



MASERGY WEBINAR EXPLORES HOW ARTIFICIAL INTELLIGENCE CAN TRANSFORM CYBERSECURITY

Online Event Details Next-Generation Approach to Securing Digital Assets

Dallas — November 11, 2015 — Masergy Communications Inc., a global leader in [hybrid networking, managed security and cloud communications services](#), announced today its upcoming webinar titled, “Next Generation of CyberSecurity: The Age of Artificial Intelligence.” To be held on November 17, the complementary event details why traditional security solutions are largely ineffective in today's threat prevention landscape. Attendees may [register](#) now for the online event.

Traditional cybersecurity strategies are failing and need advanced intelligence and analytics to sort through an enormous amount of data that companies possess. Reasons for faulty strategies include:

- Too many gaps in the primary security solutions.
- Over-reliance on signature-based threat detection.
- Massive number of alarms generated by these systems.
- Reliance on diagnostic rather than predictive analysis.

Attendees of this webinar will:

- Learn why traditional security solutions alone are ineffective in today's threat landscape.
- Gain a new perspective on how Artificial Intelligence can transform information security.
- Understand how machine learning, big data analytics and continuous human monitoring can work in tandem to proactively detect and thwart malicious activity.

“Today’s hackers are organized, well-funded and highly targeted in their efforts,” said Mike Stute, Chief Scientist, Masergy. “Organizations are spending millions of dollars building multiple layers of cybersecurity defenses, but in today’s threat landscape, there are too many ways to circumvent them. This webinar will show how artificial intelligence can augment existing security solutions with patented network behavioral analysis to fill the gaps in current efforts.”

Who: Presented by Mike Stute, Chief Scientist at Masergy.

What: Informative cybersecurity webinar detailing why today's discrete point security solutions are ineffective against hackers.

When: Date: Tuesday, November 17th, 1:30 p.m. CST

Where: Online event, Register at: <http://bit.ly/20HkPJ5>

Why: Information security professionals, channel partners and consultants are seeking more effective solutions to guard their digital assets. Masergy's webinar will provide a new perspective on how machine learning, big data analytics and continuous human monitoring is a better option for proactively detecting and preventing malicious activity.

About Masergy

Masergy owns and operates the largest independent Software Defined Platform in the world, delivering hybrid networking, managed security and cloud communication solutions to global enterprises. Our patented technology, customizable solutions and unmatched customer experience are why a growing number of leading organizations rely on Masergy to deliver performance beyond expectations. Learn more about [Masergy](#) and follow us on our blog [Transforming Enterprise IT](#), Twitter [@Masergy](#), [LinkedIn](#) and [Facebook](#).

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