

BitSight Peer Analytics for Security Performance Management



**ASSESS RELATIVE
SECURITY PERFORMANCE
IN CONTEXT**



**MEASURE & REPORT
OUTCOMES**



**EFFECTIVELY ALLOCATE
LIMITED RESOURCES**

THE CHALLENGE

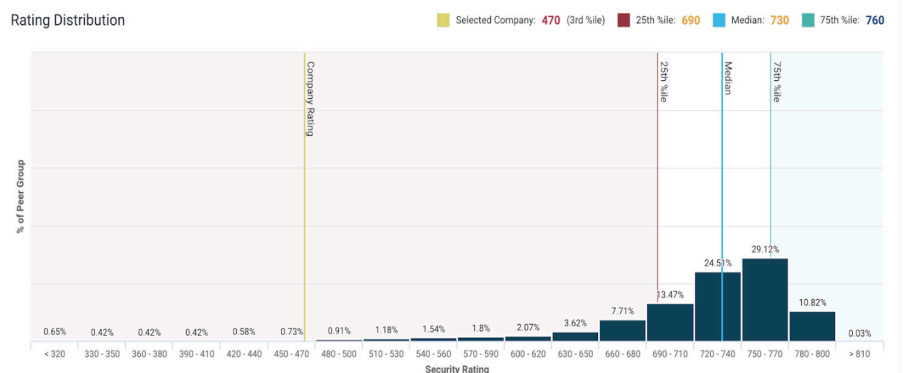
Organizations are being held to significantly higher standards of cybersecurity outcomes than ever before. Regulatory bodies, Boards, and executive teams are driving oversight and accountability, seeking to prevent the inevitable backlash from customers, business partners and regulators for a failure to meet cybersecurity industry-wide standards of care. In a world that evolves so quickly, however, security and risk leaders are challenged with trying understand what constitutes a reasonable industry-wide standard of care when it comes to cybersecurity performance. What was good enough yesterday, may not be today, and will almost certainly not be good enough next year. Not to mention, the traditional approaches to cybersecurity performance metrics are limited in scope, point-in-time and subjective in nature, and not comparative.

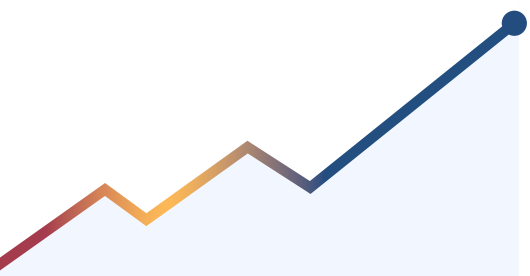
As a result, security and risk leaders are forced to make important decisions about their cybersecurity programs based on an incomplete set of data. This lack of visibility and context can often result in ineffective spend and a misalignment of resources.

THE SOLUTION

As part of the BitSight Security Performance Management suite of solutions, Peer Analytics delivers unprecedented visibility into the relative performance of an organization's cybersecurity program. The solution helps security and risk leaders make data-driven decisions about how to meet and surpass their industry standard by setting achievable security performance improvement goals, effectively allocating limited resources, and efficiently prioritizing security efforts.

Exhibit 1: Peer Group Rating Distribution





CUSTOMER VALUE

Based on the most widely-adopted BitSight Security Ratings Platform, Peer Analytics provides access to critical leading industry and peer group cybersecurity performance measurements. Security and risk leaders are equipped with real-time access to broad, deep, meaningful, objective data and metrics on industry-wide security and peer-level performance across multiple categories of vulnerabilities and incidents. Organizations are able to compare themselves to configurable groups of their peers -- a group of hundreds or even thousands of companies, by industry, sub-industry, company size, and other useful benchmarks. This type of analysis helps security leaders to:

- Discover an industry’s cybersecurity performance standard
- Set achievable targets based on relative performance in context of a given peer group
- Identify cybersecurity performance gaps between their program and peer group
- Effectively allocate limited resources and prioritize security efforts for the greatest impact on improvement
- Report on program outcomes based on objective, quantitative metrics to both internal and external stakeholders
- Develop an effective improvement plan and leverage the BitSight Forecasting solution for a plan that accounts for future expectations and tracks progress over time.

ABOUT BITSIGHT

BitSight transforms how companies manage information security risk with objective, verifiable and actionable Security Ratings. Founded in 2011, the company built its Security Ratings Platform to continuously analyze vast amounts of external data on security issues. Seven of the largest 10 cyber insurers, 25% of Fortune 500 companies, and 3 of the top 5 investment banks rely on BitSight to manage cyber risks.

FOR MORE INFORMATION

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Exhibit 2: Peer Group Performance Gap Analysis

