

Interview

Security Analytics

An Interview with
Idan Tendler, Chief Executive Officer, Fortscale



Idan Tendler

EDITORS' NOTE Prior to founding Fortscale, Idan Tendler served as an officer and commander in the Israeli's leading technology Intelligence Corps, Unit 8200. Later he initiated, built and led the Cyber Security Business Group of Elbit Systems, Israel's leading defense integrator. This group became the leading growth engine of Elbit Systems and managed major Cyber Security and Warfare technological projects in Israel and abroad.

Would you discuss your vision and mission for creating Fortscale?

Fortscale envisions a world where security analytics are democratized to all organizations of all size and in all segments so they can make effective security decisions to protect their critical assets and ongoing operations from dangerous and costly insider threats. The company's mission is to provide the contextual behavioral analytics that enable better, more secure, real-time security policy enforcement.

Would you provide an overview of the services and solutions you offer?

Fortscale delivers the intelligence needed to detect risks posed by different employees and entities so that critical resources can be protected and appropriate controls implemented to improve an organization's security stance.

Fortscale UEBA for Security Operations Centers delivers the risk-based behavioral analytics that improves the ability of security analysts to uncover and shut down insider threats in real time. Leveraging machine learning algorithms and big data platform, Fortscale's product profiles the behavior of all users inside the organization and automatically pinpoints the abnormal behavior of the most suspicious and risky users.

The latest offering of the company is Fortscale Presidio™ for security vendors. This is the industry's first User & Entity Behavior Analytics (UEBA) engine that can easily be embedded in solutions within the security infrastructure to improve their detection quality, alerts accuracy, and threat hunting capabilities. It has never been more important or more difficult to make sense of the actions of different users and entities within an organization in order to accurately identify threats and effectively minimize risks. As an easily embeddable engine, UEBA is now easily available to any organization as a solution to work with in their existing security infrastructure.

How do you define the target market for your business?

Any organization or security vendor that needs to improve their visibility and understand the real-time risk implications of the actions of users and entities in the environment, while leveraging the best of breed of behavior analytics, would benefit from Fortscale's offerings.

What is your outlook for growth for the business?

Fortscale recently closed a new round of investors, and will leverage that in order to continue its momentum and expand into new geographies, such as EMEA and Latin America, and expand the new Presidio offering.

How critical is it for you to have investors with a long-term focus and commitment to the company?

It's always important. We are honored to have investors that showed profound commitment to our business, and our values – security excellence, innovation, and persistence.

What are your key priorities for the business as you look to the future?

Following the launch of Presidio, we are focused on scaling its implementation through new security segments such as SIEM, DLP, EDR, and EPP. We will also significantly expand our R&D teams in Israel to maintain our technological leadership in the security industry. ●

Making Illness Elective

An Interview with
Naveen Jain, Chief Executive Officer, Viome



Naveen Jain

EDITORS' NOTE Naveen Jain is the founder of several successful companies including Moon Express, BlueDot, Viome, Intelius, Talent Wise, and InfoSpace. He is a trustee of the X PRIZE Foundation where he is focused on finding entrepreneurial solutions to address the global challenges in health, education, women empowerment, agriculture, and energy.

Would you discuss your vision and mission for creating Viome?

Our vision is to develop technologies to make illness elective. We plan to do it by understanding our body at a molecular level so we can use personalized diet and nutrition to keep our body balanced biochemically for optimal health. We will be able to find early predictive biomarkers for the diseases before any symptoms occur so we can stop the disease before it starts.

We have an obsolete healthcare system that focuses on symptoms rather than root causes. Our bodies play host to trillions of microorganisms whose well-being dictates ours. This symbiotic ecosystem goes far beyond genetics; it goes to our gut. Our "gut list" is completely unique and has been invisible until now.

Would you provide an overview of the services and solutions you offer?

We are continuing to use 20th-century tools that were designed to fight infectious diseases to fight 21st-century diseases, which are chronic. The irony is that many of our 20th-century "cures" for infectious diseases actually cause chronic diseases.

Viome's state-of-the-art proprietary technologies offer unprecedented visibility into the ecosystem of our body to create a unique molecular profile. We just don't identify and quantify the microorganism; we also analyze what they are actually doing. We then apply machine learning to this analysis and make personalized recommendations to balance the biochemistry and ecosystem inside us.

What is your outlook for growth for the business?

We are seeing an unprecedented demand for the Viome service. We have over 2,000 people on our wait list. In the first 48 hours after our launch, we already had approximately 200 paying customers who have signed up for the annual service. Our service costs \$999 if paid upfront or a customer can pay \$99 per month. More than one-third of the customers are actually opting to pay upfront for the whole year.

We have several other revenue generating opportunities like selling prebiotics, probiotics, personalized food, and diagnosis of all the diseases since we already have unique signatures for all the known pathogens. Our high-quality longitudinal data along with predictive biomarkers will be our most important asset in the very short term.

How critical is it for you to have investors with a long-term focus and commitment to the company?

Viome has the potential to positively impact millions of people if not billions all around the world. We are very interested in partnering with investors focused on long-term commitment so that we can create a future where illness is optional by identifying predictive biomarkers for diseases before any symptoms may occur so they can be prevented.

What are your key priorities for the business as you look to the future?

We are focused on applying artificial intelligence to the massive amount of high resolution data to find predictive biomarkers for all the chronic diseases. We also need to expand quickly to international markets since the demand is massive. ●