

external attack surface management

External Attack Surface Management: Safeguarding Your Digital Perimeter

external attack surface management is quickly becoming an essential practice for organizations aiming to protect their digital assets in an ever-evolving cyber threat landscape. As businesses expand their online presence through cloud services, remote work environments, and interconnected devices, the number of potential entry points for attackers grows exponentially. Understanding and controlling this external attack surface is vital to prevent breaches, data loss, and reputational damage.

In this article, we will explore what external attack surface management entails, why it matters, and how organizations can effectively implement strategies to monitor and reduce vulnerabilities exposed to the outside world.

What Is External Attack Surface Management?

At its core, external attack surface management (EASM) involves the continuous discovery, inventory, and assessment of all digital assets accessible from outside an organization's network. This includes websites, cloud infrastructure, public IP addresses, third-party services, and even forgotten or shadow IT resources that could serve as gateways for cyber attackers.

Unlike traditional vulnerability management, which tends to focus on internal systems, EASM emphasizes the outward-facing components that are visible and reachable over the internet. The goal is to create a comprehensive map of an organization's external footprint and identify any weaknesses before malicious actors do.

Why Focus on the External Attack Surface?

The external attack surface is often the first point of contact for cybercriminals. Attackers scan the internet relentlessly for vulnerabilities such as open ports, misconfigured cloud storage, exposed admin panels, and outdated software versions. Because these weaknesses are accessible remotely, they pose a significant risk even if internal defenses are strong.

Moreover, many organizations struggle with asset sprawl—unmanaged or forgotten domains, subdomains, and cloud resources that accumulate over time. These “unknown unknowns” increase the attack surface and create blind spots in security strategies. Without effective external attack surface management, companies leave themselves vulnerable to exploitation through overlooked vectors.

Key Components of Effective External Attack Surface

Management

To build a robust external attack surface management program, organizations should focus on several critical areas that collectively improve visibility and reduce risk.

Asset Discovery and Inventory

The first step in EASM is discovering every external-facing asset, including those not documented in internal records. Automated scanning tools combined with threat intelligence can help identify:

- Domains and subdomains linked to the organization
- Public cloud instances and storage buckets
- Third-party integrations and APIs
- Internet-facing applications and services

Maintaining an up-to-date inventory enables security teams to understand exactly what needs protection and prioritize remediation efforts.

Continuous Monitoring and Risk Assessment

Because the external attack surface is dynamic—assets can be added, removed, or altered frequently—it's crucial to implement continuous monitoring. This ongoing process detects new vulnerabilities, configuration changes, or suspicious activities in real time.

Risk assessment tools analyze the severity of exposed vulnerabilities and help prioritize fixes based on potential impact. For example, an exposed admin console with weak authentication poses a higher risk than a public-facing marketing website.

Threat Intelligence Integration

Incorporating threat intelligence feeds into the external attack surface management process allows organizations to stay ahead of emerging threats. By correlating discovered assets with known attacker behaviors, indicators of compromise (IOCs), and exploit techniques, security teams can proactively address weaknesses before they are targeted.

Best Practices for Managing Your External Attack Surface

Effectively managing your external attack surface requires more than just tools—it demands a strategic approach that blends technology, processes, and people.

1. Establish Clear Ownership and Accountability

Assign responsibility for external attack surface management to specific teams or individuals. Clear ownership ensures that asset discovery, monitoring, and remediation are consistently executed and aligned with broader cybersecurity goals.

2. Automate Wherever Possible

Manual tracking of external assets is impractical, especially for large organizations. Leveraging automation tools that perform continuous scanning and vulnerability assessment reduces human error and frees security teams to focus on analysis and response.

3. Collaborate Across Departments

External digital assets often span multiple departments—IT, marketing, development, and third-party vendors. Encouraging communication and collaboration among these groups helps uncover shadow IT and reduce unmanaged risks.

4. Implement a Risk-Based Prioritization Framework

Not all vulnerabilities carry the same weight. Adopt a risk-based approach to prioritize remediation efforts based on factors like asset criticality, exploitability, and potential business impact.

5. Regularly Update and Patch Systems

Keeping software, firmware, and configurations up to date is a fundamental step in shrinking the external attack surface. Timely patching addresses known vulnerabilities before attackers can leverage them.

Common Challenges in External Attack Surface

Management

Despite its importance, many organizations face hurdles when implementing EASM strategies.

Lack of Visibility

Without comprehensive tools and processes, gaining full visibility into all external assets can be difficult. This challenge is compounded by the rapid adoption of cloud services and remote work, which create constantly shifting environments.

Complexity of Modern IT Environments

Hybrid infrastructures incorporating on-premises, cloud, and third-party systems increase complexity. Managing the external attack surface across these diverse platforms requires sophisticated integration and coordination.

Resource Constraints

Smaller organizations may lack the budget, personnel, or expertise to deploy advanced external attack surface management solutions. Balancing security needs with resource availability remains a persistent challenge.

How Technology Supports External Attack Surface Management

Several types of technology tools have emerged to assist organizations in managing their external attack surfaces effectively.

Asset Discovery Tools

These tools scan the internet and various data sources to map all assets associated with an organization, including shadow IT and third-party services. They provide critical visibility and help maintain an accurate inventory.

