

CounterCraft attends RSA Conference in San Francisco for the second year running

CounterCraft unveils new Cyber Deception Platform at RSA Conference 2018

- **CounterCraft named winner in the 14th Annual Info Security PG's 2018 Global Excellence Awards and awarded Top 100 status in the Red Herring Europe 2018 Awards**
 - **New Cyber Deception Platform release automates cyber-counterintelligence campaigns to reduce costs by up to 95% compared to manual techniques**
- **Allowing attackers to access data, which they believe to be real, allows us to understand their minds, their modus operandi and know their intentions and their behavior**
- **CounterCraft continues to lead innovation in the cybersecurity sector, protecting organizations in the financial, trade and government sectors and Law Enforcement Agencies with its advanced deception technology**

San Francisco, April 17, 2018;

[CounterCraft](#), leading European cybersecurity company, unveils new Cyber Deception Platform at RSA Conference and collects coveted industry awards celebrating its pioneering contribution to the European and Global cybersecurity industry and information technology market. CounterCraft's Cyber Deception Platform is a highly innovative solution that allows attackers to access simulated data in a controlled environment, continuously developed to harness the innovation exhibited by cybercriminals, and used it to better understand their minds and their motives.

This week [RSA Conference 2018](#) marks the launch of a brand-new release of CounterCraft's popular Cyber Deception Platform. This newly developed solution includes real-time responses and enables cyber-counterintelligence campaign automation across a complete range of digital assets. The improved interface provides strong visualization, reporting and analytics, coupled with an advanced API suite. This powerful, flexible and automated cyber intelligence tool tips the balance in favor of the defender and has been proven to reduce counterintelligence costs by up to 95% versus manual deception techniques.

This week, the team in San Francisco will formally collect their [2018 Info Security PG's Global Excellence Award for Startup of the Year](#) in recognition of CounterCraft's radical approach to using deception as counterintelligence. These prestigious global awards recognize cybersecurity and information technology vendors with advanced, ground-breaking products, solutions and services that help set the bar higher for others in all areas of security and technology.

CounterCraft is also thrilled to have been listed as **one of the top 100 private companies in the European region in the Red Herring 100 Europe 2018 awards**, taking place in Amsterdam this April. This forum recognizes those who are leading the charge across many tech sectors and celebrates the exceptional accomplishment of technology companies and entrepreneurs in Europe.

David Barroso, founder and CEO of CounterCraft says: *"This week represents a number of significant milestones for our groundbreaking solution. Receiving recognition from such*

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Security you don't expect.

respected organizations with these two recent awards is a privilege following our last successful investment round and successful product deployment. It serves to cement our ambition to make headway with our international expansion plan and continue to innovate at pace to strengthen the level of protection we provide for our existing and future customers."



CounterCraft, Security you don't expect

CounterCraft exists to offer a disruptive, standout solution expertly developed to enhance organisations' defense measures against sophisticated cyber attacks. Its technology is used by companies globally in the financial, trade and government sectors, as well as Law Enforcement Agencies.

Right now, CounterCraft is focused on its international expansion strategy, encompassing Europe, the Middle East and the US. In order to meet ambitious growth targets, CounterCraft is also increasing its core team of 20 security professionals. CounterCraft is backed by acknowledged investment funds and operates worldwide in more than 20 Fortune500 Index companies – proving expertise in IT security.

CounterCraft has developed an advanced counterintelligence platform that allows attacks to penetrate an organization in a controlled environment. This provides coveted insights into the way in which cybercriminals innovate and operate, and enables us to understand their motivation and their mindsets. CounterCraft focuses on deception as counterintelligence, not just as network protection, which radically sets their solution apart from the rest of the cybersecurity market.

CounterCraft Cyber Deception Platform

The Cyber Deception Platform is one of Europe's pioneering solution used in large organizations that gives attackers access to fictitious data and applications that act as bait. CounterCraft identifies these targeted attacks in real time and actively responds to them; this way attacks occur in a controlled deception environment and enable us to discover the attacker's motivations, tools, and techniques.

The profile of attackers can vary greatly: cyber-criminals, lone hackers, ex-employees, and nation state agencies. The Cyber Deception Platform allows companies to be one step ahead of

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them and study what information they are gathering, their motives and the techniques they use to penetrate defenses. This valuable information is used to take defensive action against threat actors and strengthen previously unidentified weaknesses in security systems to reduce the risk of a breach. Armed with this knowledge, organizations are better prepared to stop intrusions.

The Cyber Deception Platform is the first product that automates the design, implementation, supervision and maintenance of cyber deception campaigns, across an organization's entire spectrum of digital assets, such as servers, mobile phones, web applications, mobile applications and Wi-Fi access points. This automation has the potential to reduce counterintelligence costs by up to 95% compared to manual techniques.

This emerging market for cyber security deception has huge potential; CounterCraft is currently the only company operating in this space in Europe. According to Gartner consultants, the market for this technology is expected to exceed \$3,000 million by 2020.

Bet on innovation in cybersecurity

CounterCraft recently secured 2 million euros in an investment round to boost its international presence in Europe, the Middle East and the United States. To date, the company has received a total of 4 million euros to develop its deception technology. Over **3 million euros came from leading global investors in cyber-security: Adara Ventures, Orza, Telefónica Open Future**, through [Wayra](#) and [Evolution Equity Partners](#). Additionally, the company received **1 million euros** from the European Commission's SME instrument **H2020**, and the Spanish Centre for the Development of Industrial Technology (**CDTI**), to accelerate its technology, development and time to market. CounterCraft is the first company to receive support from this combination of private and public investors, recognized for their proven experience and track record in cybersecurity technology.

Recognition, Awards and Acceleration Programs

As a result of continuous innovation, the startup has been acknowledged by a number of prestigious awards, including '**21st Century Basque Entrepreneur Awards**', organized by La Caixa and the Business Development Basque Agency SPRI; the '**Toribio Echeverría**' award for new companies; the **SIC Information Security Award** for founders; the **San Sebastian Development Award** for the youngest, most innovative and promising company; Top 100 Status in the Red Herring Europe Awards; and most recently, [Info Security PG's Global Excellence Award](#) for "Startup of the Year 2018".

In addition, CounterCraft was a winner of the Spanish **INCIBE** (National Institute of Cybersecurity), acceleration program, and has participated in the first edition of the **GCHQ** cybersecurity acceleration program in the United Kingdom. Currently, the company is participating in the [Bind 4.0](#) industrial cyber accelerator run by the Basque Government and is a current cohort member of [Momentum London in the UK](#).

Counter Craft

Winners of the 14th
Annual Info Security
PG's 2018 Global
Excellence Awards®



About CounterCraft

CounterCraft, founded in 2015, is headquartered in San Sebastián and has offices in London, Madrid and Los Angeles. The company has a team of 20 cyber geeks, with extensive experience in cybersecurity. CounterCraft is present at cybersecurity expos and events worldwide, and caters for European, the US, and Middle Eastern markets.

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