



Reimagining Cybersecurity with Precision AI™

Exploring the Risks of AI & Strategies for Safe,
Enterprise-Wide AI Adoption

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VP, Technical Solutions

**Palo Alto Networks – Asia Pacific and
JAPAN**

AI Isn't Just Chatbots... It's Transforming How Work Gets Done



Code and support for Devs



Content generation for Sales, Marketing



General productivity boosting



Many more future use cases...

500+

AI apps already available

12,000+

Projected AI apps in use by 2030

Sources: Pitchbook's Generative AI Emerging Space, Artificial Intelligence & Machine Learning Analyst Curated Vertical and SaaS Vertical

AI Is Turbocharging the Speed and Scale of Attacks



Threats hide in growing traffic and new use cases including AI
>90%

Encrypted, growing 33%
*

96%

Enterprise AI adoption in next 12 months



AI-based attacks are getting harder to detect

19.4M

new & unique

1 Hour

Time from attack to exfil



Network security operations have become more complex

31

Security tools used by our customers

99%

Breaches caused by misconfigs and blindspot

* Source: Palo Alto Networks' observations YoY in our Data Centers

AI and Cybersecurity - 2 Major Areas of Impact

**Improving Security
Outcomes with AI**

**Securing AI
Applications**

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AI Provides an Opportunity to Boost Security Effectiveness



**Supercharge
security teams
to be more
effective and
efficient**



**Block
sophisticated
attacks without
human
intervention**

Security Needs to Be Real-Time and Automated in the Era of AI



Continuously monitor to detect anomalies and breaches at threat speed



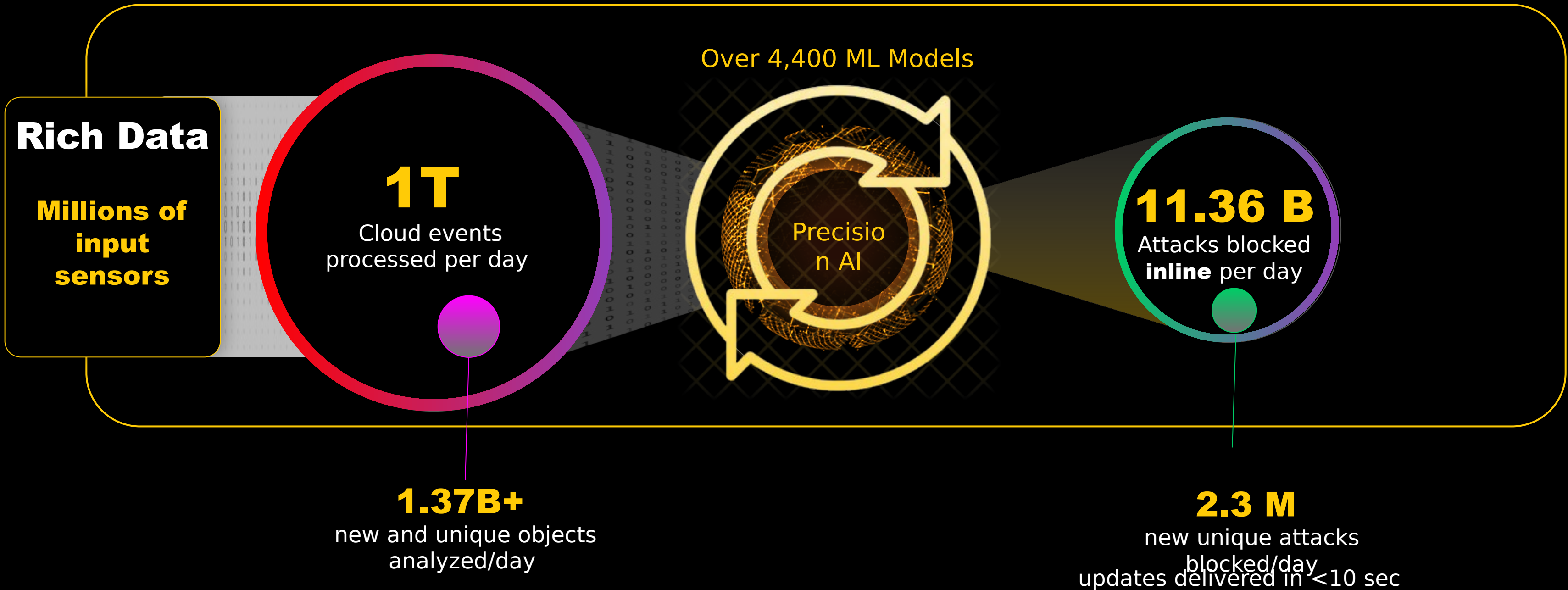
Analyze and respond to security incidents as they happen



