

## OPPORTUNITY

To be **the market leader** in cyber detection and response for the hybrid cloud



# Leadership Team

Deep Expertise Across Security, Networking & Data Science



**RAVI KASHYAP**  
CEO



**KEITH ARISON**  
Chief Architect



**RUDOLPH ARAALDO**  
VP Marketing



**RANDY CHEER**  
VP Sales



**DEBABRATA DASH**  
Chief Data Scientist



**GARY COLOMBE**  
Chief Scientist



**RAJDEEP WADHWHA**  
VP Product



**JEFFREY WANG**  
VP Engineering



**ADHESH CHANDRA**  
Founding CTO from Palo Alto Networks  
Investor & Advisor



**SARAH QIU**  
Ex- Board Member (Cisco)  
Investor Partner



**KEVIN MANDIA**  
Founder, Mandiant  
CEO, Product



**EMRIKH SALEH**  
Ex- Palo Alto Networks  
Ex-capital markets

Acrylix

Allegro

Altera

Altera  
CICO

# The Analyst Perspective

## Security Operations Center Visibility Triad

Source: Gartner



IoT devices, mobile phones and OT technology, may not have agents available or even the ability to produce security logs. In those cases, **network traffic becomes one of the only options** to provide visibility into what happens on those systems"

### Gartner

Compliance mandates for network security are **elevating NDR** more toward the 'must have' category, which is the easiest sales proposition in security. [...] Enterprise security teams justify **NDR purchases for multi-cloud transformations as a modernization effort for replacing aged IDS/IPS** deployments, while satisfying clauses in compliance mandates.



Research

# Incident Response to Product Sale

## Case Study

### INDUSTRY

Oil & Gas (Fortune 500)

### SIZE

X,XXX+ employees

### AWAKE DEPLOYMENT

XXX Awake Sensors and Nucleus // 5 locations

### KEY USE CASES

Digital forensics and incident response

Unmanaged devices/Supply chain monitoring

Threat hunting

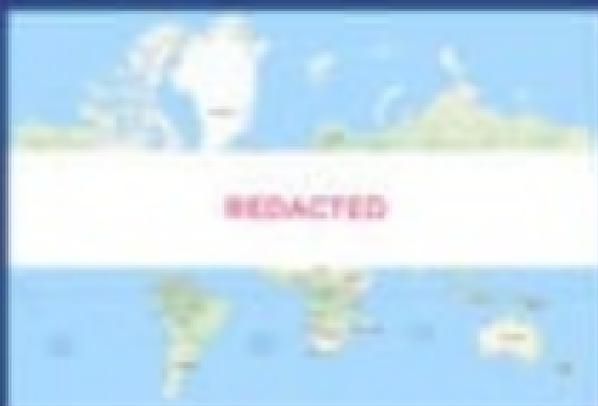
### WHY AWAKE VS. SIEM?

