
CHECK POINT™
On the Intersection of AI and Cyber Security

Why should you care about AI

AI as a force multiplier

Safety

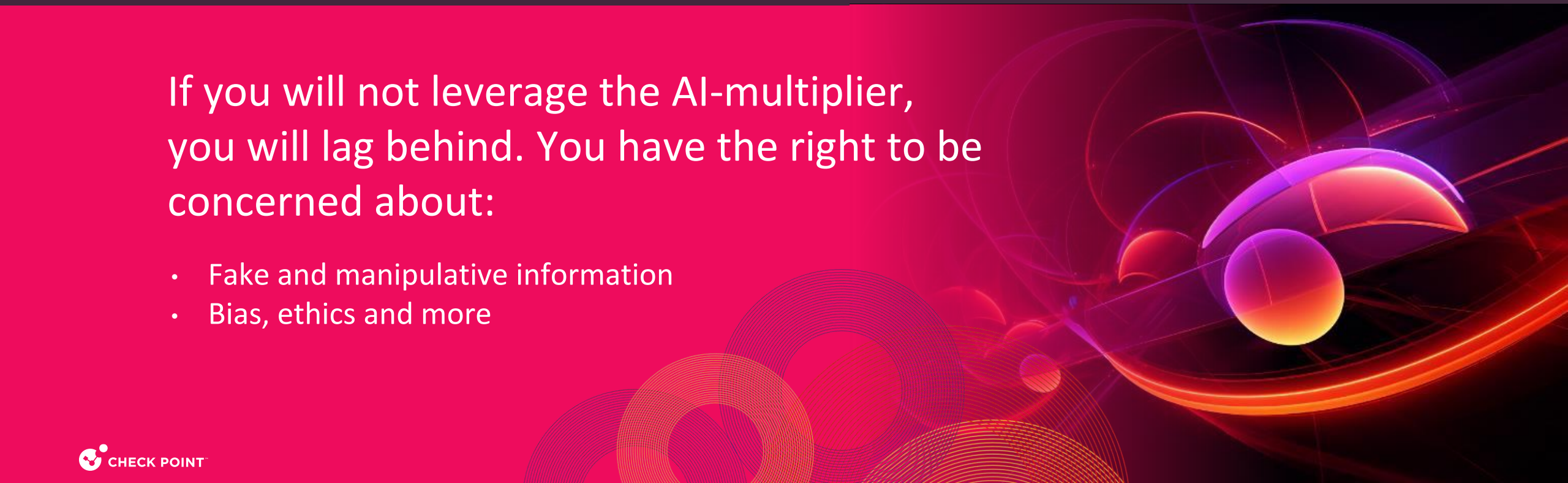
Success / force multiplier

- Be more effective
- Innovate
- Change how we develop and operate

Social

If you will not leverage the AI-multiplier, you will lag behind. You have the right to be concerned about:

