

# Behavioural

## Based Analytics

Behavioural Analytics are analytics that businesses use that focus on consumer trends, patterns, and activities. Humans are typically creatures of habit and our use of the internet is no different.

Through developing and deploying analytics that baselines an individual's behaviours and trends, companies are able to:

- Personalise marketing efforts
- Improve the customer experience
- Even alter product offerings to suit a customer's particular tastes

### **Network behavioural monitoring:**

"Gain visibility across your entire network with DRS"

### **Expand network security with DRS:**

Our NBAD solution helps you to dramatically improve network visibility, security, and response across the entire network. It helps your security operations team to gain real-time situational awareness of all users, devices, and traffic on the network, in the data centre, and in the cloud, so they can quickly and effectively respond to threats. Cognitive Analytics, a cloud-based threat detection and analytics capability, allows you to get deep visibility into both web and network traffic. This additional contextual information helps you identify and prioritise new and emerging threats across the extended network.

**DRS ensures that you gain visibility across all network conversations to detect internal and external threats, simplifying compliance, network segmentation, performance monitoring, and capacity planning by extending visibility across the network.**

We conduct advanced security analytics and obtain in-depth context to detect a wide range of anomalous behaviours that may signify an attack, accelerating and improving threat detection, incident response, and forensics across the entire network to reduce enterprise risk.