Immediate time to value

Broader set of use cases

Workflow integrations

**\$XXX (High 6 Figures)**



# AWAKE

Advanced Detection and  
Response for the Hybrid Cloud

RSA  
Conference  
Finalist, Most Innovative  
Security Company 2018



BUSINESS  
INSIDER

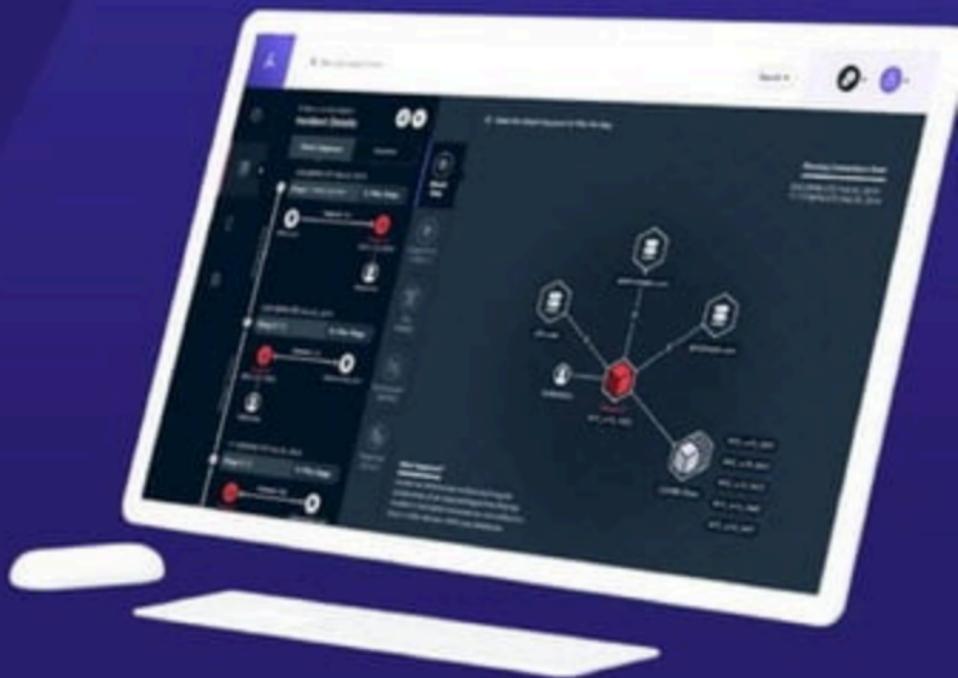
30 Hottest Security  
Startups

ETR+

#1 security  
solution in the  
Global 1000

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# Executive Summary



## TEAM

65 employees

History of delivering category-leading products

Persistent & unreasonable in our goals



## DIFFERENTIATORS

Immediate time-to-value

High efficacy detection & response

Platform-as-a-service approach

Patented Ava, EntityIQ & Adversarial Modeling



## KEY CUSTOMERS

Strong customer traction

Greenfield & displacement opportunity (Cisco, RSA, Darktrace, etc.)

Land and expand dynamics



## CURRENT INVESTMENT

Series A: Greylock

Series B: Bain & Greylock

**FUND RAISE: \$30 M**

# Awake Market Opportunity

MARKET GROWTH	2019	2024	LEADERS BY CATEGORY	MARKET CAP
Information Security (8.3% CAGR)	\$121B	\$182B	Network Prevention 	\$20B
			Email Prevention 	\$6B
Network Detection & Response (14.1% CAGR)	\$1.9B	\$3.8B	Endpoint Detection & Response 	\$13B
			27 Pure-play Security Companies on Public Markets	\$6B (AVG)

AWAKE

NETWORK DETECTION & RESPONSE

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**ASHEEM CHANDNA**  
Founding BoD Palo Alto Networks  
Creylock Partners



**SARAH GUO**  
Fmr. Board Member Demisto  
Graylock Partners



**KEVIN MANDIA**  
Founder, Mandiant  
CEO, FireEye



**ENRIQUE SALEM**  
Fmr. CEO Symantec  
Bain Capital Ventures

ArcSight

big switch

Broadcom

CISCO

CYLANCE

DARKTRACE

EB

FOUNDSTONE

FireEye

hp

IntruVert

McAfee

NETWITNESS

symantec

SS8

vmware

## Key Customers & Pipeline

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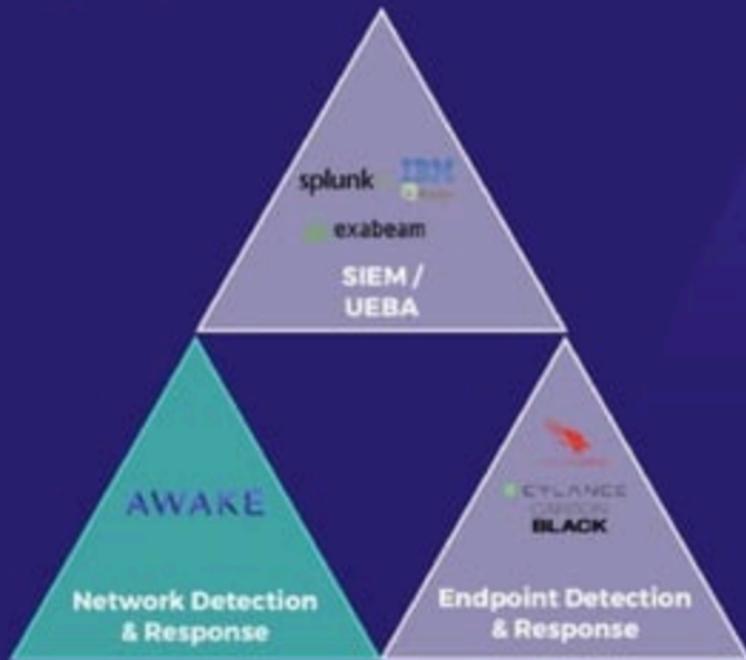
REDACTED

REDACTED

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Gartner

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451 Research

# The Challenge

How Do You Secure the New Network?

