverage—both across public and private clouds as well as on-premises data centers—to meet PCI-DSS, Common Criteria, and other security and privacy mandates.

Close Gaps and Exposures

Migrating data, services, and applications to the cloud can inadvertently create security gaps. The right application control solution will deliver full visibility into an environment, both on-premises and in the cloud, so an air-gapped system, fixed-function device, EOL software, or other potential target are not overlooked.

Eliminate Unauthorized Changes to an Environment

Application control, using a default/deny security posture, allows only known-good software to run in an environment. A best practice would be to deploy a holistic solution that also includes file integrity monitoring and control, device control, registry protection, and memory protection.

Save Time, Money, and Resources

Application control doesn't have to continually tie up resources. In fact, the right solution will allow policy management from a single, centralized location rather than through other tools. This makes application control effective, efficient, and affordable.

Strengthen the Zero Trust Foundation.

Application control aligns with Zero Trust principles by automatically denying access to an environment until you confirm software can be trusted. Look for solutions that don't force users to maintain a list or library of trusted software. Instead, seek out a solution that employs multiple approval methods, including IT and cloud-driven trust, trusted publishers, custom rules, and validated external sources.

Lock It All Down With Carbon Black® App Control

With so much at stake and new threats emerging daily, there's never been a better time to deploy a robust positive security solution. Carbon Black® App Control takes a holistic view of application control by offering additional protections:

- File Integrity Monitoring detects whether sensitive files, registry keys, and folders within the host OS have been altered or compromised.
- File Integrity Control rejects files showing evidence of tampering.
- Device Control provides full control to define, restrict, or block data transfer from external storage media, such as USB devices.
- Memory Protection prevents a process from accessing memory that has not been allocated to it.
- Registry Protection prevents system critical registry keys on Windows from being modified—a protection against potential irreversible damage.

Purpose-Built for Highly Regulated Businesses.

Built especially for the unique challenges faced by organizations in regulated industries, App Control provides CISOs, security managers, SOC analysts, and others with something not often found in other software solutions: peace of mind.

BROADCOM®
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For more information, visit our website at: www.broadcom.com

CB-AppControl-Benefits-SB100 December 18, 2024