Morphisec Executive Summary

Proactively Prevent Active Threats with Moving Target Defense

Morphisec offers a transformational approach to cybersecurity. Morphisec Endpoint Threat Prevention platform uses patented Moving Target Defense technology to prevent threats no other cyber platform can, at time zero, including APTs, zero-days, ransomware, evasive fileless attacks and web-borne exploits. Its deterministic prevention model does not generate false-positives or impact system performance or IT operations. It helps businesses, small and large, reduce the costs of IT security while substantially improving risk posture.

THE PROBLEM

Static Cyber Defense Does Not Keep Organizations Safe or Align with Their Business Needs

Enterprise and mid-market organizations face a massive problem in defending their business: they cannot prevent zero-day and fileless attacks while reducing costs, simplifying the technology stack and improving system performance. An integrated, layered approach to cybersecurity that emphasizes prevention first is critical. Without a fundamental change, attackers will continue to prevail.

The advantage attackers hold is that they constantly and unpredictably change their attacks to target and defeat predictable defenses such as signature, behavioral, machine-learning and other detection-based security solutions. To defeat these unpredictable, unknown attacks, defenders need an unpredictable defense line that reduces the target surface to zero. This requires a purpose-built, proactive preventative approach like Moving Target Defense from Morphisec.

THE SOLUTION

Moving Target Defense Enables Defenders to Become Truly Dynamic and Unpredictable

Morphisec applies its patented polymorphic technique to morph the memory space layout so hackers cannot find an entry point for, or resources required to execute, an attack. This real-time, one-way randomization stops sophisticated advanced attacks, including the most advanced exploits and fileless malware.

Moving Target Defense is a fundamental change in cybersecurity. There is no reliance on prior knowledge of malware or attacks. Instead Morphisec prevents advanced attacks from executing by dismantling their delivery mechanisms and kill chain. The technology runs without disrupting business operations. There is no requirement for complex configuration, zero need for continuous updates, no alerts to chase, no runtime overhead, requires very little management resource and operationally it's invisible to the end user. It's the security tool IT teams can love!

COMPANY PROFILE

Industry: Cybersecurity

Founded: June 2014

Headquarters: Beer Sheva, Israel

US Headquarters: Boston, MA

Web: www.morphisec.com

FUNDING

Seed/ Series A: $8.5 million

Series B: $12 million

KEY INVESTORS

- Jerusalem Venture Partners
- GE Capital
- Deutsche Telekom Capital Partners
- Orange Digital Ventures
- OurCrowd
- Kodem Growth
- Portage Partners

KEY CUSTOMERS

富邦银行
Fubon Bank

IMPERVA

leumi card

YASKAWA

MORPHISEC
Moving Target Defense

MARKET SCOPE

As antivirus and EPP solutions continue to fall short in preventing advanced attacks, and as EDR is finding its place as a post-breach forensics tool, advanced Endpoint Protection has grown into a cybersecurity necessity. This next-generation Endpoint Security market is expected to grow from $0.85B to $3.45B by 2021, representing a CAGR of over 32%. Current approaches in Endpoint Protection enable better detection, but do not provide a true preemptive prevention solution, nor a solution that is compatible with most enterprise cybersecurity stacks. When faced with a choice of adding advanced prevention vs advanced detection and response technology, 80% of security personnel prefer to add prevention.

COMPETITVE LANDSCAPE

Endpoint Protection Platform (EPP) and Endpoint Detection and Response (EDR) solutions that leverage containment, behavioral detection and monitoring, algorithmic threat detection and AI, lack the ability to deterministically prevent attacks at time zero. Their efficacy relies on updating and increasing their knowledge base over time as attacks change. And except for basic AV, these tools create numerous reports and false alarms. In contrast to our competitors, Morphisec provides real-time, deterministic prevention that is highly resilient to new attack trends and does not generate false positives.

