

CounterCraft: Bold Awards Entry 2024

Discover CounterCraft

Specific. Actionable.

Threat intelligence powered by deception.

www.countercraftsec.com

Contents

01 Challenge Addressed

02 Market Gap Addressed

03 How we do it

04 Customer Base

03 Distribution

04 Traction

02 Competitors and Differentiators

03 Key competitive advantages

04 Business Model

03 Target Market

04 Key Achievements

Challenge Addressed

At CounterCraft, we are addressing a critical gap in the cybersecurity landscape: the need for proactive threat intelligence powered by deception.

Traditional cybersecurity measures often rely on reactive approaches, which can leave organizations vulnerable to sophisticated attacks that evolve rapidly. CounterCraft leverages advanced deception technology to lure attackers away from critical assets. This proactive approach not only detects threats but also gathers valuable intelligence on attacker behavior. The platform provides specific, actionable, real-time threat intelligence. This ensures that organizations can respond to threats immediately, reducing the risk of data breaches and other cyber incidents.

CounterCraft leverages advanced deception technology to lure attackers away from critical assets.

Our company is solving the problem of delayed threat detection and response. Many organizations struggle with identifying and mitigating threats in real-time, leading to significant data breaches and financial losses. We provide a solution that not only detects threats as they occur but also anticipates potential vulnerabilities before they can be exploited.

Market Gap Addressed

We are addressing the gap in the market for advanced, AI-driven cybersecurity solutions that offer real-time threat intelligence and automated response capabilities.

While many existing solutions focus on post-incident analysis, our approach emphasizes preemptive action and continuous monitoring, ensuring that our clients are always one step ahead of potential threats.



Solution Benefits

01

Proactive Threat Detection

Traditional cybersecurity measures often react to threats after they occur. CounterCraft's deception technology proactively lures attackers into a controlled environment, allowing organizations to detect and analyze threats in real-time.

02

Actionable Intelligence

The platform provides specific, actionable threat intelligence that can be immediately acted upon. This reduces the time between detection and response, minimizing potential damage.

03

Zero False Positives

One of the major issues in cybersecurity is the high number of false positives, which can overwhelm security teams. CounterCraft's technology ensures zero false positives, meaning that every alert is genuine and requires attention.

04

Integration and Versatility

CounterCraft's solutions integrate seamlessly with existing security infrastructures and can be deployed across various environments, including on-premise, cloud, and air-gapped networks. This versatility makes it suitable for a wide range of industries.