- Fake and manipulative information
- Bias, ethics and more



Why should leaders and organizations care about AI

AI as a force multiplier

Efficiency

Business growth

- Increase win rate
- Manage workforce to success
- Customer satisfaction

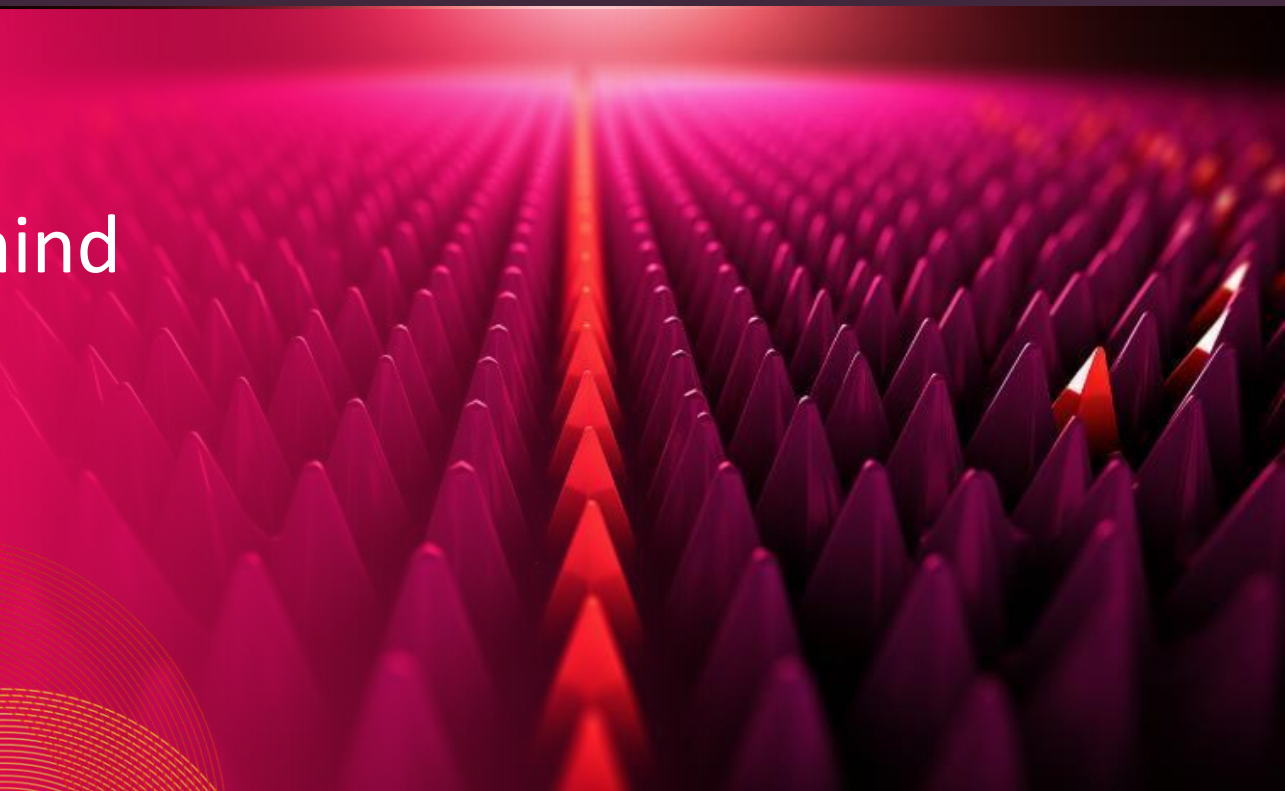
Development

- Configuration and testing
- Develop conversational applications

Operations continues

- Monitoring
- Remediation
- Quality

If you do not leverage the AI-multiplier, you will lag behind



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Stay relevant / AI is changing the world

Revolutionize your space

- Leapfrog with AI
- Hard to predict, especially the future

This is the place to write your own predictions and execute on them

Example on SOC

Beyond automating what you do today, how can it be done differently?

Note! We have time:

We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run

Four main points of view when AI meets cyber

AI used by attackers

- Force multiplier
- More targeted
- Increase success rate (test before you do)
- New attacks forms

How to secure AI Usage in my org

- Govern access to AI services & data
- Secure AI pipeline
- New things: Secure prompts, prevent poisoning, secure the AI models

AI Used for Defense

- Force multiplier
- Precision
- New interface, conversational, & generative
- New ways to defend, better operations

And then, like every organization, your team can leverage AI and be better

- More efficient, better operations & quality, growth, development & more

AI Meets cyber **#1:** AI uses by attackers

Force multiplier

- Automation and operationalization of attacks becomes simpler
- Creating mass campaigns

More targeted

- Develop and test targeted attacks
- Phishing and deep fake
- Increase success rate (test before you run)

New attacks forms

- Exploit methods are still hard to invent
- New attack surface - attack AI models, prompt injection: exposing and poisoning the data
- Wars between defender AI and attacker AI

AI meets cyber **#2:** AI uses for defense

Force multiplier

- Automation and remediation becomes amazingly simple
- Enrich your data, hunt threats, find the needle in the haystack

Precision

- The deep part of prevention depends on the deeper aspects of AI
- Smarter decisions due to enrichment and context

New interface

- Conversational & generative
- Simpler and for wider audience

Better operations that are more resilient

Addressing new needs

- Changing how we perform cyber jobs

AI meets cyber **#3:** Protect your AI & data usage (1/3)

See OWASP Top 10

Govern access to AI & data

- Access to AI services (SaaS security & application control aspects).
- Data leak prevention, Intellectual property.
- You [start to] collect all the data. Who can access [customer] data?

Monitoring your security

- Requires new type of red team against the AI (these are different practices)?

Secure AI & data pipeline (supply chain)

- AI create a pipeline of development-delivery-production, which carries all supply chain and secure coding issues.

