



# 10 REASONS TO PARTNER WITH CYREN

Because malware is fact of life, Antivirus (AV) is a necessity. Security vendors and service providers have to scan billions of files each day with their AV solutions, often including technology from a third party. Although it is the foundation of the security industry, AV doesn't get much attention since, for the most part, it works. However, paying closer attention to your AV is important, since there are opportunities for efficiency that will save you money and support headaches. Here are the top ten reasons why people partner with CYREN for their Embedded Antivirus.

## 1 YOU ARE IN GREAT COMPANY

CYREN Embedded AntiVirus is 'the brand behind the brand', powering the anti-malware solutions of leading companies as diverse as Google, McAfee, Microsoft, NETGEAR, Websense, and Zscaler.

## 2 YOU WILL BE BLOWN AWAY BY OUR PERFORMANCE

CYREN Embedded AntiVirus is a hyper-efficient solution, scanning files at warp speed. Customers with huge volumes of traffic report cutting their required number of servers in half, just by implementing our AV. For implementations with two AV engines, use CYREN AV as the primary engine to do the heavy lifting and the second engine can sweep up the crumbs. This approach requires fewer servers (and lower overall cost) than if you used another AV engine alone.

## 3 IT FITS IN VIRTUALLY ANY ENVIRONMENT – NO MATTER HOW SMALL

Did we say small? We mean practically microscopic. Our AV definition files are a slender 35 MB. The engine itself also has a tiny (less than 1.5 MB) footprint, enabling it to run in the most limited processing environments. And if even that's too big for your platform, we can offer a solution where virus definitions are sourced directly from our GlobalView™ Cloud platform.

## 4 WE INTEGRATE SO FAST YOU WILL FORGET YOU DID IT

Our small number of function calls (seven compared to tens or even hundreds made by other solutions) means you can integrate us with your environment quickly and simply. As we roll out great new features, the basic function call set doesn't change, ensuring backward compatibility even as our solutions continue to evolve.

## 5 YOU GET ACCESS TO ALMOST 30 YEARS OF KNOWLEDGE AND EXPERIENCE

We have been delivering AV solutions since 1984 - the very start of the AV industry. Many of the experts that originally created our technology are still here fighting malware today. When you partner with us, your customers enjoy protection based on our unique knowledge and experience.





## 6 YOU ARE PROACTIVELY PROTECTED AGAINST NEW MALWARE

Virus writers have great survival instincts, often rolling out multiple variants of a new malware to fool signature-based and weak heuristic AV solutions designed to target individual virus samples. CYREN uses broad-spectrum heuristics to combat new, never-before-seen malware variants. Our unique approach ensures you and your customers are protected from new threats hours and sometimes days before most other AV solutions.

## 7 YOU CAN LAYER TWO AV ENGINES FOR BETTER SECURITY

If you prefer to adopt a layered security approach, you can implement our AV together with the CYREN Zero-Hour Virus Outbreak Detection solution. The one-two punch adds our patented Recurrent Pattern Detection (RPD) technology to rapidly block email-borne malware outbreaks, enhancing your malware protection by using two completely different detection mechanisms.

## 8 INSURANCE AGAINST FUTURE THREATS

Our architecture includes independent Threat Protection Modules (TPMs), so we can rapidly add a new TPM for any new type of threat. Contrast this with traditional 'monolithic' engines where to add a new engine you have to rebuild the entire system from scratch, adding delay and complexity.

## 9 YOU CAN REDUCE YOUR QA CYCLES

If you have a love-hate relationship with new releases, you are not alone. While you're happy to get the latest fixes, you know it consumes valuable QA time to re-test everything. Our TPM architecture removes this obstacle. Each update identifies the modules updated, and only those modules need be tested, significantly shortening your QA cycle.

## 10 THE BROAD PROTECTION OF THE CYREN GLOBALVIEW™ CLOUD

The GlobalView™ Cloud analyzes billions of transactions from multiple threat vectors every day. This data informs our AV even if you don't use our award-winning email and Web security solutions. If you decide to add more solutions later, they are deployed in a single, low-footprint, unified engine. Besides the obvious technical benefit, having a single vendor reduces your operational overhead, with one tech support contact, and one billing contact.

## BONUS: THE BEST ANTIMALWARE TEAM BECOMES AN EXTENSION OF YOURS

Embedding third-party technology in your offering can be a concern. To be sure it's the best choice you must be confident in the people behind the solution. The CYREN team is dedicated to working with you to solve any problem, and is blazingly fast to respond to customer requests. Our near 100% renewal rate is a testament to the happy customers who know they can rely on the CYREN technology and team.