Mitigate and neutralize threats without human intervention



AI is already improving Detection of New and Unique Threats



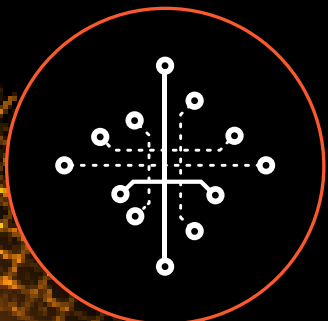
Source: Palo Alto Networks, Above numbers are updated every quarter

Precision AI™ Allows us to Drive Real-Time Outcomes

MACHINE
LEARNING



DEEP
LEARNING



Precision AI

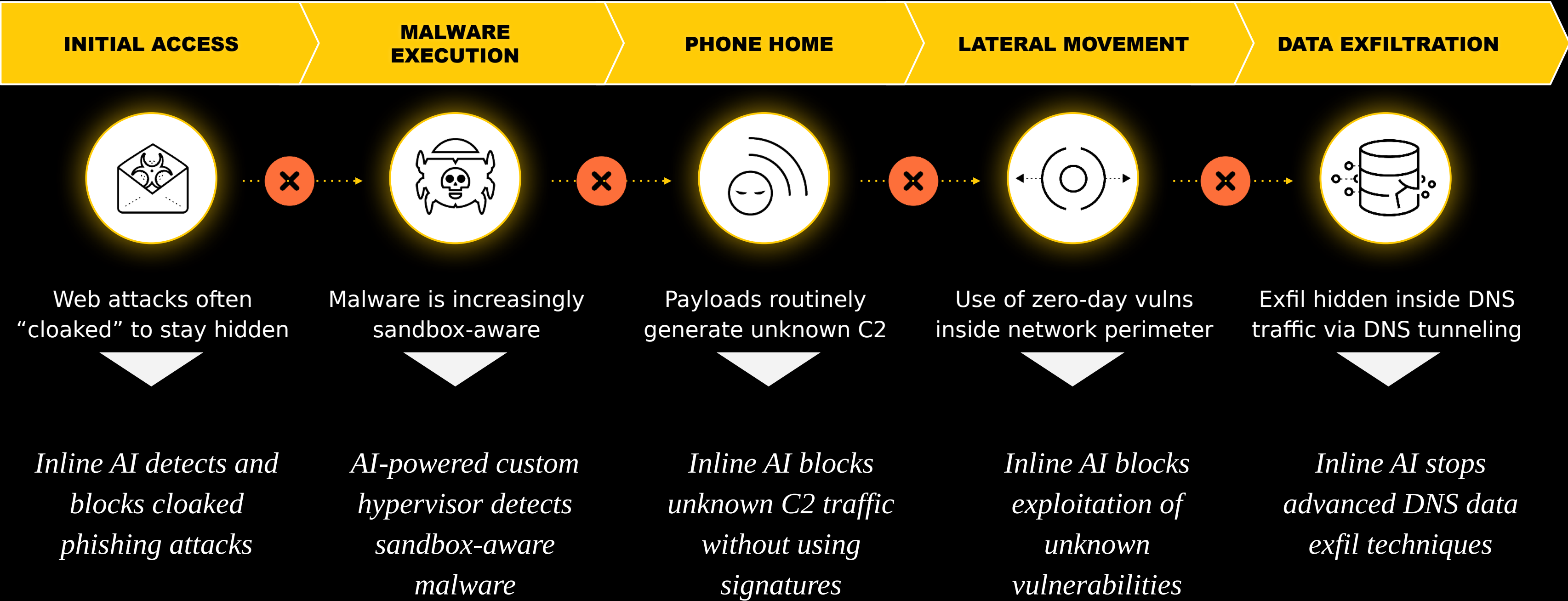
A SYSTEM THAT
LEVERAGES THE
BEST OF EACH AI
TECHNOLOGY

GENERATIVE AI



Precision AI is the difference between 90% accuracy and inaction vs. 100% confidence and real-time response

AI-powered security services **break every link** of the kill chain



Copilots Will Improve Efficiency in Infosec Teams



Find and Understand Information



Navigation



Predefined Prompts & Queries



User Feedback and Expert Rating



Optimize Security Outcomes



"Good Morning" Dashboard



Key Metrics "Ticker"