AI meets cyber **#3:** Protect your AI & data usage (2/3)

Data criticality and data security aspects

- AI is only as good as your data; hygiene and trust in the data is critical
- One big data lake and/or connected data: privacy/safety of data is critical
- Balance data collection and safety
- Integrating data management into your security operations: Data is on the critical path
- Ethical and bias challenges to consider

AI meets cyber **#3:** Protect your AI & data usage (3/3)

New things: secure prompts, prevent poisoning, secure the AI models

- Prompt injection controls: exposure, unintended outcome or poisoning
- Adversary attack on the AI model
- Avoid prompt injection privilege access to data or execute non-approved actions
- Hallucinations and reliability problems in AI


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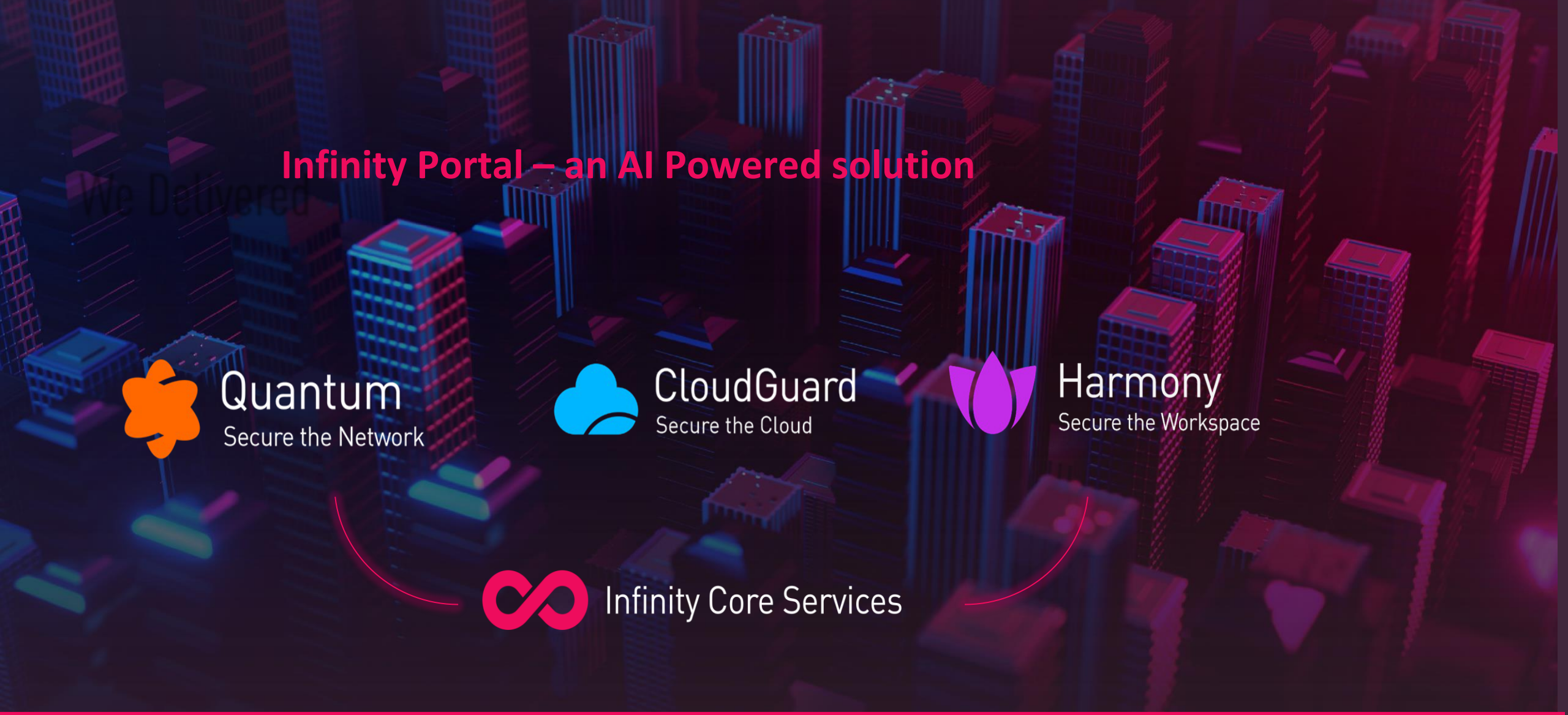
Infinity Portal – an AI Powered solution



Infinity Core Services

Our Mission:

Best Threat Prevention

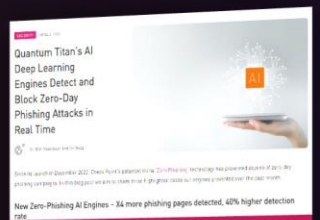
Check Point Infinity Platform

AI-Powered. Cloud-Delivered.

