

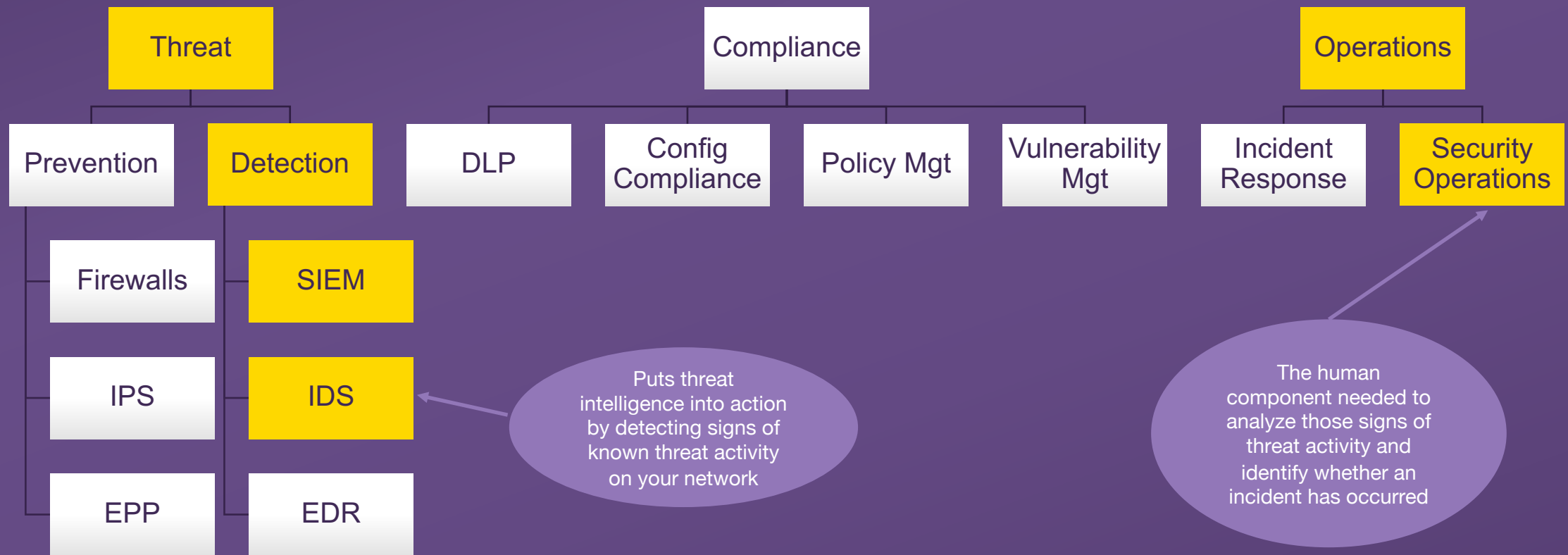
# Perch in the Wild

A Guide for Channel Sales



# SECURITY TOOLS LANDSCAPE

Security tools perform different tasks. **Perch detects threats in your environment, and provides skilled staff to manage that process** (so you don't have to). Users can see and participate as much or as little as they desire via an online dashboard and built-in tools to perform security operations.

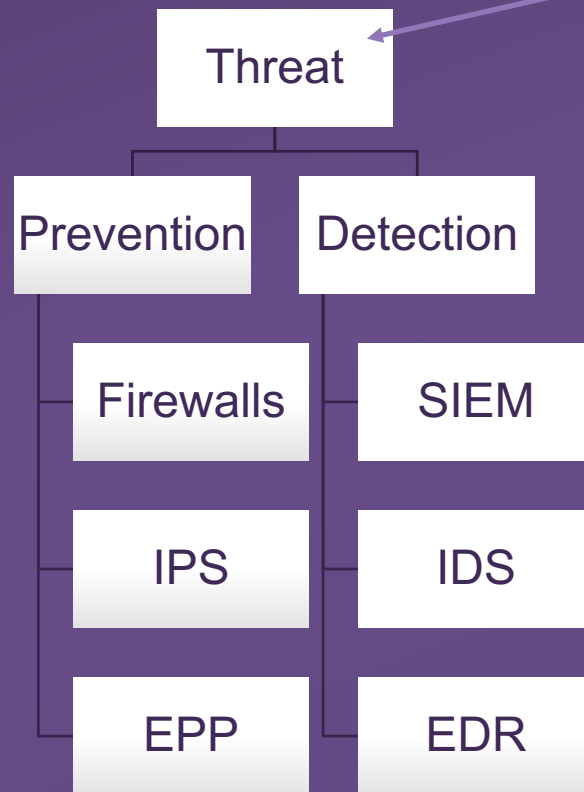


# THEN WHAT'S A THREAT INTELLIGENCE PLATFORM?

Threat intelligence is necessary for any part of the “threat” category of security tools to function.

