

# TrueFort® Platform: Clear Application Visibility

In cybersecurity, clarity is power.

The TrueFort® Platform cuts through the noise, providing unmatched clarity into application behaviors and activities.

## The Landscape of Application Blindness

With applications residing across hybrid cloud environments—between local data centers and public cloud providers—visibility often becomes obscured.

### ► Challenges of the Modern Enterprise:

- **Diverse Deployment:** Applications span across multi-cloud, on-premises, and third-party environments.
- **Dynamic Changes:** Real-time application changes are frequent and poorly vetted from a security lens.
- **Complex Interdependencies:** Multiple applications often share servers and databases, making visibility intricate.

Without adequate visibility, the potential for unseen vulnerabilities and security threats grows exponentially.

## Enter the TrueFort Platform

Born from the acute need to address application invisibility, the TrueFort Platform was designed as the beacon in the fog of application operations.

### ► Pillars of Clear Application Visibility:

- **Holistic Telemetry:** Gather data across all application touchpoints.
- **Real-Time Monitoring:** Immediate insights into any application behavior with real-time behavioral mapping.
- **Granular Zoom:** Detailed visibility down to individual account actions and process levels.

- **48%** of security breaches occurred at the application layer, making it the most commonly identified attack vector.

(Forrester)

- In the past year, **76%** of organizations experienced a security incident due to a lack of proper application visibility.

(Cisco)

## Unraveling Application Mysteries with TrueFort

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### ► 1. Machine Learning Profiling:

- **Behavior Analysis:** Understand the expected behaviors of applications.
- **Anomaly Detection:** Identify deviations from the norm in real-time.
- **Risk Assessment:** Prioritize alerts based on the potential damage they could cause.

### ► 2. Contextual Application Insights:

- **Holistic View:** See the entire application landscape in one unified environment view.
- **Interconnection Mapping:** Visualize how different applications relate and interact with each other.
- **Workload Interactions:** Track workload activities, identifying potential risks from within and outside the organization.

### ► 3. Adaptive Policy Management:

- **Dynamic Policies:** Policies that evolve with your applications.
- **Allowlist Management:** Ensure only validated behaviors are permitted, automatically updating allowlists as applications change.
- **CMDB Updates:** Ensure configuration management databases remain current, reflecting the true state of application dependencies.

## Why Clear Application Visibility Matters

- **Risk Mitigation:** By having a clear view of your applications, you can swiftly detect concerning activity and rectify them before they become a security incident.
- **Operational Efficiency:** With clear visibility, IT teams can manage and optimize applications better, ensuring resources are allocated effectively.
- **Regulatory Compliance:** Many industries mandate strict oversight of data and applications. Clear visibility ensures compliance, safeguarding against potential audit failures.
- **User Experience:** By understanding application behaviors, businesses can optimize for performance, enhancing the overall user experience.

- The average enterprise uses over **1,295** cloud services [McAfee], complicating the application visibility landscape, and **55%** of IT professionals say their biggest challenge is gaining complete visibility into their applications in hybrid cloud environments.

(Dimensional Research)

- **79%** of enterprises admit to having a significant application visibility gap, leading to potential blind spots in their security.

(Gartner)

- “By 2025, spending on solutions that enhance application visibility and security are projected to exceed **\$3.5 billion**, highlighting the growing importance and investment in this area.”

(Markets and Markets)

## TrueFort Platform in Action

The TrueFort™ Platform is a proven tool that's reshaping businesses.

- A major financial institution, grappling with the complexity of its application landscape, integrated the TrueFort Platform. Within weeks, they identified multiple issues with legacy servers, streamlined their application management processes, and bolstered their overall security posture.
- An e-commerce giant facing performance bottlenecks used the TrueFort Platform for its application visibility features. By understanding their application behaviors in-depth, they could optimize their operations, resulting in a significant performance boost.

"This is a real eye-opener. Your product capabilities are massively understated."

CISO, FinServe

"Nobody, and I mean NOBODY, else is doing this."

Dir. Sec. Eng, Top 5 Telecom provider

## Clarity in a Cloudy World

In a world where applications are the lifeblood of enterprises, visibility into their operations becomes the heartbeat. The TrueFort Platform offers a fresh, clear, real time perspective, ensuring businesses are secure and optimized. With its unmatched application visibility features, it's not just about seeing; it's about understanding, controlling, and evolving. Welcome to the future of hybrid cloud analysis and security, illuminated by the TrueFort Platform.

### ABOUT TRUEFORT

TrueFort® Platform puts you in control of lateral movement across the data center and cloud. The TrueFort Cloud extends protection beyond network activity by shutting down the abuse of service accounts. Founded by former IT executives from Bank of America and Goldman Sachs, leading global enterprises trust TrueFort to deliver unmatched application environment discovery and microsegmentation for accounts and activity.

For more information, visit [truefort.com](https://truefort.com) and follow us on [Twitter](#) and [LinkedIn](#).



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