Protecting App economy and digital transformation

Why do digital businesses need
to be protected?

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Digital Transformation = Opportunities for Companies That Embrace It

Creating something new—new markets, new products and new areas of growth and revenues. Industrial companies are becoming **customer service companies**.

> Consumer products companies are becoming Internet companies;

> energy companies are becoming information companies,

> media and entertainment companies logistics companies.

Companies who are not embracing this change are quickly becoming irrelevant and will likely **no longer play a significant role in the next 5–10 years**.

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Digital Transformation Brings Opportunities and Risk

It's clear that Digital Transformation is vital for business, in order for them to be part of the app economy, but the threats and risks in a digital business is less clear. Even many traditional businesses have huge existing investments on-premises but have little to no experience in big bad world of cyberspace.

TWO MAJORS RISK/THREATS ARE:

> Bots
> Distributes Denial of Service Attack (DDoS Attack)

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How Big Are the Threats?

24 percent of enterprises suffer attack***

There is an average of4.5 DDoS attacks per year for a typical enterprise

26 percent of DDoS attacks lead to data loss***

20 percent of businesses with 50 or more employees have at least one attack***

An attack can cost up to 40,000 USD per hour

60 percent of the traffic are made of bots

Bots can steal important information–scrape data like price scrapping

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A Solution: forty2.io

forty2.io is an analytics driven app which protects digital businesses with one click resolution:
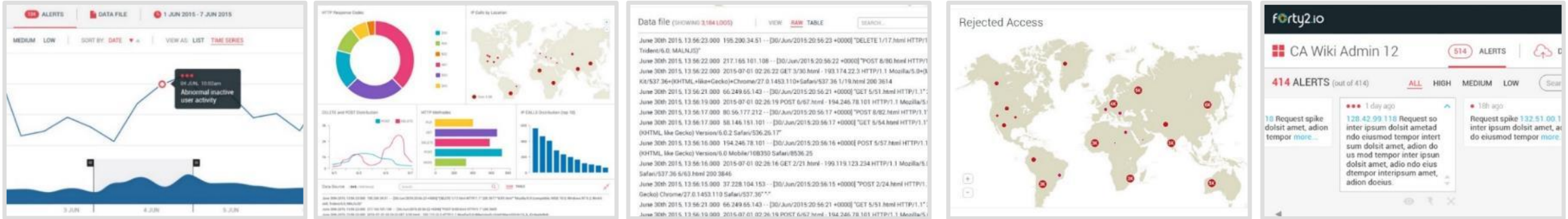
Protection of revenue, brand and data

Maximization of IT utilization: cost savings, ability to serve more to customers

Increase of productivity: -ability to identify risks and thefts quicker
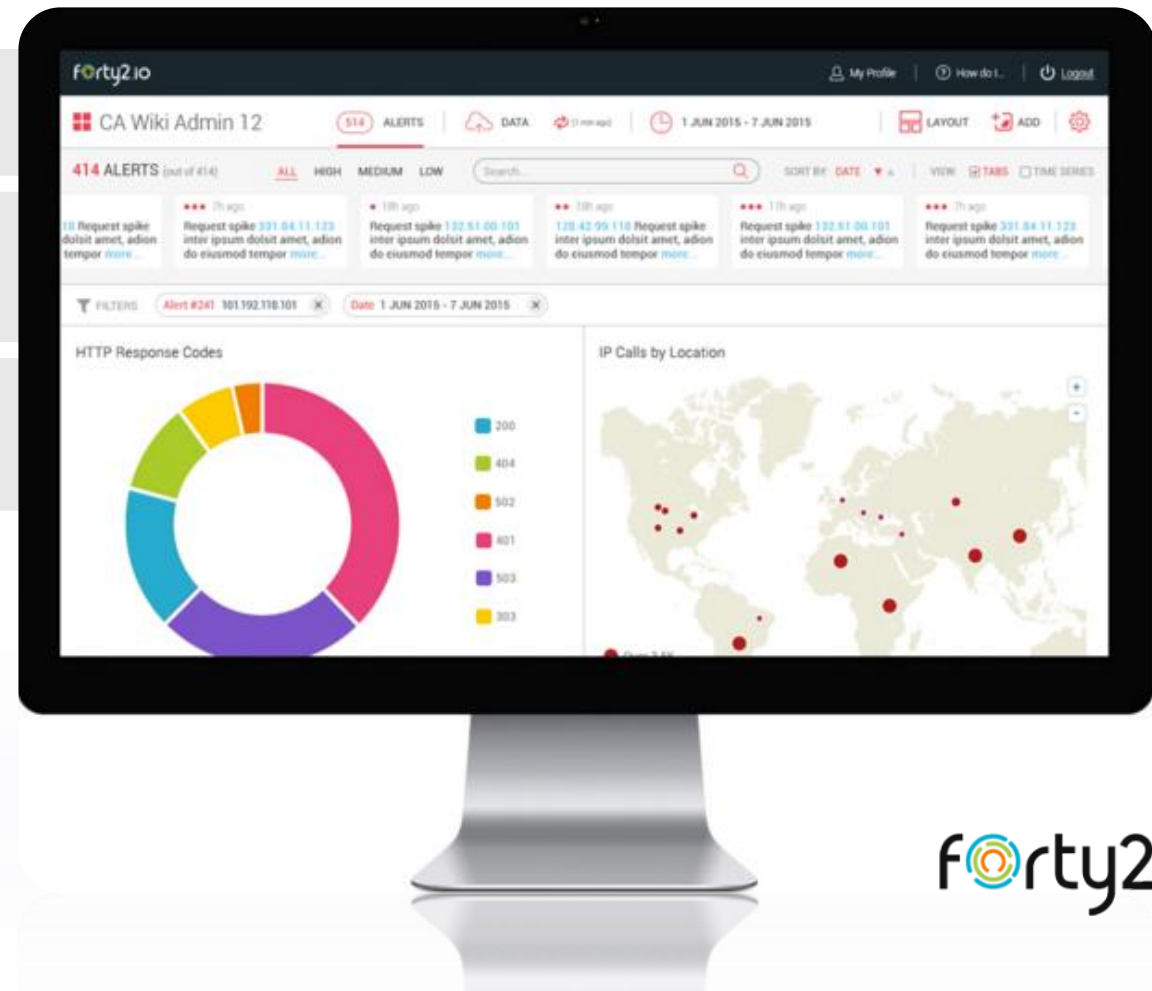
How forty2.io Can Protect Your Business

Provides real-time actionable insights.

Is a lightweight layer that can ingest data/logs from the Apache webserver in real time.

Provides full protection to digital assets that are being exposed against (DDoS), bots and other such threats in real-time via an intuitive and user-friendly dashboard.

Provides threat assessments and resolutions for some selected IT operational parameters

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forty2.io provides:

> Data in Motion to Real-Time Insights: Support for Real- Time Streaming

> Continuous Intelligence through Real-Time Anomaly Detection

> Business Context Aware Alerts

> Actionable Insights

> Intelligent Prescription system on Outliers

> Instant Alert Notifications

> Support for Real-Time Bot and DDOS Detection

> Intuitive Data Visualization

> Seamlessly scalable globally (runs on AWS)–no upfront investment required

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