Competitors: Carbon Black, SentinelOne, CrowdStrike, Cylance and Palo Alto (TRAPS).
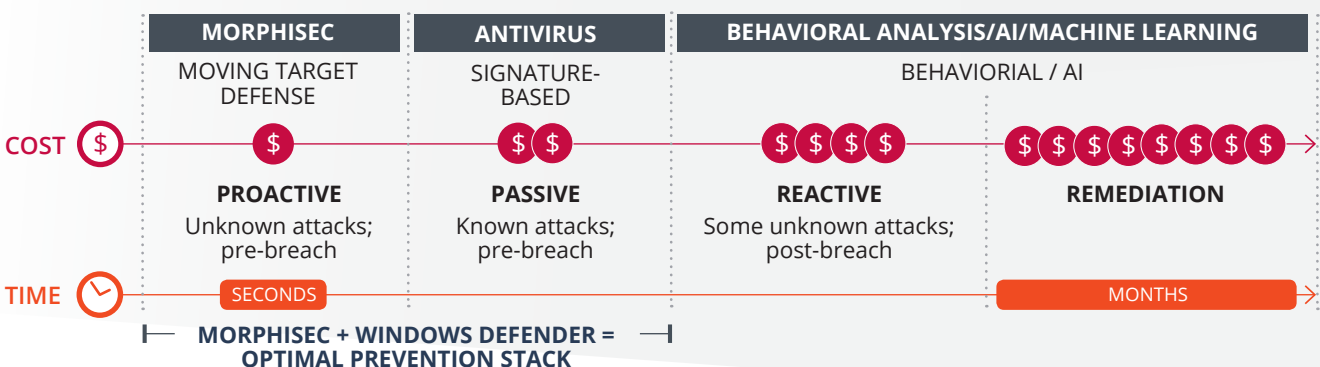
BUSINESS MODEL

Morphisec targets enterprise organizations and mid-sized companies across multiple industries worldwide. The company sells its software direct, and through a growing channel of global resellers resellers and integrators. It also targets the SME market via MSSP partners. Market penetration includes Financial Services, Manufacturing, Hospitality and Technology sectors, with plans to target other verticals. The pricing model is subscription-based, per endpoint, annual and multi-year, and is strategically priced below the industry average on a per-endpoint basis.

POSITIONING

Morphisec provides an advanced protection layer with no added operational costs or resources consumed so organizations can build a lean, highly effective endpoint prevention stack that reduces patching costs, reduces telemetry and reports and simplifies incidence response. As a powerful yet dynamic threat prevention solution, Morphisec offers a staggeringly low TCO with an ROI that is unsurpassed when paired with Windows Defender, and/or other antivirus.

MANAGEMENT TEAM

Ronen Yehoshua, CEO

Dr. Mordechai Guri, CSO

Omri Dotan, CBO

Michael Gorelik, CTO, VP R&D

Arthur Braunstein, VP US Sales

Nir Yaakov, VP Finance

Netta Schmeidler, VP Product

Tom Bain, VP Marketing

Yuval Danieli, VP Customer Services

ACCOLADES

ESG
Enterprise Strategy Group

"Morphisec improves security efficacy, while streamlining security operations by reducing security alert volumes and freeing up staff to focus on more pressing strategic initiatives."

— *FROM ESG REPORT ON ADVANCED PREVENTION FOR ENDPOINT SECURITY*

Gartner.

"Large and small companies... looking for prevention solutions to tackle APT, ransomware and exploit-based attacks... should consider Morphisec."

CRN.

CRN NAMES MORPHISEC ONE OF THE TOP 10 CYBERSECURITY STARTUPS OF 2018

COST AND EFFECTIVENESS COMPARISON OF THREAT PREVENTION SOLUTIONS

MORPHISEC	ANTIVIRUS	BEHAVIORAL ANALYSIS/AI/MACHINE LEARNING	
MOVING TARGET DEFENSE	SIGNATURE-BASED	BEHAVIORIAL / AI	
COST $ — $	$ $	$ $ $	$ $ $ $ $ $ $
PROACTIVE Unknown attacks; pre-breach	**PASSIVE** Known attacks; pre-breach	**REACTIVE** Some unknown attacks; post-breach	**REMEDIATION**
TIME SECONDS			MONTHS

MORPHISEC + WINDOWS DEFENDER = OPTIMAL PREVENTION STACK

MORPHISEC
Moving Target Defense

www.morphisec.com