Best Practice Guidance



Risk Prioritization



Remediation



Minimize Disruption from Product Issues



"How to" & Basic Config Answers



Troubleshooting



In-Product Case Creation

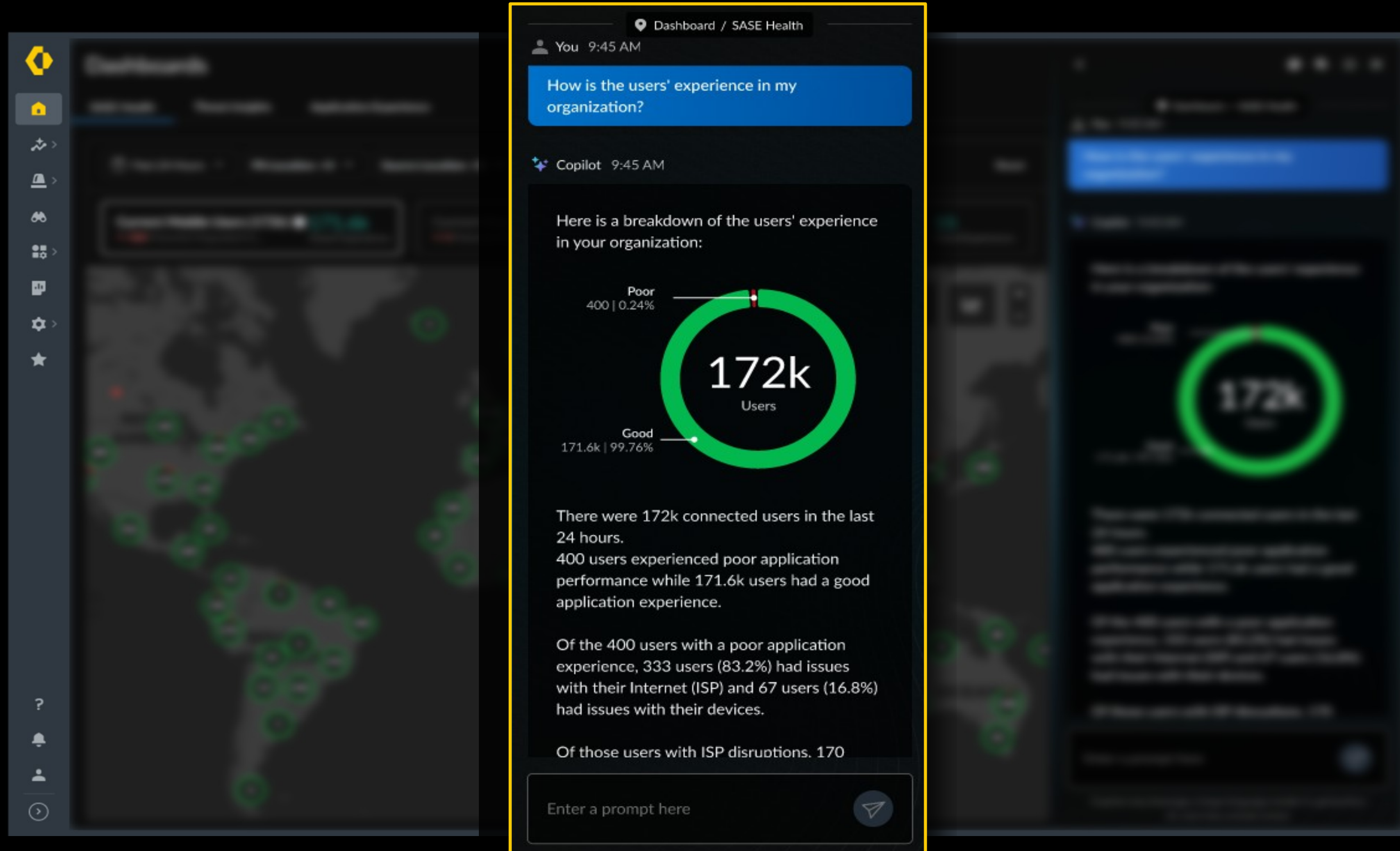


Detect Product Issues

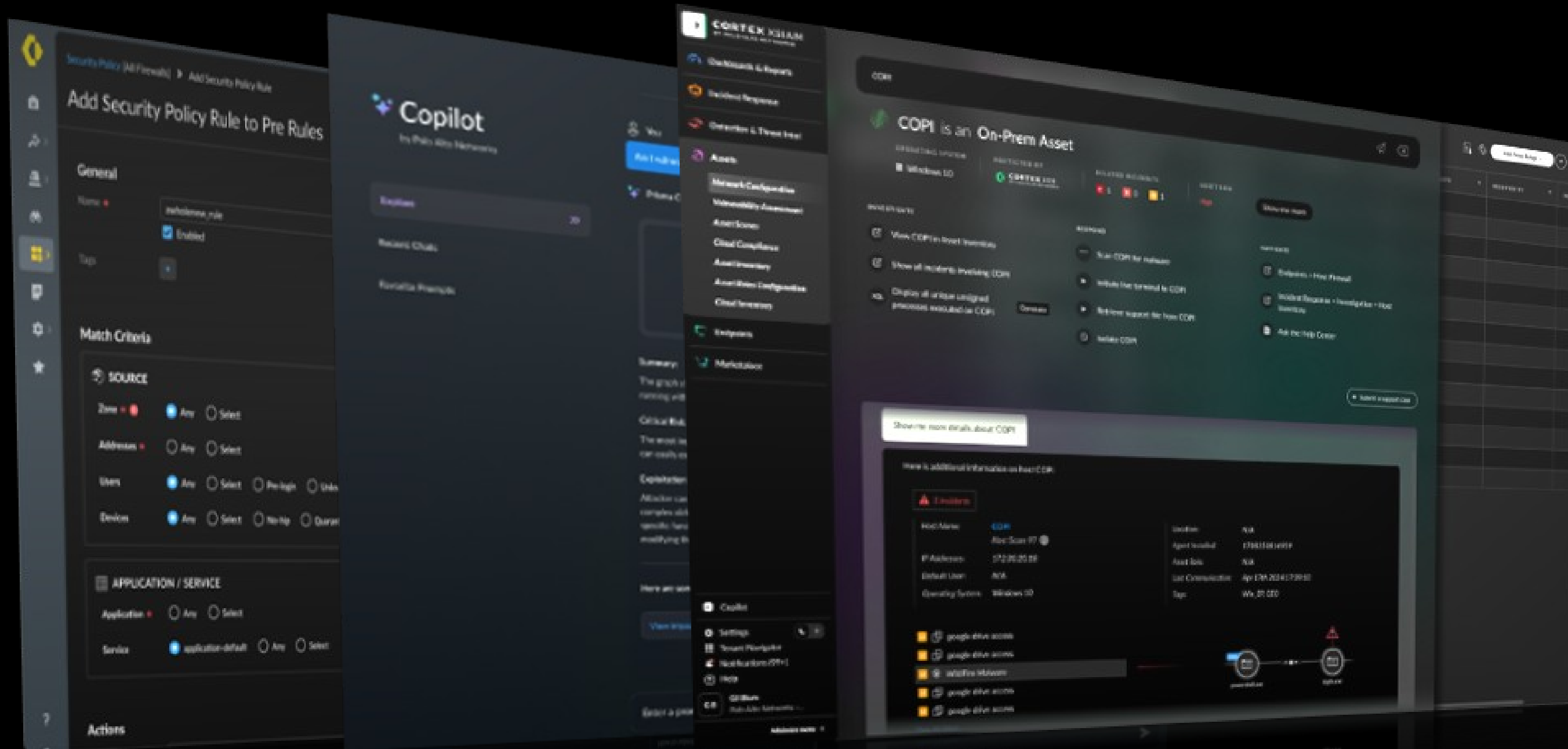


Automated Resolution

AI-powered Security Assistants Provide Instant Access to Insights



Introducing Our Copilots



STRATA
BY PALO ALTO NETWORKS

PRISMA
BY PALO ALTO NETWORKS

CORTEX
BY PALO ALTO NETWORKS

Knowledge at your fingertips

Instant access to insights

Guided automation

AVAILABLE TO BETA CUSTOMERS

AI and Cybersecurity - 2 Major Areas of Impact

**Improving Security
Outcomes with AI**

Securing AI Usage

