

# 5 Benefits of Partnering with Webroot

## Overview

While cyberattacks continue to evolve in volume, organization, and sophistication, security technology is moving rapidly toward automated intelligence and decision-making. But many organizations are overwhelmed by the number of security alerts they receive, and do not have the in-house resources to handle them. Webroot BrightCloud® Threat Intelligence services enable technology partners to implement new, highly-effective security features in their offerings to more effectively detect and block today's evolving threats.

### Our services:



Automate alerting or automatically block malicious IPs and files



Provide real-time, proactive protection against phishing, malware, and ransomware



Defend against APTs, DDoS attacks, and malicious scans, while reducing false positives

These capabilities help differentiate our partners' offerings from their competitors, add increased value for their customers, and drive increased market share and revenue. Trusted and integrated by market leaders worldwide, including Cisco, Citrix, F5 Networks, Aruba, Palo Alto Networks, and A10 Networks, Webroot protects over 40 million users worldwide.

## 1. BrightCloud Threat Intelligence Portfolio

Our range of threat intelligence services deliver differentiated, real-time security that can predict whether an object will become malicious using its behavior history and relationships with other internet objects.



IP Reputation



Mobile Security SDK



File Reputation



Real-Time Anti-Phishing



Mobile App Reputation



Web Classification & Reputation



Streaming Malware Detection



SecureWeb™ Browser SDK



Threat Intelligence for IoT Gateways

## 2. Integration and Implementation

Webroot works hand in hand with partners to ensure rapid, successful integration of BrightCloud Threat Intelligence services into their offerings. We have developed a three-phase Proof of Concept process that includes functional, performance, and integration testing. Our partners become part of our ecosystem, helping strengthen the threat intelligence they consume, while we become part of theirs. By attending and presenting at partner events and driving differentiated messaging and content, we help separate our partners' offerings in an otherwise saturated market.

## 3. Partner Support

Technical and sales training, marketing, and promotional collaboration are available at product launch and beyond to ensure partner success. None of our offerings compete with those of our technology partners; Webroot offers no SIEM, next-generation firewalls, or other network appliances. Our partners' interests come first.

- » Dedicated post-sale relationship
- » 24x7x365 world-class support

## 4. Experience

Webroot has over 10 years of experience in machine learning and automated classification. An early innovator in machine learning, patented Webroot technology leads the industry with both the scale and speed of our threat intelligence operations. Teams of threat researchers augment our automated analysis, tuning and refining models daily, using active learning and active feedback processes. This results in tremendous efficiency and leverage.

## Webroot was the first to:

- » Place both security intelligence and analysis processing in the cloud
- » Utilize millions of global endpoint clients as real-time threat sensors, providing intelligence directly to and from the cloud
- » Reduce time to detect/protect from days to seconds for real-time protection from emerging threats
- » Implement machine learning advanced enough to make definitive determinations automatically

## 5. Innovation

Webroot innovates continuously, responding to partner and market requirements with dynamic threat intelligence and meaningful security insights. With dedicated teams of data scientists and threat researchers, our patented technology uses big data and contextual machine learning analysis to offer unrivaled accuracy and predictive risk scoring. The Webroot big data architecture is similar to those used by Amazon, eBay, Facebook, and Twitter. Leveraging Amazon Web Services, Hadoop®, and Cassandra™ architectures, Webroot offers industry-leading scalability.

- » 5th generation machine learning
- » Expert human feedback loop
- » Cloud-based analysis
- » Unrivaled accuracy
- » Reputation scores completely recalculated multiple times each day

## Webroot by the Numbers

Webroot partnerships contribute to its unrivaled visibility of the threat landscape. The richest input sources are the 30+ million Webroot-protected endpoint devices around the globe, as well as the various solutions our technology partners provide to their customers. These data sources are key to identifying new threats the moment they emerge. Webroot coverage includes:



**27+**  
Billion  
URLs



**600+**  
Million  
Domains



**4+**  
Billion IP  
Addresses



**13+**  
Billion File  
Behavior Records



**55+**  
Million Mobile  
Apps



**40+**  
Million Connected  
Sensors



Citrix chose to integrate the Webroot BrightCloud IP Reputation Service into the NetScaler Application Delivery Controller platform to offer our customers the ability to increase capacity on demand. The addition of the next-generation threat intelligence provided through Webroot adds yet another layer of defense against cyberattacks, enhancing both scalability and security.

— Marissa Schmidt,  
Director of Product Management  
Citrix



Webroot has the most comprehensive and effective web classification service in the market. Integrating the Webroot BrightCloud Web Classification Service with our Web Isolation Platform enables us to give our customers comprehensive control, security, and visibility for their organizations' web activity.

— Poornima DeBolle,  
Chief Product Officer  
Menlo Security



There are no borders in cyberspace and any group or individual criminal can easily reach anywhere in the world, and incidents have increased year by year in Japan. To counter these threats, MBSID is incorporating industry-leading Webroot Threat Intelligence into its solution. With Webroot, we can enhance the value of MBSID protection and offer top level of security service to our customers in and outside Japan.

— Toshio Kanki,  
President and CEO  
Mitsui Bussan Security Direction

### About Webroot

Webroot delivers network and endpoint security and threat intelligence services to protect businesses and individuals around the globe. Our smarter approach harnesses the power of cloud-based collective threat intelligence derived from millions of real-world devices to stop threats in real time and help secure the connected world. Our award-winning SecureAnywhere® endpoint solutions and BrightCloud® Threat Intelligence Services protect millions of devices across businesses, home users, and the Internet of Things. Trusted and integrated by market-leading companies, including Cisco, Citrix, F5 Networks, Aruba Networks, Palo Alto Networks, A10 Networks, and more, Webroot is headquartered in Colorado and operates globally across North America, Europe, and Asia. Discover Smarter Cybersecurity™ solutions at [webroot.com](http://webroot.com).

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