

Carbon Black Named a Visionary in Gartner Magic Quadrant for Endpoint Protection Platforms (EPP)

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Rise in non-malware attacks means a new prevention model is required

Maidenhead, UK — 2nd February 2017 – Carbon Black, a leader in endpoint security, today announced it was named a Visionary vendor in the Gartner Magic Quadrant for Endpoint Protection Platforms (EPP). Carbon Black believes placement in the Visionaries quadrant validates its ability to replace legacy antivirus (AV) and stop both commodity malware and non-malware attacks (e.g. fileless, living-off-the-land and PowerShell-based attacks). Six EPP companies were named to the Visionaries quadrant.

According to the Gartner “Magic Quadrant for Endpoint Protection Platforms” by Eric Ouelett, Avivah Litan and Ian MacShane on 30th Jan 2017: “The next wave of attacks will be fileless. Advanced attackers have been exploiting script-based attacks for years...As a result, EPP buyers should look for vendors that focus on memory exploit protection, script analysis and behaviour indicators of compromise. Ultimately, we believe that vendors that focus on detecting behaviour indicative of attacker tradecraft (that is, tools, tactics and techniques) will be the most effective.”

“Carbon Black protects more than 7 million endpoints and across this global footprint, we are seeing a significant rise in non-malware attacks,” said Patrick Morley, Carbon Black’s president and chief executive officer. “Non-malware attacks are stealthier than traditional malware and often go undetected for significant lengths of time, posing a much greater risk to businesses. A new prevention model is required to stop these attacks. Carbon Black is redefining this model with a soon-to-be released prevention technology that powers Cb Defense, our next-generation antivirus (NGAV). For us, placement in the Visionaries quadrant confirms our commitment to innovating in the market and delivering the best possible endpoint security to our customers.”

Carbon Black is leading the charge in defining NGAV. To effectively stop advanced cyberattacks, organisations should be able to:

- Defend against both malware and non-malware attacks
- Fully integrate prevention with detection and response to close security gaps
- Secure their enterprises with a single, lightweight agent managed from the cloud

Rise of Non-Malware Attacks

Despite improvements in malware detection, attackers regularly bypass traditional defenses without the use of malware. These “non-malware” attacks are capable of gaining control of computers without downloading any files and are using trusted, native operating system tools (such as PowerShell) to conduct malicious behaviour. In 2016, Carbon Black saw that nearly every company (97 percent) was targeted with a non-malware attack.

Additional research from Carbon Black found that 98 percent of security researchers encounter at least

one non-malware attack a month. Only one-third of these researchers said they are confident that traditional antivirus can protect their organisation from non-malware attacks.

Carbon Black's soon-to-be released technology prevents both commodity malware and non-malware attacks. This breakthrough leapfrogs legacy AV and machine-learning-based AV solutions which focus solely on static malware.

Market Demands Converged Prevention with Detection and Response

As founder of the EDR market, Carbon Black brings world-class detection and response capabilities to the EPP space. Carbon Black's flagship solution, Cb Defense, uniquely combines prevention, detection and response into a single offering, giving security teams' complete visibility over their enterprise and the ability to prevent an attack at any point during its lifecycle. These combined capabilities are in lockstep with Gartner's outlook on the market.

"By 2019, EPP and EDR capabilities will have merged into a single offering, eliminating the need to buy best-of-breed products for all but the most specialised environments," notes the Gartner "Magic Quadrant for Endpoint Protection Platforms" by Ouelett, Litan and MacShane.

Replace Legacy AV with Cb Defense:

[Click here for access to the Gartner EPP MQ.](#)

About Carbon Black

Carbon Black is the leading provider of next-generation endpoint security. Carbon Black's Next-Generation Antivirus (NGAV) solution, Cb Defense, leverages breakthrough prevention technology to instantly see and stop cyberattacks before they execute. Cb Defense combines prevention with market-leading detection and response into a single, lightweight agent delivered through the cloud. With more than 7 million endpoints under management, Carbon Black has more than 2,500 customers, including 30 of the Fortune 100. These customers use Carbon Black to replace legacy antivirus, lock down critical systems, hunt threats, and protect their endpoints from the most advanced cyberattacks, including non-malware attacks.

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