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**Protecting the Endpoint:
Deep Learning vs. EDR
vs. Antivirus**

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Advanced endpoint protection for your business

The endpoint is a threat actor's primary asset. It serves as their foothold in your customer's organization and a launch point from which to move throughout the network. Over 70% of ransomware attacks involve lateral movement¹ – an action that implies the compromise of at least one endpoint as the foothold and another as the target to move to; an action that only takes an average of 1 hour and 38 minutes².

And why is it that the endpoint is such a valuable initial target? Simple: it's a more prevalent asset (that is, there are a lot more endpoints than servers in the world) and far easier to reach – primarily via email. Just above 40% of all cyberattacks leverage phishing as the initial means to gain access to a victim's network³, making it the number one tactic used. The reason is that humans tend to be the weakest link in an organization's cybersecurity strategy – a factor involved in 82% of data breaches⁴. And these humans – your customer's employees – are a necessary part of response-based attacks (that is, those that require the user to interact with the attack itself) – something found in 41% of attacks targeting corporate inboxes⁵.

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