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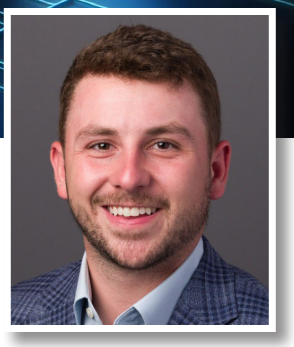

THE FUTURE OF CYBERSECURITY:

HOW CENTRIPETAL NETWORKS IS REDEFINING THREAT INTELLIGENCE

By Michael Haydanek, CPP Account Executive

Cyber threats are evolving faster than ever, and almost every major breach since 2021 had known intelligence associated with it—meaning it could have been prevented. Yet, many organizations still rely on traditional security measures that react after an attack has already begun. To stay ahead, businesses need a proactive, intelligence-driven defense. This is where **Centripetal Networks** is making a transformative impact.

THE CASTLE AND MOAT ANALOGY: WHY TRADITIONAL SECURITY MEASURES ARE NO LONGER ENOUGH

For years, organizations have relied on firewalls as their first line of defense—the castle walls protecting their network. Endpoint protection, such as antivirus software, acts as the moat, preventing attackers who breach the perimeter from causing internal damage. However, just as medieval warfare evolved with the advent of cannons and siege tactics, cybercriminals have developed advanced threats that easily bypass traditional defenses.

Today's attacks come in the form of **zero-day exploits, phishing campaigns, and AI-powered malware** that can outmaneuver static security measures. Relying solely on firewalls and endpoint protection is like defending a castle with stone walls in an age of aerial bombers and cyber warfare. Organizations must upgrade their defenses with real-time threat intelligence—a proactive security layer that identifies and neutralizes threats before they reach the walls of the castle.

THE CHALLENGE OF TOOL SPRAWL AND SECURITY TEAM OVERLOAD

Many organizations have responded to evolving cyber threats by adding multiple security tools, creating an overwhelming, sprawling security stack. This approach often leads to alert fatigue, operational burden, and increased costs. Security teams are stretched thin, spending valuable time managing alerts and correlating data instead of proactively defending against threats.

Centripetal Networks understands these challenges and offers a solution that reduces complexity, eliminates unnecessary tools, and enhances threat detection—all while providing a fully managed service with a dedicated analyst to help security teams stay ahead of cyber threats.

THE NEED FOR INTELLIGENCE-DRIVEN SECURITY

The biggest challenge in cybersecurity today isn't just detecting threats—it's filtering through massive amounts of data to determine what is truly malicious. Without automated intelligence filtering, businesses risk missing critical threats or wasting time on false positives.

Centripetal Networks addresses this challenge with **CleanINTERNET,** a fully managed network security service that applies real-time threat intelligence to proactively block cyberattacks before they reach an organization's network. This eliminates tool sprawl and reduces the burden on internal security teams by providing a dedicated analyst to manage and interpret threat intelligence.

HOW CLEANINTERNET WORKS

CleanINTERNET takes a unique approach by aggregating intelligence from over 250 leading threat intelligence sources, analyzing billions of **indicators of compromise (IOCs)**, and applying them to network traffic in real time. This results in:

- **Proactive Defense:** Blocking malicious traffic before it can exploit vulnerabilities.
- **Reduced Alert Fatigue:** Filtering out known threats so security teams can focus on true anomalies.
- **Faster Incident Response:** Providing insights that enable security teams to act decisively against sophisticated threats.
- **Regulatory Compliance:** Helping organizations meet security standards like NIST, HIPAA, and GDPR by ensuring proactive risk management.

*One CISO who trialed CleanINTERNET noted that after seeing the full scope of threats attempting to breach their network, they **"could not unsee what they saw"**—the reality of modern cyber threats became undeniable.*

COMBINING THREAT INTELLIGENCE WITH DISASTER RECOVERY: THE ROLE OF ZERTO

While Centripetal Networks focuses on preventing breaches before they happen, organizations also need a strategy for quick recovery when disruptions occur. This is where **Zerto**, a leader in disaster recovery and data protection, plays a crucial role.