**> 50%**

Devices are  
**"Unmanaged"**

**~ 50%**

Breaches See  
**No Malware**

**> 3M**

**Unfilled**  
Security Jobs

# Alerts → Answers

Reducing Time, Cost & Risk of Security Operations

*From Alerts ...*

```
10/13/19 Financial Crime Threat Intel  
1:23:32.313  
PM  
({"timestamp": "2019-10-13T13:23:32.313424+0000",  
  "src_ip": "137.100.123", "src_port": 49167, "dest_ip": "209.  
  "allowed": true, "gid": 1, "signature_id": 2021113, "rev": 1,  
  "category": "Financial Crime Threat Intel", "s  
  "url": "http://www.fox.com/?q=draymond-green-wishes-cleveland-cavaliers-d  
  "http_user_agent": "Mozilla/5.0 (Macintosh; Intel  
  "client_ip": "3029.96 Safari/537.36", "http_content_type": "te  
  "status": 200, "length": 0, "app_proto": "http", "flow  
  "client": 3207, "start": "2019-10-13T13:23:32.214322
```

Intel Match: FIN4 Command and Control / Credential Theft

*...To Answers*

The screenshot shows a security dashboard interface. On the left, there is a sidebar with navigation icons. The main area displays a network flow analysis with a timeline of events, each marked with a red circle and connected by arrows. On the right, there is a search bar and a 'SEARCH' button. The interface is dark-themed with blue and red accents.

# The Awake Security Platform

Securing the New Network



## SEE THE NEW NETWORK

Monitor the  
hybrid-cloud & IoT



## KNOW CURRENT THREATS

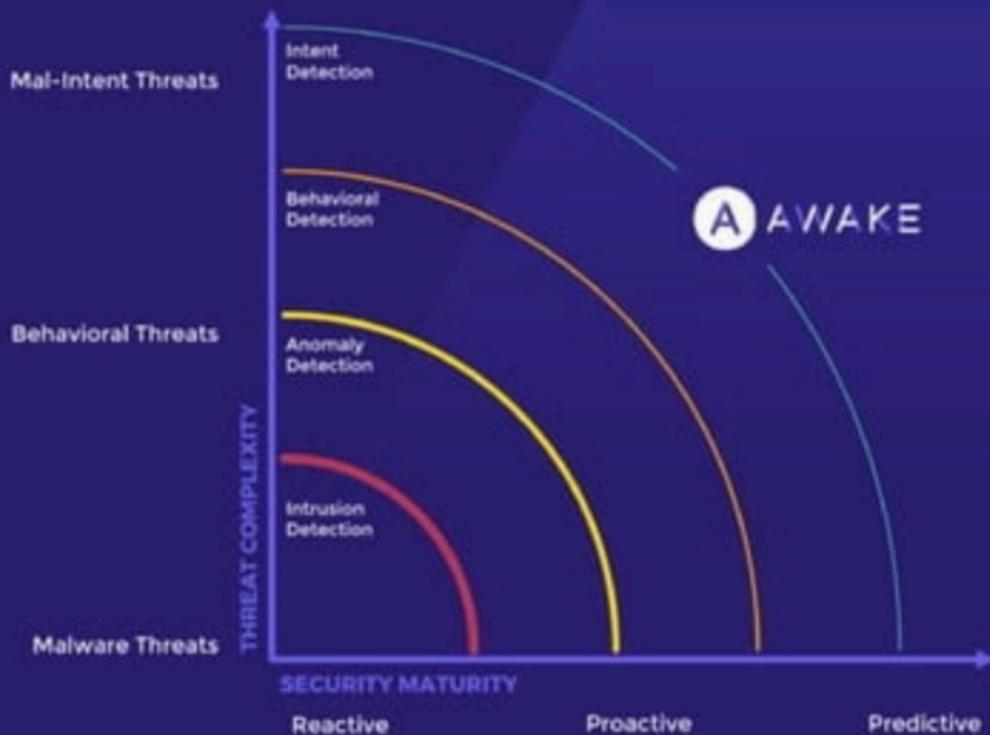
Identify insider &  
external mal-intent