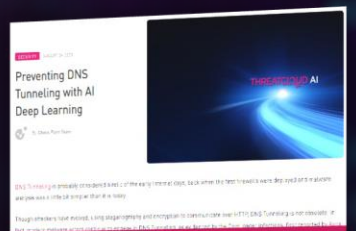
CHECK POINT

THREATCLOUD AI

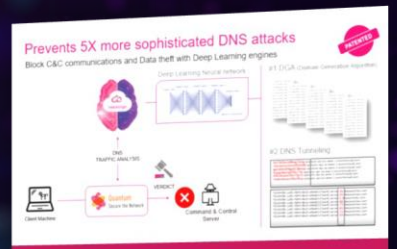
10 New Engines, AI-Powered



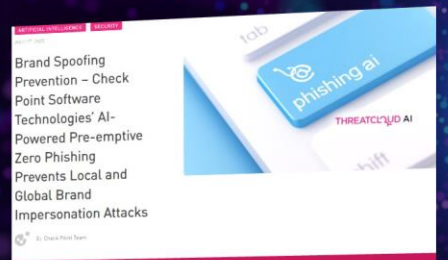
Zero Phishing



Deep DNS



Deep DGA

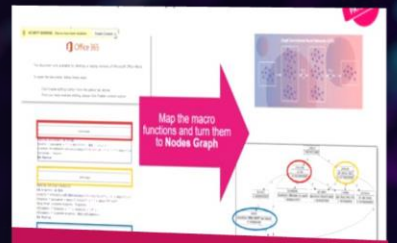


Brand Spoofing

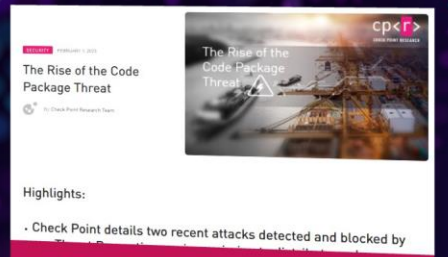
ClearSite - URLs

Deep PDF

LNK Guard



DeepVBA



Code packages

Graph - URLs

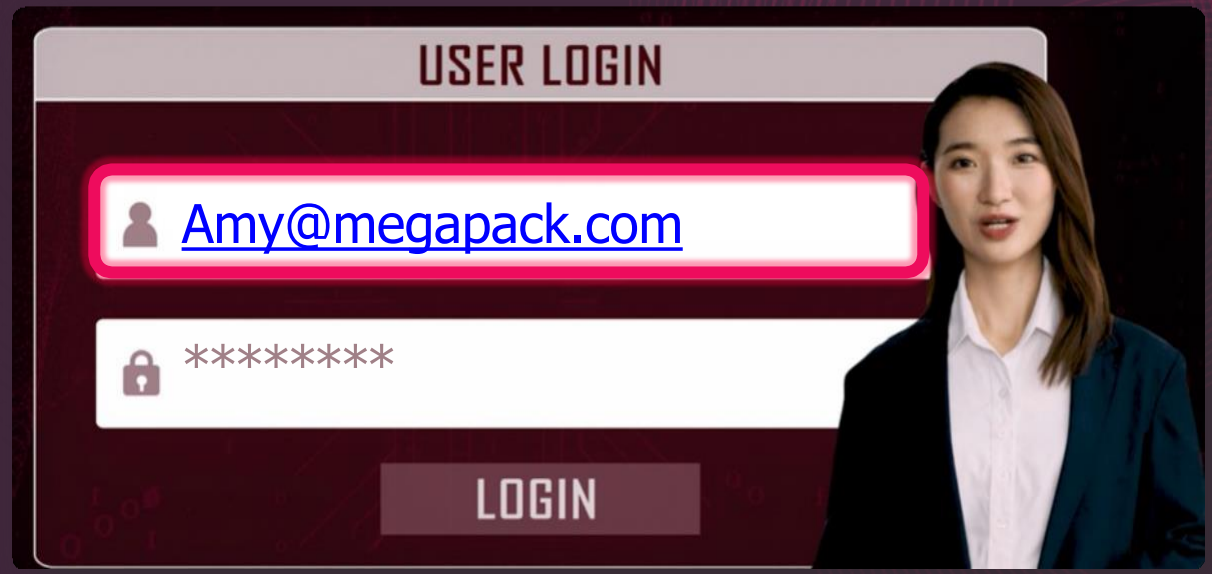
Infinity ThreatCloud AI

Brand Spoofing NEW

Prevent access to sites impersonating to local brands

Coming Soon: PATENT PENDING

Deep Brand Clustering
Ultra Scale. Autonomous.



Dec' 2023 Preventions:

560k
Preventions

160
Countries

Available Today Across:
Quantum, Harmony, CloudGuard

Infinity Core Services

Our Mission:

Best Threat Prevention

The Most Effective Security Management

Check Point Infinity Platform

AI-Powered. Cloud-Delivered.

