



AVA

## Why Ava?

### See. Understand. Act.

The world today is not a one-size-fits-all proposition. Nothing is predictable. Agility wins. Protecting what we care about—family, friends, co-workers, customers—influences our actions and interactions. Preparedness has taken on new meaning. Ava was born out of this belief with a mission to help you see, understand, and act upon threats before they become incidents. Ava's mission is to move our proven best-seller cyber and physical security solutions towards an integrated and unified solution.

Why is this important? In today's ever-changing, fast-paced global economy—there is no time for recovery from an incident. The best defense is to take a proactive stance. According to Gartner, 30% of organizations targeted by major cyberattacks will spend more than two months recovering, resulting in delayed business operations.

## **Today, companies and organizations must proactively protect against threats that span the physical and cyber domains.**

The challenge is not the lack of data; it's in the ability to look for patterns across both domains. What if you could see that someone pretending to access your data from within your office is not actually in the office? What if you could be notified about an unauthorized individual gaining access to critical IT infrastructure?

Ava combines cutting-edge technology with education to empower organizations to take a proactive stance against security threats, uniquely positioning the company to lead in the unified security market. Specifically, Ava provides:

- **A self-learning solution** that identifies policy violations and unusual events to point the operator's/customer's attention to potential risks and threats before they become incidents.
- **The forensic tools**, including innovative machine learning technology, to analyze all of an organization's data inputs, all the time, optimizing the ability to search for historical events.
- **Immediate value out-of-the-box and a solution** that is up and running in minutes versus days, weeks or even months. Basic tasks are automated while data can be accessed simply from anywhere.
- **A hybrid cloud model** to increase an organization's scalability, flexibility and security. Data can be maintained and accessed from anywhere in the world including via mobile devices. Licenses can be shared globally, lowering costs and avoiding delays. Ava's technical and analyst resources ease the burden on in-house staff.
- **Technology innovation** to keep global organizations secure and provide valuable data to improve business operations. Ava combines the extensive knowledge and experience of both cyber and physical security research and development teams under one roof to deliver globally scalable unified security solutions.

Ava is uniquely positioned to solve your most challenging security risk — the lack of protection against hybrid attacks. To learn more visit [www.ava.uk](http://www.ava.uk)