WE BELIEVE ENTERPRISES NEED TO SECURE AI BY DESIGN



Track and monitor
AI usage for every
employee.



Secure every step
of AI app development
lifecycle and supply
chain.




Protect AI data
from unauthorized
access
and leakage at all
times.

Delivered as an extension
of existing cybersecurity solutions

To Secure AI by Design, We Are Launching a Comprehensive Set of Solutions

A circular icon with a glowing orange and yellow border, containing the text "AI Access".

**AI
Access**

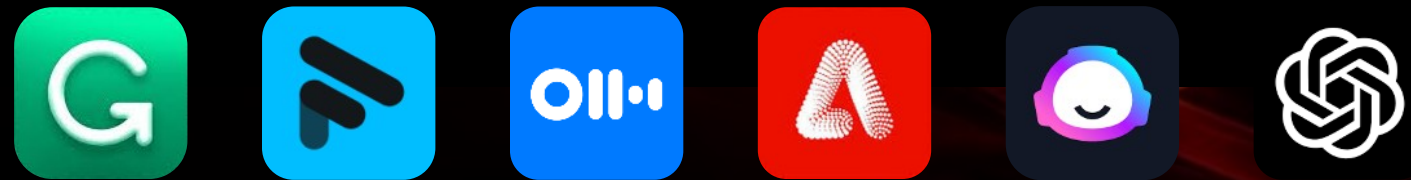
A circular icon with a glowing orange and yellow border, containing the text "AI-SPM".

**AI-
SPM**

A circular icon with a glowing orange and yellow border, containing the text "AI Runtime".

