# THREE WAYS QUANTIFYING CYBER CONFIDENCE CAN IMPROVE YOUR DEFENSIVE POSTURE

Pay attention to almost any news source and it becomes clear that cyber-attacks are only increasing. Every day, it seems like there's a new report of ransomware impacting a company's ability to conduct business, or a data breach that reveals private customer information. As more and more of our business systems are now connected to the internet, cyber attacks can even have physical security and liability ramifications.

As organizations work to defend themselves, it's easy for teams to become overwhelmed. It's simply impossible to patch every single vulnerability; in many cases, adversaries don't need to exploit vulnerabilities to accomplish their objectives. Tailoring defenses to the tactics and techniques being used by adversaries helps, but often this can be cumbersome. Data about the techniques used can come from multiple, unintegrated sources that require teams to hunt for answers and compile data haphazardly, and it's not always clear what actions need to be taken to defend the business. How often does the team need to develop a new analytic? When should you test? Are there new behaviors being used by threat groups targeting organizations similar to yours?

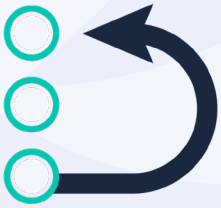
Focusing on individual threats and vulnerabilities is also a problem for CISOs and leadership who must manage a company's overall risk and report on the organization's defensive posture to stakeholders. Measuring the number of vulnerabilities patched may show a great amount of effort towards cyber defense, but it's not evidence of protection.

That's where quantifying your defensive confidence comes in. There are three key benefits to quantifying defensive confidence for your organization.

## 1 TRACK YOUR PROGRESS

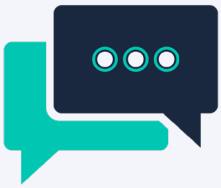
Using quantification, such as that with the Tidal Confidence Score™, you can see how well your defenses are working against the threats you care most about. It gives you a clear benchmark that teams can use to measure success over time. Often large enterprises may have different threat models for different parts of the business; having a quantified score for each business unit's defenses can help you compare and make effective defensive decisions across all your teams.

## 2 PRIORITIZE DEFENSIVE ACTIONS



The simple reality is that not every threat is of equal concern to an organization. Some techniques may cause greater harm to the organization, be more identifiable as malicious, more closely match your defensive strategy, or be used by multiple threat groups. In each of these cases, defending against some techniques will have a higher priority to your defensive teams than a techniques with smaller impact or defensive value. Quantifying your cyber risk allows you to weigh some threats or techniques higher, and give your teams clear priorities.

## 3 COMMUNICATE RISK EFFECTIVELY



CISOs and other cyber leaders are often called upon to communicate about their enterprise's cyber risk to boards and other stakeholders who may not have a technical or cybersecurity background. Having a quantified confidence score provides an easy, efficient way to answer the three key questions many board members care about:

- What types of attacks should concern us?
- What work have we done to defend ourselves?
- Do we have evidence that work was effective?

**A DATA-DRIVEN SCORE HELPS COMMUNICATION WITH LEADERSHIP GO BEYOND TALKING ABOUT EFFORT TO TALKING ABOUT ACTUAL RESULTS.**

# HOW TO START QUANTIFYING YOUR CYBER RISK

Tidal's unique take on cyber risk is to marry it with threat-informed defense. What that means is we use publicly available information on known threats, utilizing MITRE ATT&CK™ as a base and then expanding upon it, and coupling this data with deep understanding of the threats, built from years of working with ATT&CK since its inception nearly ten years ago. But equally important to the threat itself are the defenses you use to counter the threat. Whereas many traditional risk approaches focus on your controls in place, Tidal takes it a step further and focuses on products you have deployed, and how they are configured to provide you with the capabilities and data to defend against the threat.

Threats and defenses provide a counterbalanced approach to our risk quantification methodology. One of the greatest challenges in this approach is recognizing that not all adversary behaviors are created equal, nor do they require the same types of defenses. This nuance of ATT&CK and threat-informed defense has been its greatest challenge towards widespread adoption. That is where Tidal's team of subject matter experts comes in.

The Tidal Confidence Score™ leverages the knowledge of our team of experts to quantify how you are progressing towards your goal of being threat-informed. As the threat landscape evolves, and as you make improvements to your defenses, the score is continually recalculated, so you can track your progress, as well as understand the most important places to focus on improvements.


The Tidal Confidence Score is delivered automatically via Tidal's Enterprise Edition, but is also available directly our Tidal Threat-Informed Assessment. During this assessment, we work with you to develop your unique threat profile. We look at industry, geography, and other factors to determine the most relevant threat actors and the techniques they use; we then work with your team to determine how those threats and techniques should be weighted based on your business's specific concerns. No two organizations' threat profiles are identical.

We then look at your defensive stack to understand how each associated adversary behavior is potentially addressed. This includes both commercial capabilities that are deployed, as well as any customized solutions you have created to address the threat. Mapping capabilities can be challenging, but we leverage our private and public Tidal Product Registry™ of vendor-provided, Tidal-curated capabilities, as well as our history with many leading security vendors and deep expertise to ensure you have visibility into how exactly your solutions defend your organization.

Utilizing both your threats and your defenses, we develop your Tidal Confidence Score. This score both reflects your ability to minimize risk, as well as identify gaps to increase your resiliency.

**WORKING WITH TIDAL FOR A THREAT-INFORMED ASSESSMENT IS A GREAT WAY TO GET YOUR TIDAL CONFIDENCE SCORE AND KICK OFF YOUR THREAT-INFORMED DEFENSE PROGRAM.**

## CONTACT US TODAY TO GET STARTED!

tidalcyber.com/threat-informed-assessment



## ABOUT TIDAL CYBER:

Founded in January 2022 by a team of threat intelligence veterans with experience at MITRE, Department of Homeland Security, and a wide range of innovative security providers, Tidal Cyber enables businesses to implement a threat-informed defense more easily and efficiently. The Tidal Platform helps our customers map the security capabilities of their unique environment against the industry's most complete knowledgebase of adversary tactics and techniques including the MITRE ATT&CK® knowledge base, additional open-source threat intelligence sources, and a Tidal-curated registry of security product capabilities mapped to specific adversary techniques. The result is actionable insight to track and improve their defensive coverage, gaps, and overlaps. For more information, please visit: www.tidalcyber.com.