



# CYBERSECURITY RE-DEFINED

HUDSONCYBER  
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“So it is said that if you know others and know yourself, you will not be imperiled in a hundred battles; if you do not know others but know yourself, you win one and lose one; if you do not know others and do not know yourself, you will be imperiled in every battle.”

- Sun Tzu

## DELIVERING ORGANIZATIONAL CYBER RESILIENCY IN THE FACE OF A CONTINUOUSLY EVOLVING, PERNICIOUS AND SOPHISTICATED CYBER THREAT LANDSCAPE.



### Today's Cyber Paradigm & the Missing Piece

The problem with cybersecurity is that for most people it challenges the very concepts of space, time, context, and attribution – Who's attacking me? From where are they attacking? When and why did the attack occur? Increasingly well-funded and growing more sophisticated in their capabilities and tactics, cyber attackers are integrating operational research and organizational business strategies to effect outcomes from anywhere in the world. Although traditional perimeter defense technologies themselves continue to evolve and adapt to these challenges, relevant and timely “outside-the-perimeter” visibility on emergent, tailored cyber threats and threat actors remains elusive – *the missing piece* – to even the largest companies. HudsonCyber solves this.



### Cyber Intelligence Operations (CYBINT)

Managing Directors, CEOs and Board Members today can no longer view cybersecurity as an IT problem and neither can their perspectives be limited to the company alone. Today, an organization's cyber threat surface spans its enterprise and entire supply chain. Technologies alone, whether sensor or reconnaissance based, are ineffective at preventing 100% of determined cyber attacks. While threat actors are highly adept at cloaking their activities, threat actors are interactive in nature and must collaborate to succeed. Our analysts and researchers specialize in the human element – in penetrating and exploiting highly vetted cyber underground forums. Our services are designed to protect client reputation, brand and shareholder value, as well as to obtain relevant and actionable cyber intelligence on compromised assets, emergent threats and/or threat activities targeting our clients.



### Human Intelligence Operations (HUMINT)

Perimeter defense alone is not enough. An effective cybersecurity strategy incorporates actionable intelligence on emergent threats, threat actor tactics, techniques and procedures, as well as a deeper insight into the ‘who’ and ‘why’ behind the attacks. We work with a wide range of HUMINT resources worldwide to derive emergent, ‘over-the-horizon’ cyber threat intelligence for our clients. Our tailored inputs inform a 360° feedback loop for agile taskings and, combined with CYBINT, empower our clients and law enforcement partners with the key insights needed to understand and respond to current, evolving and emergent cyber threats. Our converged capabilities are also used for compartmentalized to support ‘red teaming’, activities to assess the effectiveness of a client's enterprise security posture.



### Who We Are

Headquartered in Camden, New Jersey, and operationally based out of Washington, DC, HudsonCyber leadership leverages extensive knowledge, skills and expertise from both the defense and commercial spaces. We offer true 360° integrated threat intelligence support to Fortune 1000 companies. We have cultivated strategic relationships with both industry-leading system integrators and a wide range of niche, nimble companies and individual experts, researchers and analysts around the world in order to provide holistic, tailored cyber intelligence for clients seeking innovative approaches and options for managing, disrupting, preventing and recovering from cyber attacks.

For more information contact us today at [info@hudsoncyber.com](mailto:info@hudsoncyber.com).