**AI
Runtime**

Employees Using GenAI Applications



Enterprises Building AI Applications



Securing AI Use by Employees



- ChatGPT
- Grammarly
- Vertex AI
- Hugging Face
- Coveo
- Elai
- Lightning AI
- Replicate
- Sapling AI
- ChatGPT
- Grammarly
- Copysmith
- SageMaker
- Adobe Firefly
- Codeium
- Hypotenuse
- Perplexity AI
- WandB
- NLP Cloud
- Swimm AI
- Copysmith
- SageMaker



Employees

Key Challenges to Enabling Safe AI Adoption



Understand GenAI Usage & Risk

Prevent Sensitive Data Loss

Defend Against Malicious Responses

CONVERSATIONAL CHATS



CODE ASSISTANTS & GENERATORS



1000s

VIDEO & IMAGE GENERATORS

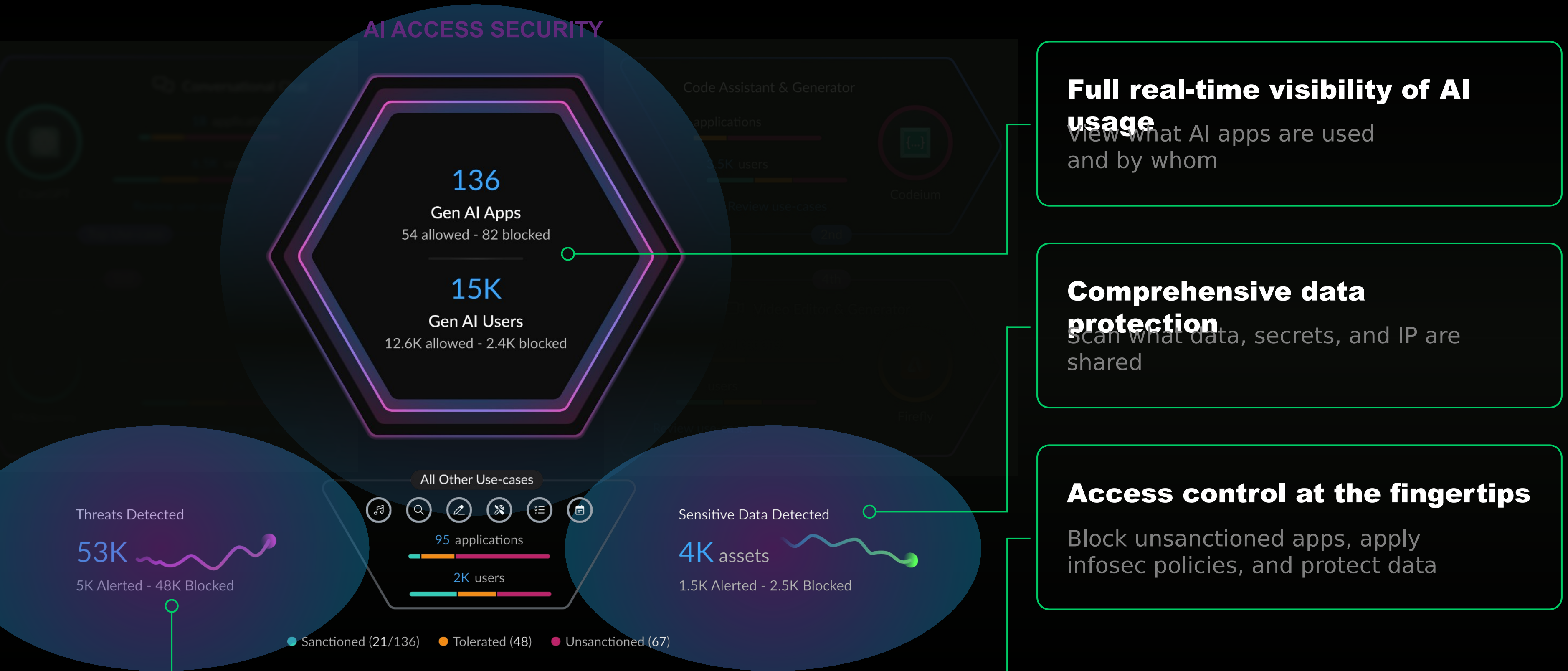


GenAI Applications

... +500 GENAI APPS

