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# ENTERPRISE SECURITY

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ENTERPRISE SECURITY STARTUPS SPECIAL

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## Top 10 Enterprise Security Startups - 2019

**T**oday, even with the maturity of cyber-physical systems, the Internet of things, cloud and cognitive computing; enterprise security is still one of the major concerns. The attacks on business entities are escalating in an alarming fashion making the bottom-line operations of the organizations fragile. As per the recent studies conducted by enterprise security experts, numerous organizations are struggling to safeguard themselves from the frequent attacks, especially in the cyber space. In one way or other, enterprises suffer security breaches, data leaks, malware, Denial of Service attacks, or other security issues. Here comes the need for advanced enterprise security solutions. Realizing this crucial need in the enterprise realm, several start-ups have come forward with enterprise security solutions over the big name providers.

Leveraging the majestic features of technologies including AI and machine learning, the offerings of these start-ups are becoming capable enough to mitigate these threats. It is also mandatory for

the enterprise security solution providers to deliver a flexible and customizable tech stack with client-specific architecture and algorithms. While some of these problems may be solved with software, solution providers should be capable enough to make necessary advancements in the hardware, especially in accelerating them through specialized chips that offer built-in security protections.

To help business providers in selecting promising enterprise security solutions, a distinguished panel of prominent marketing specialists and analysts, along with Enterprise Security Magazine editorial board has assessed and shortlisted the start-up companies offering pioneering technology solutions in the enterprise security industry. This listing gives a comprehensive understanding of solutions that can be implemented to optimize your business process.

We present to you, our “Top 10 Enterprise Security Startups - 2019.”



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**Company:**  
RocketCyber

**Description:**  
A cybersecurity platform and managed service that enables Managed Service Providers (MSPs) to deliver security services to small and medium businesses

**Key Person:**  
Carl Banzhof,  
Co-founder & CEO  
Billy Austin  
Co-founder & President

**Website:**  
[rocketcyber.com](http://rocketcyber.com)

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## RocketCyber New Age Cybersecurity for SMBs

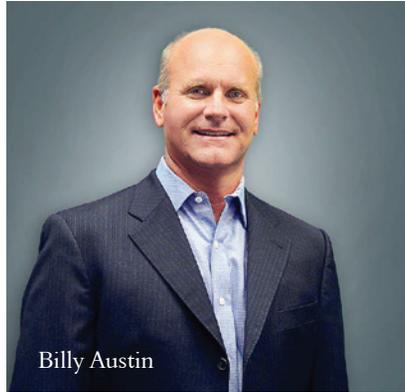
**C**onsider the virtual battle between cyber attackers and cybersecurity professionals to be a physical war in the real world. Would a small army prefer to besiege a large, fortified, self-sufficient country full of resources, or swiftly raid a few wooden-fenced villages with the same battalion?

Similarly, cybercriminals tend to target small and medium-size businesses (SMB) recognizing the difficulties in executing cyber attacks against large enterprises. For a small business on the verge of cracking a million dollar deal, a breach in their standard firewall can risk the integrity of the business' digital infrastructure, leading to significant losses. In search of effective cybersecurity solutions, SMBs typically reach out to managed service providers (MSP) who, in turn, are powered by companies like RocketCyber to strengthen and deliver a secure IT infrastructure comprehensively.



Carl Banzhof

RocketCyber is a cloud-based cybersecurity platform that enables MSPs to deliver billable security services to SMBs. "As far as cybersecurity goes, SMBs are greatly underserved," says Carl Banzhof, Co-Founder and CEO of RocketCyber. "A majority of the existing enterprise security tools are quite expensive and require large teams to operate." RocketCyber's platform, on the other hand, is designed specifically for



Billy Austin

MSPs to better serve SMBs when it comes to cybersecurity solutions. Further, to aid an MSP's client, RocketCyber consolidates as much cybersecurity knowledge within their offering as possible: an easy to deploy and use cloud platform with 12 dynamic applications called RocketApps, increasing vigilance and reducing an attacker's dwell time considerably. "One of our applications, the Cyber-Terrorist Network Connection, efficiently cross-references all customer end-points in the software agent that is running within a client's digital environment," explains Banzhof. The application then notifies the user of intrusive networks or malware, if any, to bolster their cybersecurity posture. Similarly, the RocketApps offer a multitude of necessary functions that empower MSPs to improve their quality of service and increase sales in the cybersecurity marketplace for SMBs.

As a startup led by a cybersecurity expert who founded and sold his previous companies to organizations like McAfee and SolarWinds MSP, RocketCyber was conceptualized to embody the future of cybersecurity for smaller businesses. "I have always had a yearning to develop proactive threat detection and prevention solutions, which led to RocketCyber," reveals Banzhof. Now, SMBs have the opportunity to fend off malicious software and cyber attacks without

breaking the bank by using RocketApps. The Suspicious Event Log Management, On-Demand Threat Hunting, and the Advanced Breach Detection (modeled on the MITRE ATT&CK framework) are few of the applications offered by RocketCyber. "Antivirus software alone will not be able to keep the advanced threats of today at bay," states Banzhof. "Attackers are persistent; the quicker we understand their evolving tactics and techniques, the better are our chances of protecting ourselves."

**“Attackers are persistent; the quicker we understand their evolving tactics and techniques, the better are our chances of protecting ourselves”**

Additionally, RocketCyber offers its platform as a managed service to MSPs. Through its managed service offerings, the company delivers Managed EDR, Managed Threat Hunting, and Compromised Assessments. "This is a huge advantage to MSPs who might not currently run a Security Operation Center or have the resources to monitor and respond to endpoint security issues that a larger enterprise might have," adds Banzhof.

2019 is going to be an eventful year for RocketCyber as they are rolling out a new product. Focusing on expansion, its department of sales is witnessing rapid growth, and RocketCyber has left no stone unturned in terms of marketing. With a resolve to fortify the digital infrastructures of smaller players in the IT realm, Banzhof and his team intend to continually enhance their platform and revolutionize MSP cybersecurity service delivery. **ES**