Zerto's Continuous Data Protection (CDP) ensures that businesses can quickly recover from cyber incidents, ransomware attacks, and operational failures with minimal downtime. When paired with CleanINTERNET's preventative intelligence, Zerto provides:

- **Instant Recovery:** Minimize downtime and data loss by rolling back to a clean state within seconds.
- **Immutable Data Protection:** Ensure backups remain untouched and free from corruption.
- **Seamless Business Continuity:** Keep critical operations running, even in the face of an attack.

By integrating real-time threat intelligence from Centripetal with Zerto's rapid recovery capabilities, organizations can achieve a comprehensive cybersecurity strategy—one that stops attacks before they happen and ensures resilience when they do.

COST SAVINGS: REDUCE YOUR SIEM AND SOC EXPENSES

Many organizations rely on **Security Information and Event Management (SIEM)** tools and **Security Operations Centers (SOC)** to monitor and respond to threats. However, these solutions can be incredibly expensive, requiring significant investments in licensing, hardware, and staffing.

With CleanINTERNET, organizations can reduce the dependency on SIEM tools by filtering out known threats before they even reach their network. This drastically cuts down on the volume of logs and alerts that SIEM systems need to process, leading to lower storage costs, reduced licensing fees, and fewer required personnel hours.

Additionally, by leveraging Centripetal's fully managed service, organizations can reduce or even eliminate the need for an in-house SOC, allowing them to reallocate cybersecurity budgets to more strategic initiatives while maintaining superior threat protection.

THE IMPACT: REAL-WORLD SUCCESS STORIES

Organizations that implement CleanINTERNET have reported significant improvements in their cybersecurity posture. Some key benefits include:

90%
REDUCTION
in malicious traffic reaching their networks

LOWER SIEM INGESTION COSTS
and reduced SOC overhead

50%
INCREASE
in security team efficiency due to fewer false positives

IMMEDIATE THREAT BLOCKING
— mitigating potential breaches before they occur

One CISO who trialed CleanINTERNET noted that after seeing the full scope of threats attempting to breach their network, they **"could not unsee what they saw"**—the reality of modern cyber threats became undeniable.

WHY PARTNER WITH CPP ASSOCIATES?

At CPP Associates, we understand the challenges IT teams face managing complex cybersecurity tools. Our consolidated approach simplifies security operations, eliminates tool sprawl, and reduces alert fatigue, allowing your team to focus on what truly matters. By integrating **Centripetal Networks' CleanINTERNET** and **Zerto's Continuous Data Protection (CDP)**, we provide a proactive security solution that enhances threat protection while ensuring business continuity.

Contact CPP Associates today to start with a risk-free 30-day Centripetal POC and experience a smarter, more efficient security strategy.

ABOUT CPP ASSOCIATES

Founded in 2008, CPP Associates is an award-winning IT Solution Provider serving mid- to enterprise sized organizations throughout the U.S. Northeast region. Our solution portfolio includes the most urgent technology needs today, including ***Cloud Optimization***, ***Intelligent Automation*** *(Front Office/Back Office),* ***Modern Infrastructure***, ***Cyber Protection and Recovery***, *and* ***Managed IT Services****.*

With a 2:1 ratio of engineers to sales staff (the reverse of what is typical in the industry), we lead with technical acumen, a stringent analytical focus, and a vendor-agnostic perspective. With the highest level certifications and strong, long-standing relationships with the leading IT manufacturers – such as ***Hewlett Packard Enterprise***, ***Microsoft***, ***Fortinet***, ***Palo Alto Networks***, ***Morpheus***, ***Automation Anywhere***, *and* ***Artic Wolf*** *– we provide our customers with unparalleled expertise and "concierge-level" consulting and support 24/7/365.*

Our proprietary ***"Infrastructure Anywhere Assessment"*** *factors in more than 100 variables to determine the ideal approach for our clients to deploy "cloud-like" infrastructure to maximize agility with increased utilization while at the same time, meeting demanding business requirements with a focus on technology, service level, security, and costs. Keeping with our philosophy that "****high tech without high touch****" will ultimately fail, we are proud of the powerful human connection we establish with our clients which leverages the synergies of trust and respect and drives our respective success.*

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