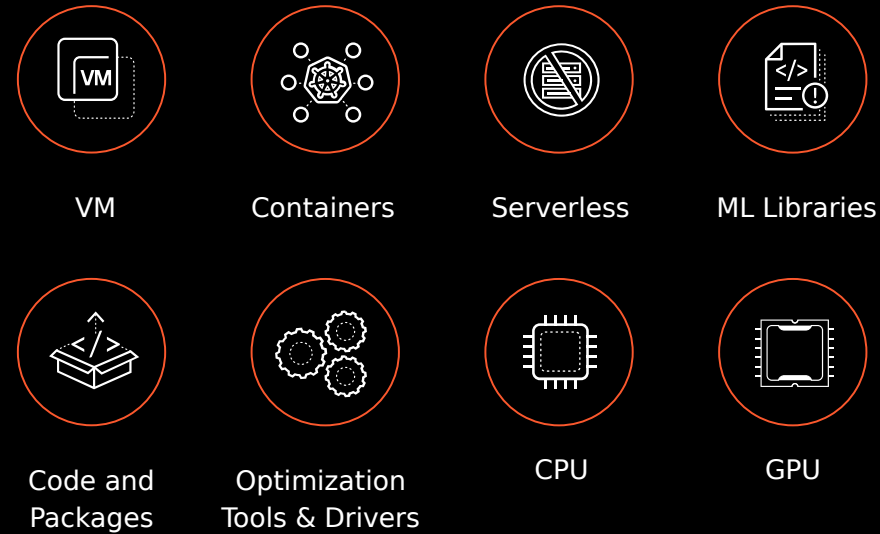


AI Access Security to Enable Safe AI Adoption to Employees

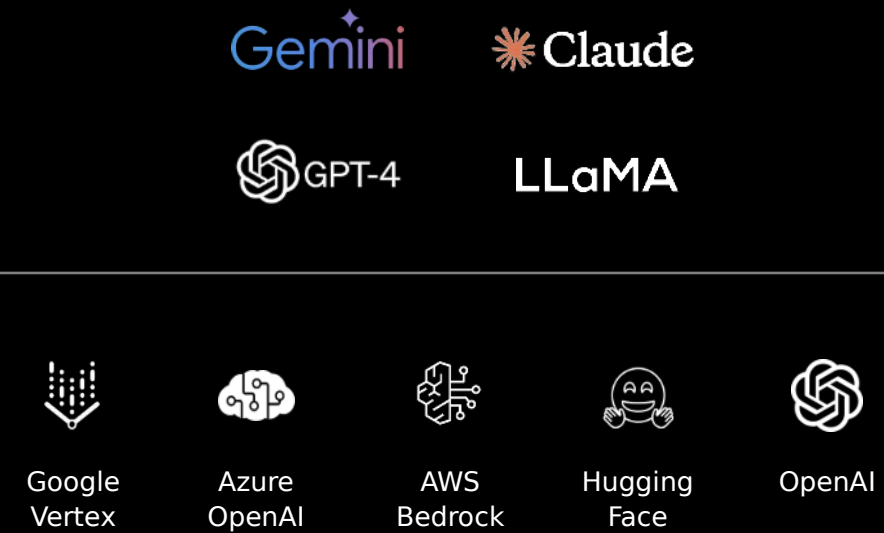


Enterprise AI Applications Use an Extended Tech Stack

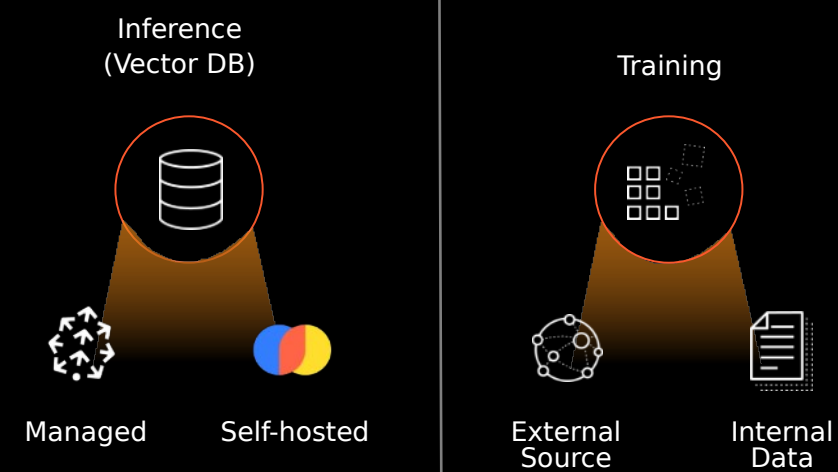
AI Infrastructure



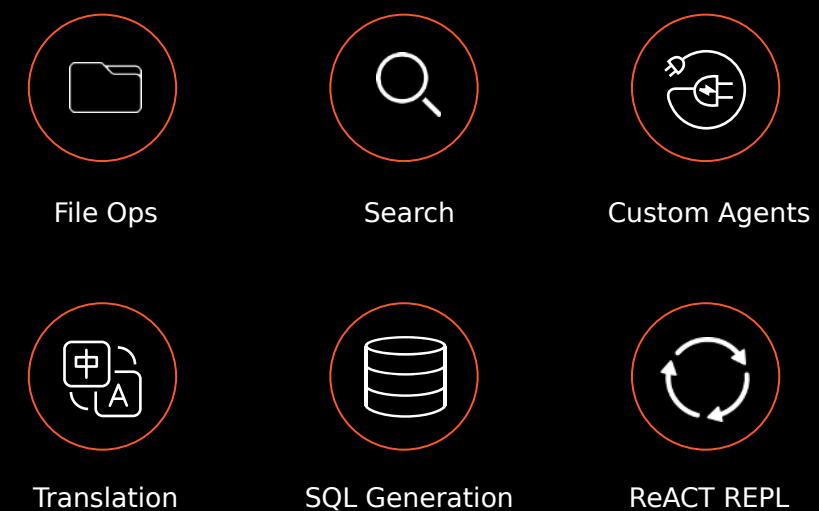
AI Models



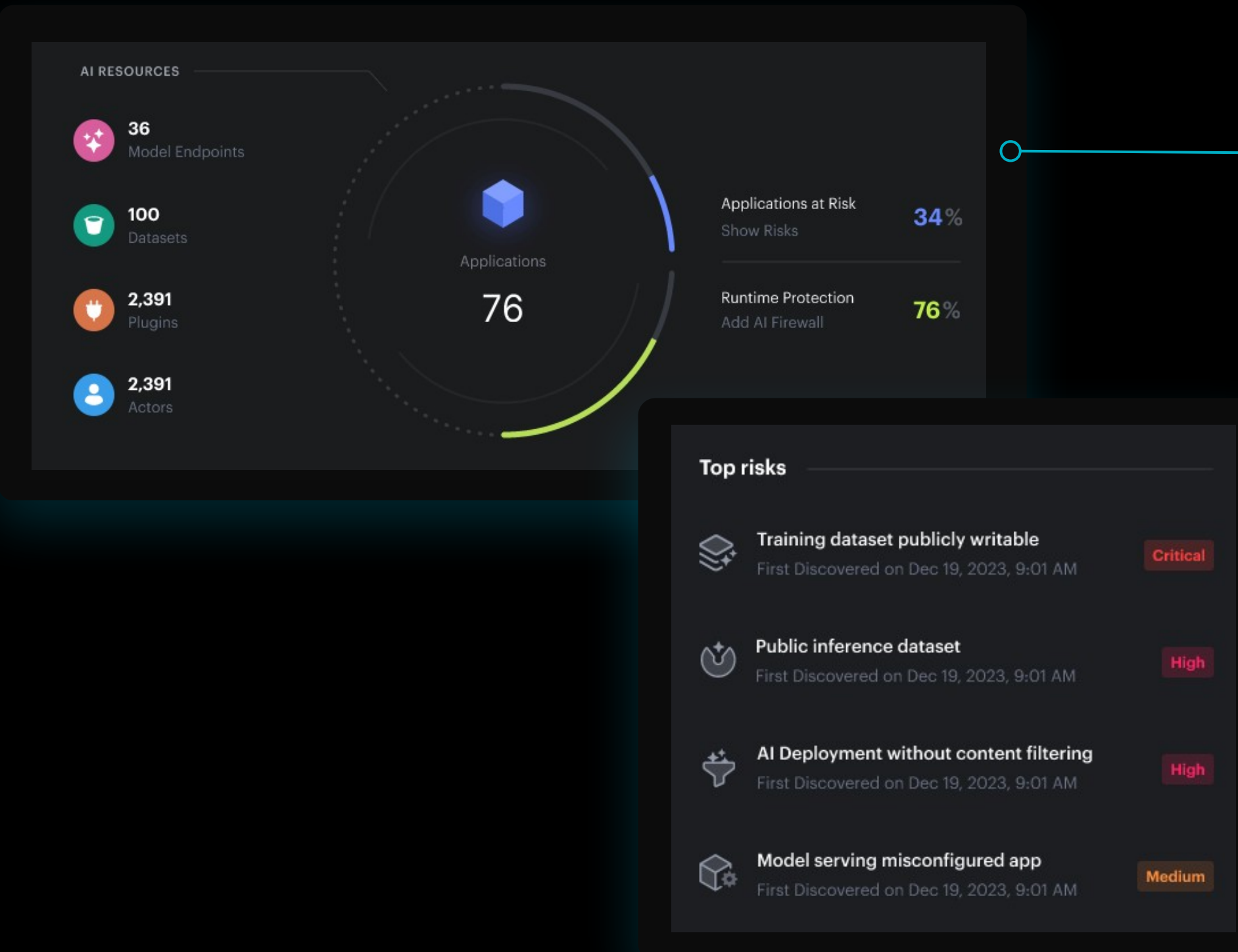
Datasets



Plugins & Agents



AI-SPM to Protect AI Apps from Malicious Building Blocks



Full discoverability of your entire AI ecosystem

View AI models, infra, datasets, and agents

Real-time assessment & identification

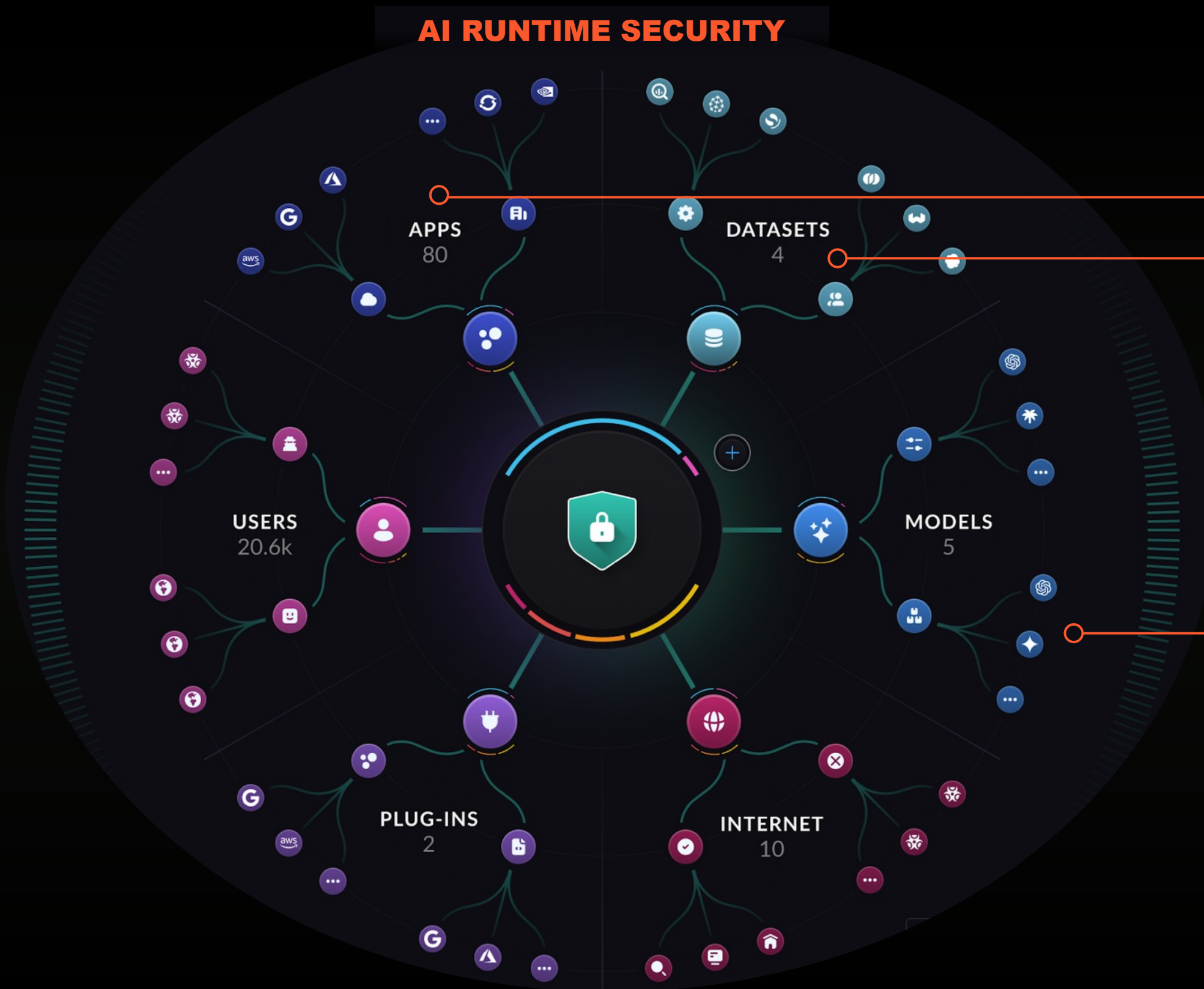
Analyze risk continuously with extensive threat intelligence

