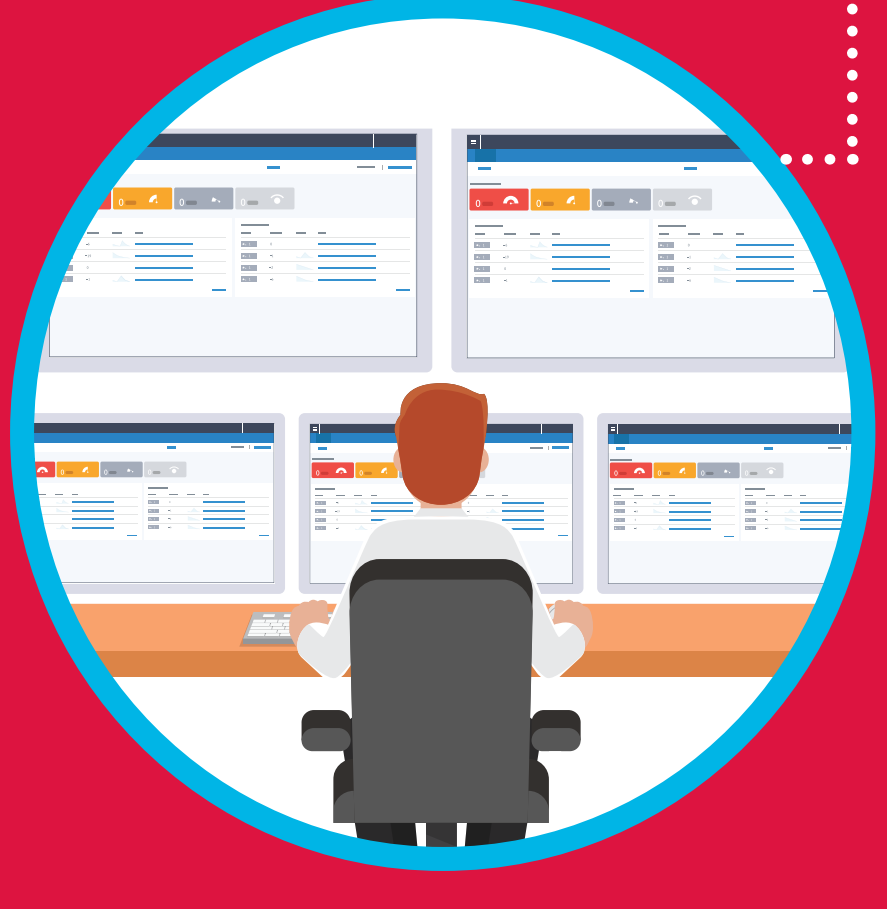


Combat insider security threats with advanced analytics

Sophisticated cyber security attacks – especially from within your organization – are difficult to detect. Malicious internal actors and outside hackers posing as trusted employees can access and wreak havoc on your network long before IT is alerted. Not only is your sensitive data at risk, but your brand and reputation can suffer irreparable damage as well.



Digital workspaces require people-centric security

Traditional security approaches don't provide IT with the insights and analysis they need to proactively identify and address security risks that impact digital workspaces. A people-centric security approach allows IT to identify user behaviors, determine risk profiles, and address potential threats within an expanding network environment.



Traditional Security

- **Anonymous** – IT has no insight into the attackers
- **Reactive** – IT scrambles to address attacks after they happen
- **Restrictive** – Users are confined to work where the network exists
- **Zone-Based** (trusted DMZ, intranet) – Users are primarily inside a defined perimeter



People-centric Security

- **User identity-based** – IT can track individual users
- **Proactive** – IT can follow the user wherever they are
- **Flexible** – Security policies can scale to an expanding digital workspace
- **Context-based** – IT can build risk profiles based on user interactions with apps, data, etc.

Citrix Analytics is at the core of Citrix's people-centric security offering. It provides IT with comprehensive, actionable insights that allow them to sense, analyze, and respond to user and application security threats.

Sense

TURN-KEY

- Turn-key data aggregation
- User behavior and context based



Analyze

ACCURATE

- Correlation from multiple vantage points for accuracy
- Machine learning-based models



Respond

AUTONOMOUS

- Closed-loop autonomous actions
- Granular policy control



Leverage AI and machine learning for deeper insights into security threats. Citrix Analytics applies artificial intelligence and machine learning to deliver future-focused predictions on user behaviors and application performance. Citrix Analytics allows you to:

- Proactively address user and application security threats
- Uncover application and data usage trends
- Improve application performance and support continuous operations
- Aggregate data and intelligent analytics to generate actionable insights
- Enforce policies based on risk indicators related to device, time of access and user activity



Visit citrix.com/secure to learn how Citrix helps IT, security, and networking teams protect apps, content, and networks while proactively addressing threats in today's SaaS, hybrid, and multi-cloud environments.

Sources:
1. Citrix Synergy 2018 Presentation – How Secure Digital Perimeter Can Help Secure Your Digital Workspace