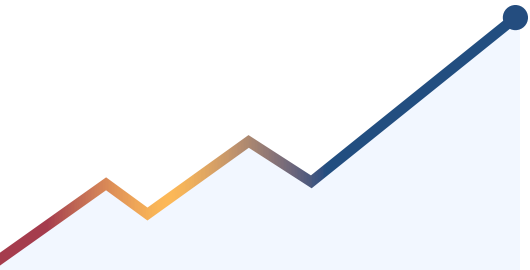
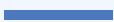




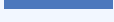
# The Proven Business Value of BitSight Security Ratings



**MAKE MORE INFORMED DECISIONS AT SCALE**



**FOCUS LIMITED RESOURCES IN THE RISKIEST PLACES**



**REDUCE EXPOSURE TO DATA BREACHES**



## THE BEST TOTAL SOLUTION FOR ASSESSING AND EVALUATING CYBER RISK

BitSight has been analyzing the security performance of organizations since 2011. More than 650 BitSight customers are sharing BitSight Security Ratings with 72,000 third party organizations, making it the most widely used security ratings platform across all industries. Hundreds of customers of all sizes rely on BitSight Security Ratings to make informed decisions and reduce risk. Here are a few examples of why BitSight is the best total solution for organizations to reduce cyber risk in their ecosystem.

### MAKE MORE INFORMED DECISIONS AT SCALE

Many organizations work with hundreds or thousands of business partners. Without a security rating service, it could take a team of multiple employees to acquire information about the security performance of these third parties. BitSight provides information on a company’s security posture with the click of a button so you don’t have to wait for the results of a questionnaire or assessments. Since this information is readily available, risk and security professionals can get an in-depth, continuous view of risk for a larger amount of organizations.

*“TransUnion chose BitSight because we knew we needed to scale our third party security management program and we knew we couldn’t do it with more people. We had to be smarter. BitSight monitors the companies that we have in our portfolio, collects information about what their security control looks like, and gives us a level of detail with much less manpower than we otherwise would require.” - Jasper Ossentjuk, CISO at TransUnion*

### FOCUS LIMITED RESOURCES IN THE RISKIEST PLACES

Every company rating includes a Remediation Strategy section, highlighting the risk vectors with the highest rating impact over the last 60 days. Organizations can reference these to identify areas for immediate improvement. Also, since BitSight provides a great level of detail upfront on the companies you monitor, you can prioritize actions for those that pose the most imminent risk. Many organizations focus on companies that have a BitSight Security Rating of 640 or below as they fall into the “Basic” category. Companies can also leverage alerts so that they are notified when the rating of companies drops to a customizable threshold. The matrix below reflects how some organizations prioritize actions based on ratings:

900	Review	Monitor	Monitor
740	Escalate	Review	Monitor
640	Escalate	Escalate	Review
250			
	High	Moderate	Low
	Vendor Risk Tiering & Segmentation		

In this example, Tier 1 denotes the most critical vendor. Tiers may vary depending on the company.

## ENABLE CONSISTENT, DATA-DRIVEN SECURITY AND RISK CONVERSATIONS

BitSight Security Ratings arm organizations with useful metrics to facilitate more productive conversations with their business partners. Furthermore, organizations can give their business partners 14 days of complimentary access to the BitSight Security Ratings portal. Organizations can investigate their own rating, including forensic detail to facilitate the remediation of any threats occurring on their networks. Organizations can also add greater clarification by specifying which portions of their network infrastructure are reserved for guests, and comment on the nature of any security event occurring on their



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## ABOUT BITSIGHT

BitSight transforms how companies manage information security risk with objective, verifiable and actionable Security Ratings. Founded in 2011, the company built its Security Ratings Platform to continuously analyze vast amounts of external data on security issues. Seven of the largest 10 cyber insurers, 80 Fortune 500 companies, and 3 of the top 5 investment banks rely on BitSight to manage cyber risks.

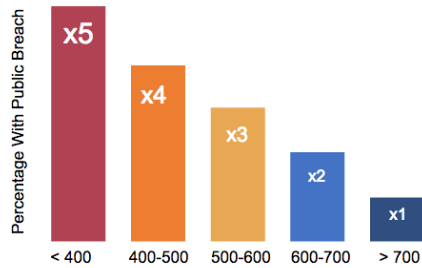
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## REDUCE EXPOSURE TO DATA BREACH

Organizations with BitSight Security Ratings of 500 or below are significantly more likely to experience a publicly disclosed breach ([see BitSight Security Ratings Correlate to Breaches](#)).



BitSight has put this insight directly into its Security Ratings portal, allowing customers to identify how many of their business partners fall into lower rating categories so they can take the necessary action. As supply chains become increasingly large and complex, this allows organizations to reduce the likelihood of having their data exposed or compromised whether it resides on their own network, or on the network of business partners.