## PROTECT WITH HIGH ROI

Consolidate & automate  
with an expert system

# The Future of Detection & Response: Intent Detection

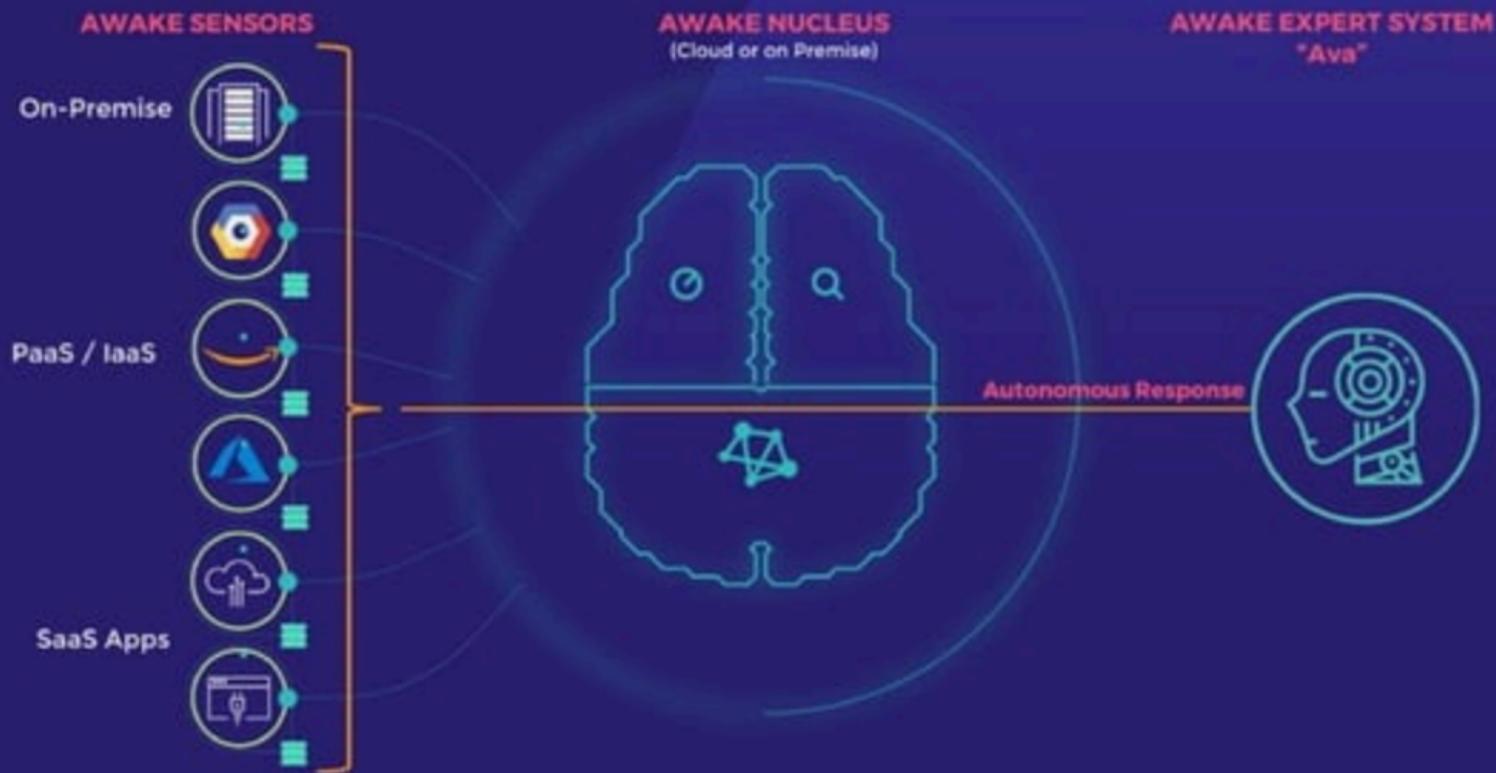


# Why We Win?

## Key Differentiators

- ✔ Designed to support the **new network**
- ✔ **Consolidates** various network tools
- ✔ Autonomous **entity tracking** with network ground truth
- ✔ **Adversarial modeling** for high-efficacy intent detection
- ✔ **Autonomous triage** with Ava

# Detection and Response for the Hybrid Cloud



# RSA Netwitness Displacement

## Case Study

### INDUSTRY

Media & Entertainment (Fortune 100)

### SIZE

X000+ employees

### AWAKE DEPLOYMENT

XXX Awake Sensors and Nucleus // 60 Gbps

### KEY USE CASES

Insider threat detection

Digital forensics and incident response

Threat hunting

### WHY AWAKE VS. RSA?

Lower operational costs especially for storage

Broader set of use cases

Workflow integrations

**\$XXX (7 Figures)**



# Land, Renew & Expand

## Case Study

### INDUSTRY

Retail (Fortune 200)

### SIZE

XXX,000+ employees

### AWAKE DEPLOYMENT

XXX Awake Sensors and Nucleus

### KEY USE CASES

Identifying threats across 3000+ store locations

Auditing existing controls/policies

### WHY RENEW?

Satisfied Customer

Expanded threat hunting use cases

Single pane of glass

**\$XXX (High 6 Figures)**