Prioritization and recommendation

Generate actionable insights and guided remediations

AI Runtime Security to Protect Apps, Models, and Data

AI RUNTIME SECURITY



AI App Protection

Stop zero-day threats in zero time

AI Data Protection

Protect sensitive data from being leaked

AI Model Protection

Safeguard AI models from misuse and attacks

Your journey to securing AI-powered apps by design

Discover AI Applications



Identify and calculate risk for all AI apps, models, users, and data

AI Stack Security



Reduce AI Model, infrastructure security risk and data exposure

Runtime Protection



Protect apps, models, and data from AI and foundational threats

Where We Started with AI for Employees



PALO ALTO NETWORKS
Digital Assistant

**Embedding Precision
AI Across Our
Portfolio**

**Securing AI
by Design**

**Radically Simplifying
Cybersecurity**

**We Are Ready to
Help You Win the
Fight**

*Sign up to dive deeper into Palo Alto
Networks AI products and capabilities.*



We Have Now Embedded **Precision AI** Technology Across Our Complete Portfolio

Precision AI



ZERO TRUST PLATFORM

Inspect connections and block attacks with Precision AI



CODE TO CLOUD™ PLATFORM

Identify and remediate cloud security issues at scale with Precision AI



AI-DRIVEN SOC PLATFORM

Real-time detection, investigation, and remediation with Precision AI

Thank You

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