CHECK POINT

THREATCLOUD AI

Real-Time Threat Prevention

90+
Security Engines

50+
Are AI-Powered

3B
Yearly Attacks Prevented

<2 Sec
Synced globally to all enforcement points

Infinity AI Copilot

Your Most Powerful Security Teammate

Powerful, Generative AI engine

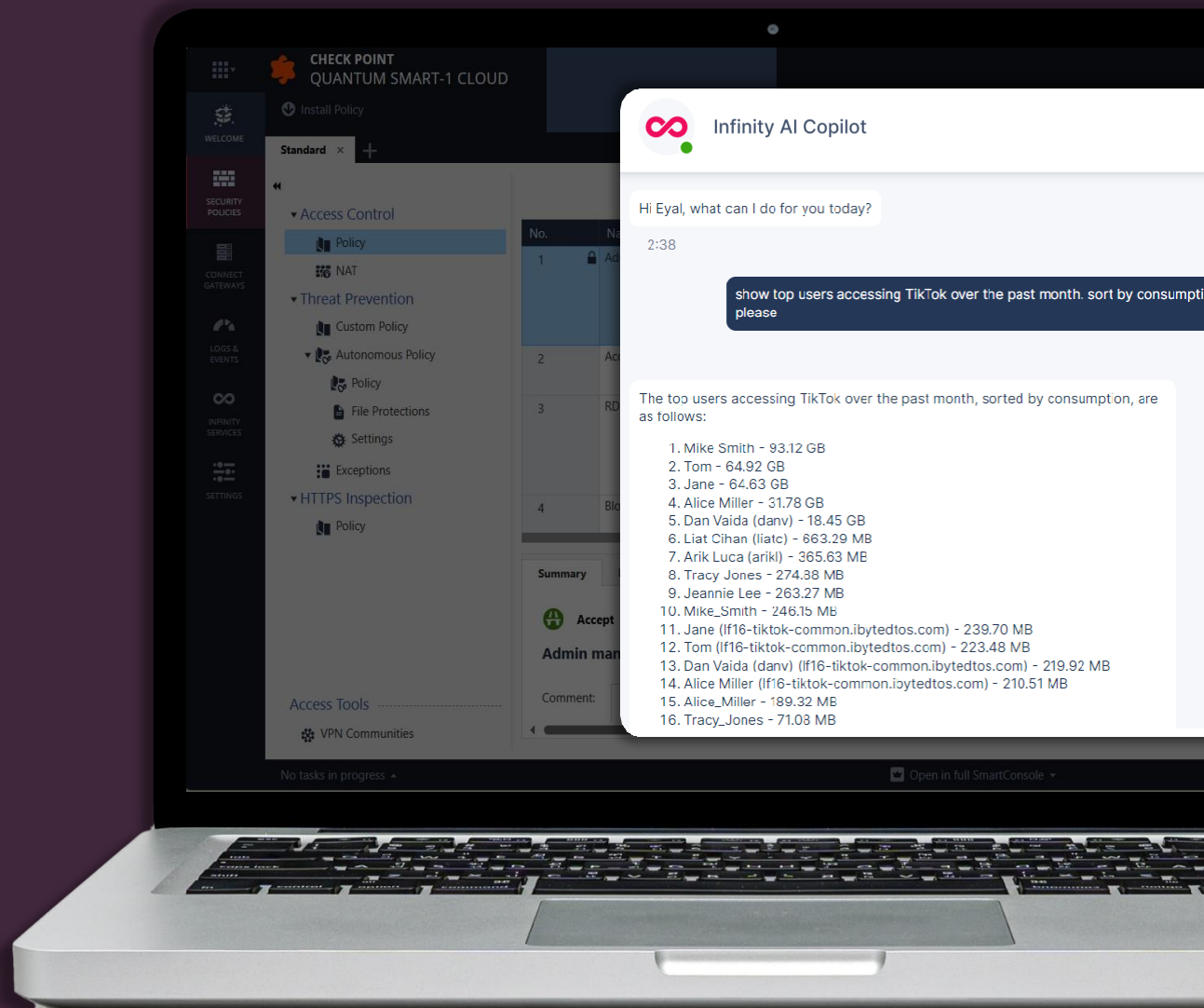
Embedded in the Infinity Platform

NEW

Security Admin Copilot

NEW

Security Analyst Copilot



We need a platform to defend against what's coming

AI = friendship

Check Point 2024:

The Platform Company

AI-Powered

Cloud-Delivered

Comprehensive | Consolidated | Collaborative

THANK YOU