

# Verizon and CrowdStrike Focus on Threat Management

Empowering customers to mitigate risk

As your business steadily adds new endpoints, such as smartphones, tablets and Internet of Things (IoT) devices, having a comprehensive solution for securing and managing them is critical. Securing increasing workloads across on-prem and cloud environments also needs to be addressed. Cyberattacks are increasingly persistent and pervasive, putting networks -- and the applications and critical business processes these networks enable -- at risk. Organizations face a number of challenges including:

## Attack Sophistication

Many organizations are still focusing on malware alone when the attackers have evolved. They now use file-less techniques that easily bypass anti-virus, steal credentials to look like legitimate users, abuse trusted tools like power shell and have nation-state level resources at their disposal. Malware-centric protection strategies are blind to a significant portion of the threat landscape.

## Complexity

To cope with this arms race, some organizations have become accustomed to adding more and more layers of countermeasures. After decades of this approach, their security architectures have grown overly complex which is the enemy of good security. Not only does it create chaos, but it slows systems down and hurts end user productivity.

## Lack of Visibility

You can't protect what you can't see. As cloud environments become more complex and distributed, there are pain points and blind spots ranging from data-level events to undocumented APIs to shadow IT.

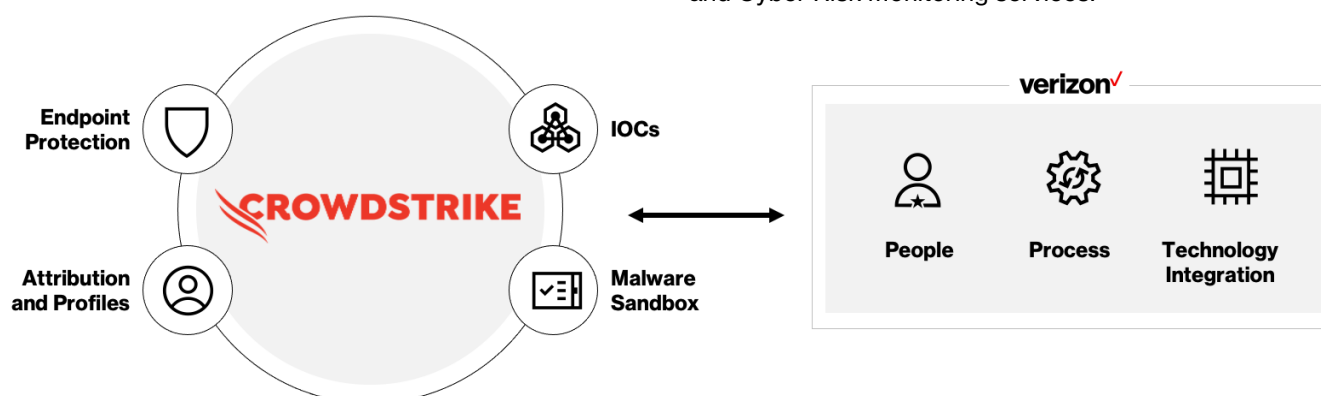
## Insufficient staff/skills/experience

Continuing on complexity, each new layer introduces infrastructure that must be managed, alerts that must be triaged, incidents to be investigated, and telemetry for threat hunters. Making the solution actually work requires people with skills and experience. Those skills can be scarce and expensive, and many organizations today struggle to keep up.

## The Solution: Verizon and CrowdStrike

Verizon, a leader in technology, communications and managed security services and CrowdStrike, a leader in cloud-delivered endpoint and workload protection, offer solutions for threat management to help reduce cyber risk. We help our customers better understand, quantify and respond to cyber threats while helping reduce overall operational costs.

The CrowdStrike Falcon platform is positioned as a part of Verizon's security portfolio to provide comprehensive endpoint and workload protection that spans prevention, detection and response capabilities. Verizon customers are able to manage CrowdStrike through its Managed Detection and Response and Cyber Risk Monitoring services.



Verizon and CrowdStrike, through their technology and security expertise, help organizations identify their gaps, prioritize risk-mitigation initiatives and help improve their risk posture. Ultimately, this helps customers:

### Reduce Risk

CrowdStrike complements Verizon's people, process and technologies bringing a pragmatic approach to helping identify, respond to and reduce today's advanced threats.

### Improve Protection

CrowdStrike Security Cloud combined with Verizon's managed security ecosystem helps to ensure endpoints, workloads and identities are continuously protected through the use of machine learning and artificial intelligence.

### Enhance Operational Efficiencies

Minimize effort spent triaging and investigating low-value alerts and instead focus on priority threats with a rapidly deployed managed service offered by Verizon, complemented by CrowdStrike Falcon® endpoint and workload protection offerings.

### Verizon and CrowdStrike: Partners for your success.

Verizon and CrowdStrike are both dedicated to delivering superior security solutions for our customers globally. Together, we help enable organizations to deploy powerful solutions to combat adversaries and ultimately help stop breaches. Industry analysts have recognized both companies for their industry leadership:

- Verizon was named a Leader in IDC MarketScape: Worldwide Managed Security Services 2020 Vendor Assessment\*.
- CrowdStrike has ranked number one for Modern Endpoint Security 2020 revenue market share in [IDC's Worldwide Corporate Endpoint Security Market Shares, 2020 report](#) and named as a Leader in the [IDC MarketScape report for U.S. Managed Detection & Response Services 2021 Vendor Assessment](#).

### Learn more about Verizon Endpoint Protection with CrowdStrike:

#### Preparing a 5G-ready Endpoint Protection Strategy

<https://enterprise.verizon.com/resources/articles/s/preparing-a-5g-ready-endpoint-protection-strategy/>

#### Solving Common Remote Work Endpoint Security Challenges

<https://enterprise.verizon.com/resources/articles/s/solving-common-remote-work-endpoint-security-challenges>

#### CrowdStrike Blog

<https://www.CrowdStrike.com/blog/CrowdStrike-and-verizon-form-partnership/>

#### Falcon Insight Endpoint Detection and Response (EDR)

<https://www.CrowdStrike.com/endpoint-security-products/falcon-insight-endpoint-detection-response/>



\*IDC, MarketScape: Worldwide Managed Security Services 2020 Vendor Assessment, #US46235320, September 2020

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