05

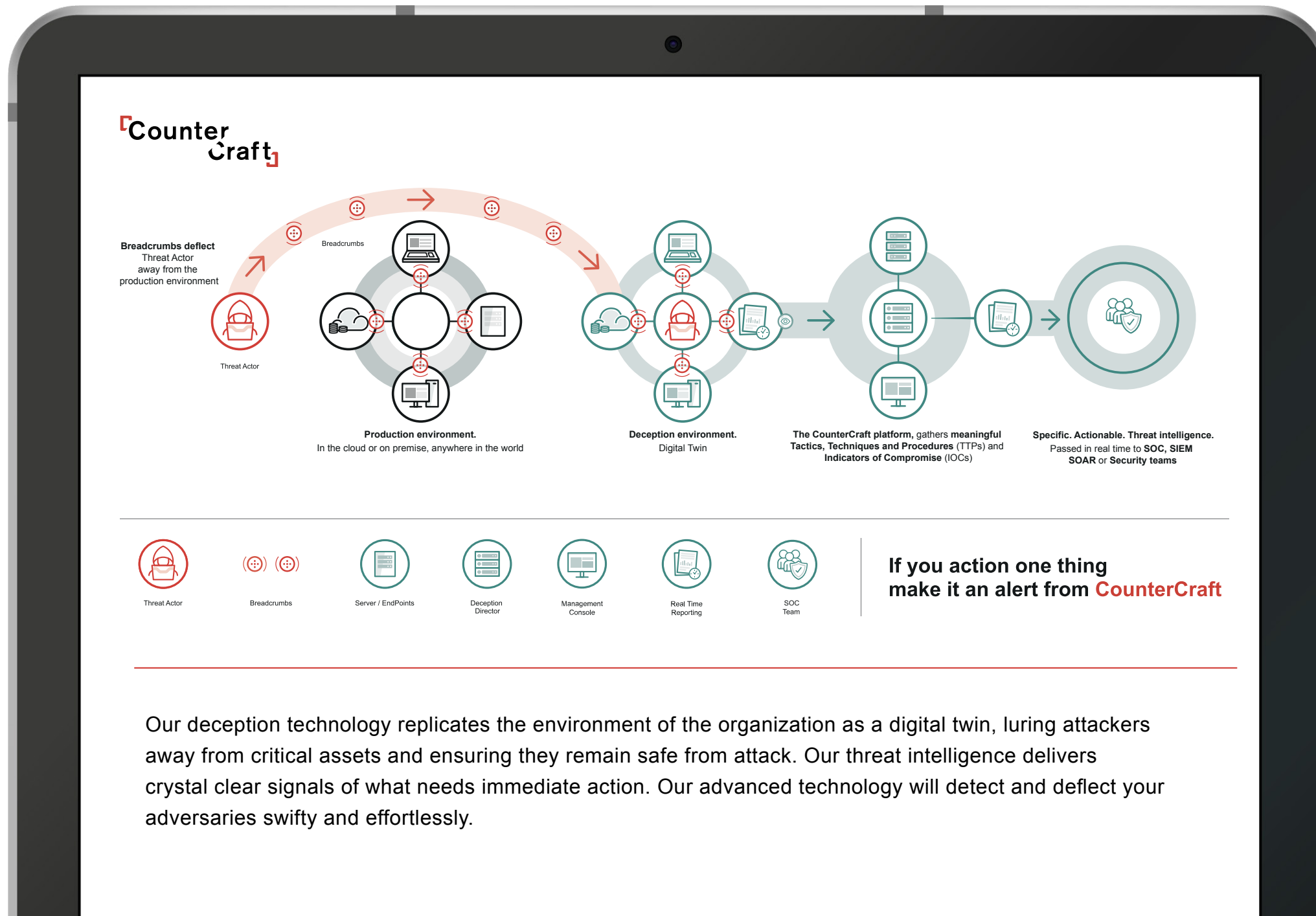
Advanced Deception Techniques

Unlike traditional honeypots, CounterCraft's deception technology creates sophisticated digital twins of an organization's environment. This allows for detailed study of attacker behavior and tactics, providing deeper insights and more effective defenses.

Counter Craft

By addressing these key challenges, CounterCraft is filling a critical gap in the market for advanced, proactive cybersecurity solutions that offer **real-time threat detection and actionable intelligence.**

How we do it



Customer Base

Sectors

Fortune 500, National Security & Defense, OT, Oil & Gas, Manufacturing, Financial Services, Energy, Retail, and Critical Infrastructure.

Job Titles

Chief Information Security Officer (CISO), Chief Security Officer (CSO), and Chief Risk Officer (CRO).

Locations

US, UK, Germany, Nordics, and the Middle East.

Challenge Addressed

CounterCraft distributes its products directly and through strategic partnerships with Value-Added Distributors (VADs) and Value-Added Resellers (VARs).

Key partnerships include Kite Distribution in the UK and Carahsoft in the US, which help expand reach and provide additional services like installation, customization, and ongoing support.

Traction

Since its launch in 2015, CounterCraft has:

10+

Expanded to 10 countries, including 7 at the nation-state level.

€12m

Raised an additional €12M in funding.

40

Increased its workforce from 3 to 40.

€5m+

Grown revenue from 0 to €5M+ per year.

€40m

Built a pipeline projected to reach €40M.

Hires

Made strategic hires across sales, HR, and technical teams.

