Media release: 22 February 2017

Darktrace to discuss the Future of Machine Learning for Cyber Defence at CeBIT Australia

Innovative international cyber security company, Darktrace, will discuss how artificial intelligence algorithms and genuine machine learning will be essential to combat the evolving cyber-threat at CeBIT Australia, at the International Convention Centre Sydney on 23 May 2017.

Darktrace is the world's leading machine learning company for cyber security. Created by mathematicians from the University of Cambridge, the Enterprise Immune System uses AI algorithms to automatically detect and take action against cyber-threats within all types of networks, including physical, cloud and virtualised networks, as well as IoT and industrial control systems.

In addition to his speaking session, Sanjay Aurora, Darktrace Managing Director for Asia-Pacific, will present a live demonstration of Darktrace's Threat Visualizer - a unique 3D interface that provides security personnel with full network visibility, allowing them to identify emerging threats, including zero-days and inside attackers, in real time.

"Every day we see human security teams overwhelmed by novel and sophisticated cyber-threats. From brazen and fast-moving attacks like ransomware, to slow and stealthy threats able to subtly change data, organisations are at more risk than ever.

"Traditional security focused on building higher walls, but in this new age of threat, companies need to assume the threat is already inside and fight back with advanced technology to avoid crisis," said Aurora.

"I am looking forward to presenting at CeBIT Australia and to discussing how machine learning is reshaping the cyber security landscape. Darktrace's Enterprise Immune System is powered by unsupervised machine learning and has reported over 30,000 serious cyber incidents in over 2,000 deployments across the world. Just like how the human immune system defends against dangerous pathogens, Darktrace models the 'pattern of life' for every user, device and network as a whole and identifies abnormal behaviours that need to be investigated," concluded Aurora.

Aurora will present *The Enterprise Immune System: Using machine learning for next generation cyber defence* at CeBIT Australia, 23 – 25 May 2017 which will be held for the first time at the International Convention Centre Sydney, Darling Harbour.

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Over three days, CeBIT Australia offers the opportunity to hear from the world's elite, and the ability to connect with thousands of visitors from Australia's top companies as well as over 350 exhibitors including 100 disruptive start-up innovators.

www.cebit.com.au

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1. Sanjay Aurora, Managing Director - Asia-Pacific, Darktrace (download hi-res)

2. Darktrace logo

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Notes to Editors:

- Sanjay Aurora, Managing Director ANZ, Darktrace will present will present *The Enterprise Immune System: Using machine learning for next generation cyber defence* at CeBIT Australia, 11:25am on 23 May 2017
- Visitors are welcome to visit the Darktrace exhibition booth (K54) in the Security show floor for a demonstration of the Threat Visualizer and to learn more about the Enterprise Immune System
- Darktrace is a Gold Sponsor of CeBIT Australia 2017
- For more information please visit: http://www.cebit.com.au/program/speaker/sanjay-aurora
- Register your interest for a media pass to CeBIT Black by emailing cebit@zadroagency.com.au
- Secure your media pass to CeBIT Australia now by emailing name, position and publication/s title to cebit@zadroagency.com.au
- CeBIT Australia 2017 program: http://www.cebit.com.au/program
- CeBIT Australia online media room: http://www.cebit.com.au/who-are-you/press

Interviews are available with:

- Sanjay Aurora, Managing Director – Asia Pacific, Darktrace
- Harvey Stockbridge, Managing Director, Hannover Fairs Australia
- CeBIT Australia keynote speakers, including:
    - Eugene Kaspersky, co-founder and CEO, Kaspersky Labs
    - Dennis Andrucyk, Acting Chief Technologist and Deputy Associate Administrator, NASA

About CeBIT Australia:

23 – 25 May 2017, International Convention Centre Sydney

CeBIT Australia – shaping the business technology landscape. www.cebit.com.au

CeBIT Australia is the Asia Pacific's largest and longest running business technology event. It is a forward-looking connected community. CeBIT Australia offers an independent network of business technology solutions that transform the way Australians do business. CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

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CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment. NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports. NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2017.

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CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.

About Darktrace:

Darktrace is the world's leading machine learning company for cyber security. Created by mathematicians from the University of Cambridge, the Enterprise Immune System uses AI algorithms to automatically detect and take action against cyber-threats within all types of networks, including physical, cloud and virtualized networks, as well as IOT and industrial control systems. A self-configuring platform, Darktrace requires no prior set-up, identifying advanced threats including zero-days, insiders and stealthy, silent attackers in real time. Headquartered in San Francisco and Cambridge, UK, Darktrace has 23 offices worldwide.

Find out more at: www.darktrace.com

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