A **Threat Intelligence Platform (TIP)** is a scaffolding on which threat intelligence is built, organized and shared.

TIPs are used by threat intelligence vendors and large enterprises who wish to invest time, money and manpower into curating their own threat intelligence. *TIPs are not necessary to defend your business from threats!* Threat intelligence data IS.



SIEM: FOR INCIDENT DEFENSE, PERCH GOES DEEPER

# Log Analysis vs Packet Payload Inspection

Log analysis is like looking at what the label says is inside the box (that's dependent on what the application creator decides to log)



A SIEM does this...

Packet payload inspection reveals what's **ACTUALLY** inside

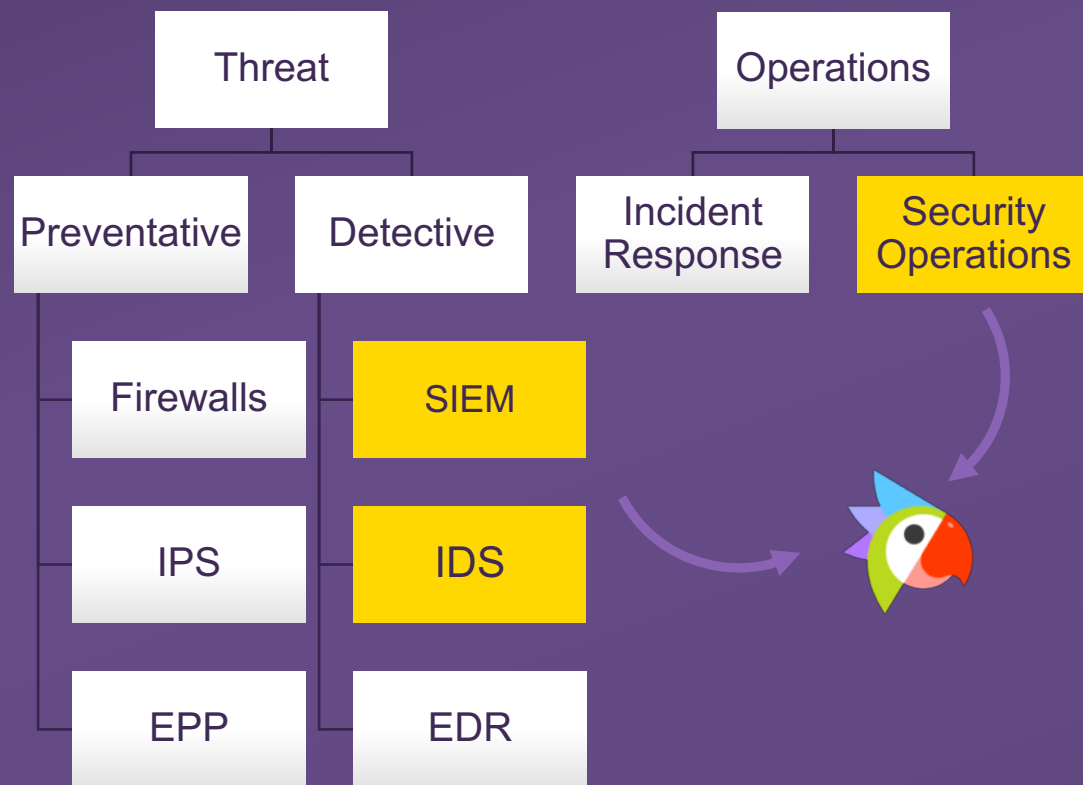


...but not this (Perch does).

REMEMBER: Most security events are detected by *other* tools that log to your SIEM



# WHAT IS PERCH: RECAP



Perch is unique. It offers a **threat intelligence program without the work: detect threats** in your environment and **take action** to mitigate them.

- Consume as many Perch intelligence communities/sources as you wish.
- No need to hire, train and manage threat analysts in-house: Perch Security Operations triages detected threats.
- If you have a TIP, Perch can work with it; but **Perch includes a built-in TIP**. Manage and deploy intel inside Perch, then watch it work.
- No need to purchase a SIEM, but Perch can integrate with one if desired. Perch also includes a **Data Lake** for threat hunting and incident response.