4

Launched 4 new product releases.



Competitors and Differentiators

CounterCraft's platform allows security teams to discover threats before they penetrate the network, providing superior alerts of adversary activity and comprehensive threat intelligence.

Key competitive advantages include:

Early Detection:

Generates alerts of adversary activity earlier than any other system.

Comprehensive Intelligence:

Gathers real-time threat data and integrates it with existing workflows.

Real-Time Defense:

Adapts defenses in real-time to prevent disruption to daily activities.

		Counter Craft	SentinelOne / Attivo	ACALVIO	FORTINET	Microsoft	PACKETVIPER	illusive proofpoint.	zscaler	Fidelis Security	LUPOVIS
	Deception Platform	✓	✗ XDR	✓	✗ Network	✗ EDR	✓	✗ Email	✗ Zero Trust	✗ Network	✓
Deployment	Deployment Speed	●●●●●	●●●○○	●●●●○	●●●○○	●●●○○	●●●○○	●●●○○	●●○○○	●●●○○	●●●○○
	Deployment Models	●●●●●	●●●○○	●●●●●	●●●●●	●●●○○	●●●○○	●●●○○	●●●●●	●●●○○	●●●○○
	Breadcrumb & Deception Credibility	●●●●○	●●●○○	●●●○○	●●●○○	●●○○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○
Threat Intel	Adversary Threat Intelligence	●●●●●	●●○○○	●●●○○	●●●○○	●●●○○	●●●○○	●●○○○	●●●○○	●●●○○	●●●○○
	Threat Actor Database	●●●●●	●●○○○	●●●○○	●●○○○	●●○○○	●●○○○	●●○○○	●●●○○	●●●○○	●●●○○
Use Cases	Deception Campaign Templates	●●●●○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●○○○
	External Attack Surface Monitoring	●●●●●	●○○○○	●●●○○	●○○○○	●○○○○	●●●○○	●○○○○	●○○○○	●○○○○	●●●○○
	OT/IoT Specific Deception	●●●●○	●●●○○	●●●●○	●●●●●	●●○○○	●●●●●	●●○○○	●●●○○	●●●○○	●●●○○
Administration	Scalability	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●●●	●●●○○	●●●○○
	Admin	●●●●○	●●●○○	●●●○○	●●●●●	●●●●●	●●●○○	●●●●●	●●●○○	●●●○○	●●●○○
	Services & Support	●●●●○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●○○	●●●●●	●●●○○	●●●○○

Business Model

CounterCraft offers its platform through three core licensing models: cloud-hosted, on-premises, and high-security air-gapped solutions.

The company also collaborates with VADs, VARs, and distributors to expand its reach. The MSSP offering supports a flexible 'pay-as-you-go' pricing model, making it easier to demonstrate the platform's value.

Target Market

CounterCraft operates in both the threat intelligence and deception technology markets, benefiting from growth in these segments.



Team

Our dedicated team of 35 includes world-class developers, expert threat intelligence specialists, and a globally distributed sales force, all working together to deliver innovative cybersecurity solutions to clients around the world.



David Brown (CEO)

Responsible for revenue generation, with 20+ years of international sales management experience.



David Barroso (CTO and Founder)

Visionary and serial tech inventor, instrumental in setting up Telefónica's cybersecurity business.



Matt Gunston (CFO)

Manages financial, tax, treasury, and control matters, with significant M&A experience.



4.0

On track to deliver version 4.0 of the product.

Deals

Closed key renewals, upsells, and new business deals.

Markets

Expanded into new markets, including the USA and the Middle East.

Partner

Secured strategic partnerships with high-profile organizations like Penten and NATO.

14

Grew the partner program to 14 active partners.

Key Achievements (2023-2024):

CounterCraft: Thank you

Contact

Marti Buckley

Head of Marketing

mbuckley@countercraftsec.com

www.countercraftsec.com

Specific. Actionable.

Threat intelligence powered by deception.

www.countercraftsec.com