

# Upgrade to BlackBerry's Endpoint Solution for Superior Security and Financial Efficiency

In today's rapidly evolving cybersecurity landscape, staying ahead of threats requires more than just traditional antivirus solutions. Organizations need a proactive approach that leverages advanced technologies to prevent attacks before they happen. BlackBerry® endpoint security solutions, powered by Cylance® AI, offer a cutting-edge alternative to legacy antivirus products, providing both enhanced protection and significant financial benefits.

## KEY BENEFITS OF UPGRADING TO BLACKBERRY

### Unmatched Threat Detection with AI



For over a decade, Cylance® AI has safeguarded businesses and governments globally, effectively stopping both current and future zero-day attacks. Our solution now incorporates generative AI, providing an even more robust defense against cyber threats.

### Proactive Threat Prevention:



- CylanceENDPOINT™ utilizes advanced AI to detect threats before they cause damage, minimizing business disruptions and ransomware costs.
- Up to 25% more effective at stopping malware compared to competitors.
- Uses up to 20x less CPU processing power, with minimal impact on system performance<sup>1</sup>.

### Comprehensive Threat Defense:



- Defends against malware, malicious scripts, zero-day threats, and fileless memory exploits.
- Automatically prevents zero-day threats and stops attacks immediately.
- Accurately detects lateral movement within your network.

### Efficient Incident Management<sup>2</sup>:



- Reduces security incident investigation and recovery time by 30%.
- Decreases alert fatigue by 90%, allowing your team to focus on critical tasks.

### World-Class Security with Existing Resources



- BlackBerry's AI-driven solution doesn't just stop threats; it optimizes your existing security infrastructure. Supporting cloud-native, hybrid, and on-premises software stacks

### Resource Efficiency:



- Leverage the world's longest-running cybersecurity AI to collect and triage security data.
- Minimize time spent organizing alerts with automated processes.

### Industry Recognition:



BlackBerry has been named a 2024 Customers' Choice for Endpoint Protection Platforms by Gartner® Peer Insights™.

<sup>1</sup> Tolly 2023

<sup>2</sup> Alert fatigue reduction measured in terms of reported alerts without grouping and correlation of alerts across tenants of 700M and reduction of alerts to 68M with our zero-touch grouping and correlation of alerts (Dec 2022)

## FINANCIAL ADVANTAGES OF SWITCHING TO BLACKBERRY

Switching to BlackBerry not only enhances your security posture but also offers significant financial benefits:

### ZERO-COST LICENSE REPLACEMENT

Customers can replace their current legacy AV solution licenses with CylanceENDPOINT at no additional cost.

### SUBSTANTIAL DISCOUNTS

Enjoy up to 60% off CylancePROTECT or CylanceENDPOINT for an equivalent license period.

### BROADER AV REPLACEMENT PROGRAM:

The legacy AV replacement program includes major vendors such as Kaspersky, Trend Micro, Sophos, Carbon Black, McAfee, FireEye, Trellix, and Symantec, regardless of geographic location, whose license is up for renewal within the next 24 months.

### EXAMPLE

A customer has in August 2024 a contract with Kaspersky for 1,000 licenses, expiring in May 2025.

We will offer a 10-month free subscription for 1,000 CylancePROTECT licenses (August 2024 to May 2025) if customer commits to a 12-month paid subscription contract for 1,000 CylancePROTECT licenses (June 2025 to May 2026).

## CONCLUSION

BlackBerry endpoint solutions offer a state-of-the-art defense against today's most sophisticated cyber threats. With advanced AI, world-class security capabilities, and significant financial incentives, there's never been a better time to upgrade.

Ready to make the switch? Contact us today to learn more about how BlackBerry can revolutionize your endpoint security.

For details and ordering contact  
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**ASBIS**<sup>®</sup>

STAY  
ONE  
STEP  
AHEAD

  
Cybersecurity

 **BlackBerry** Intelligent Security. Everywhere.

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments worldwide. The company's software powers over 235M vehicles. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety, and data privacy solutions and is a leader in the areas of endpoint management, endpoint security, encryption, and embedded systems. BlackBerry's vision is clear - to secure a connected future you can trust.

For more information, visit [BlackBerry.com](https://BlackBerry.com) and follow [@BlackBerry](https://twitter.com/BlackBerry).



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