

# Enhance your Zero Trust Strategy with Human-Centric Data

## Your Problem:

**The CISO's role is constantly evolving.** Security leaders face the challenge of dual expectations that demand they both safeguard an organization and proactively enable its business. How should leaders defend an organization today – get a head-start against the risks of tomorrow – and push the business needle forward?

**People are at the heart of this security, risk, and business intersection.** Users are inherently risky; according to Verizon, 82% of data breaches involved the human element. Thus, reducing user-risk is critical to improving both security and business posture.

**Unfortunately, traditional cybersecurity frameworks favor technical controls rather than targeting the root issue – people.** Even Zero Trust – the vastly improved framework that tackles the human-element via reauthentication and context – is still limited by design. Zero Trust is intentionally prohibitive; digital gatekeeping assumes enterprise users carry risk and restricts access per technologic control. The framework is effective, however, it does little to encourage user behavioral change to reduce incidents over time.

## Our Solution:

**Dynamic Cyber Trust** is our predictive, continuous, holistic, and human-centric approach to security.

## Booz Allen and Elevate Security Integrated Solution:

Whereas Zero Trust is reflexive, **Dynamic Cyber Trust** is proactive in nature; ongoing employee cyber behavior analysis informs ongoing, transparent, and evolving measures of organizational cyber risk to help CISOs target threats and align efforts to business strategy. User patterns and data become behavioral trends that we convert into action plans to improve cyber behavior at both the individual and enterprise level. By proactively measuring user-trust to prevent incidents – and following-up with risky users to train and improve cyber behaviors – **Dynamic Cyber Trust helps realize the full promise of Zero Trust via actionable behavior change to diminish internal organizational risk over time.**

Dynamic  
Cyber  
Trust



Org. Security Posture



Integrations



**Dynamic Cyber Trust** is a transformative security paradigm shift that combines **Zero Trust technical safeguards with a human-centric approach**

The Dynamic Cyber Trust journey requires fundamental changes to an organization's mindset, behaviors, and structures.

**Elevate** provides a more holistic view of user security behaviors:

- Elevate Security pulls control technology data to reveal observable user behaviors (e.g., risky browsing, phishing interaction etc.) and inform unique human risk scores
- Elevate Security is SOC2 compliant; your data is secure!



## Better Together:

Booz Allen's **Dynamic Cyber Trust** solution powered by Elevate's detailed security insights represents a transformative paradigm shift that combines zero trust principles with a human-centric approach to target and decrease risky user behaviors. A transformation of this magnitude requires thoughtful positioning; **Booz Allen's world-class consulting expertise will prepare your organization for this important pivot – from board and executive level reporting to readiness assessments – to help you get the most value out of Dynamic Cyber Trust.** This methodical, yet agile, approach will enable positive user risk outcomes to help you drive business priorities, ignite critical organizational transformation, and enhance the way security is communicated to C-Suite leadership.

### Benefits:

- Change behaviors and limit security incidents via quantified user and risk-centric scorecards
- Protect business without hampering speed by addressing root human element
- Place bets on future IT investments most likely to move the needle
- Quantify impact and show value of security investments and culture change activities
- Identify risky behaviors proactively, rather than adjusting access after an incident arises

## About Booz Allen

For more than 100 years, business, government, and military leaders have turned to Booz Allen Hamilton to solve their most complex problems. They trust us to bring together the right minds: those who devote themselves to the challenge at hand, who speak with relentless candor, and who act with courage and character. They expect original solutions where there are no roadmaps. They rely on us because they know that— together—we will find the answers and change the world. To learn more, visit [BoozAllen.com](http://BoozAllen.com).

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## About Elevate Security

Elevate Security was founded by two former Salesforce executives, Robert Fly and Masha Sedova.

With almost 40 years of collective experience in the security industry, they noticed one critical thing was missing. While there were many products on the market that focused on technology or processes, none focused effectively on addressing employee risk. Organizations today need all three elements to stand up to the rapidly changing cybersecurity landscape.

That's how our journey started; with the ambition to create the world's first human attack surface management platform to help organizations strengthen their cybersecurity.

Today, we're redefining the security landscape with a growing team serving large enterprises across industries. And we are just getting started!