Vulnerability Scanners

Once assets are identified, vulnerability scanners probe for known security weaknesses, misconfigurations, and outdated software versions. These insights enable targeted remediation.

Attack Surface Reduction Platforms

Some advanced platforms combine asset discovery, vulnerability management, threat intelligence, and remediation workflows into a unified dashboard. This holistic approach improves efficiency and decision-making.

Threat Intelligence Feeds

Integrating real-time threat intelligence helps organizations correlate external asset data with current cyber threats, enabling proactive defense measures.

Looking Ahead: The Future of External Attack Surface Management

As cyber threats grow more sophisticated, the importance of external attack surface management will only increase. Emerging trends such as artificial intelligence-powered discovery, machine learning-based risk scoring, and integration with Security Orchestration, Automation, and Response (SOAR) platforms are poised to enhance capabilities significantly.

Organizations that adopt a proactive and comprehensive approach to managing their external attack surface will be better positioned to defend against data breaches, ransomware, and other cyberattacks. Staying vigilant and continuously improving visibility over your digital perimeter is no longer optional—it's a critical part of modern cybersecurity resilience.

Frequently Asked Questions

What is external attack surface management (EASM)?

External attack surface management (EASM) is the continuous process of discovering, monitoring, and managing all publicly accessible digital assets of an organization to identify potential security risks and vulnerabilities before attackers can exploit them.

Why is external attack surface management important for organizations?

EASM is important because it helps organizations gain full visibility of their internet-exposed assets, reduce the risk of cyberattacks by identifying vulnerabilities early, ensure compliance, and improve their overall security posture.

How does external attack surface management differ from

traditional vulnerability management?

While traditional vulnerability management focuses on scanning known internal assets for vulnerabilities, EASM provides a broader view by discovering all external-facing assets, including unknown or shadow IT resources, and continuously monitoring them for risks.

What types of assets are typically monitored in external attack surface management?

Assets monitored in EASM include websites, web applications, cloud services, APIs, domain names, IP addresses, third-party services, and any other publicly accessible digital infrastructure associated with an organization.

What are common challenges faced in external attack surface management?

Common challenges include asset discovery complexity due to shadow IT, dynamic and constantly changing attack surfaces, managing large volumes of data, prioritizing risks effectively, and integrating EASM with existing security workflows.

How can automation enhance external attack surface management?

Automation helps by continuously discovering new assets, automatically scanning for vulnerabilities, correlating threat intelligence, generating alerts, and enabling faster remediation, thereby reducing manual effort and improving response times.

What role does threat intelligence play in external attack surface management?

Threat intelligence enriches EASM by providing context about emerging threats, attacker tactics, and indicators of compromise, helping organizations prioritize vulnerabilities based on real-world risks and proactively defend against potential attacks.

Additional Resources

External Attack Surface Management: An Essential Pillar of Modern Cybersecurity

external attack surface management (EASM) has emerged as a critical discipline in the cybersecurity landscape, addressing the growing complexity and expansiveness of digital footprints that organizations maintain. As enterprises increasingly rely on cloud services, third-party vendors, and interconnected devices, the external attack surface — comprising all publicly accessible assets — expands and evolves rapidly. This shift necessitates robust strategies to identify, monitor, and mitigate exposure to external threats before attackers can exploit vulnerabilities.

Understanding External Attack Surface Management

At its core, external attack surface management refers to the continuous process of discovering, monitoring, and managing all internet-facing assets that an organization owns or is associated with. These assets include websites, web applications, IP addresses, cloud instances, third-party services, and even shadow IT components that often go unnoticed. The main objective of EASM is to provide security teams with comprehensive visibility into these assets, enabling proactive identification of risks and potential entry points for cyberattacks.

Unlike traditional vulnerability management, which focuses primarily on known weaknesses within internal systems, EASM zeroes in on the organization's outward-facing infrastructure. The external attack surface is inherently dynamic; new assets may be spun up without formal approval, subdomains may be created, or outdated services may remain publicly accessible, all contributing to security blind spots.

The Growing Importance of Managing the External Attack Surface

Cybercriminals increasingly exploit weaknesses in external-facing infrastructure to initiate attacks such as phishing, ransomware, data breaches, and supply chain compromises. According to a recent report by IBM Security, 60% of breaches involved vulnerabilities in internet-facing assets. Given this trend, organizations that fail to maintain an up-to-date inventory of their external attack surface risk being blindsided by attackers exploiting unknown or unmanaged entry points.

Furthermore, the proliferation of cloud environments has magnified the challenge. Cloud misconfigurations, exposed storage buckets, and forgotten APIs can exponentially increase the attack surface, often beyond the direct control or awareness of security teams. EASM tools and methodologies are therefore indispensable in bridging visibility gaps.

Key Components and Features of External Attack Surface Management

Effective external attack surface management solutions typically encompass several core components designed to provide both breadth and depth of visibility:

Asset Discovery and Inventory

One fundamental feature is automated asset discovery, which uses techniques such as internet scanning, DNS enumeration, and passive data collection to identify all publicly accessible assets. This process extends beyond known corporate domains to include subdomains, IP ranges, connected cloud environments, and third-party services linked to the organization.

Continuous Monitoring and Alerting

Given the fluid nature of the external attack surface, continuous monitoring is essential. Modern EASM platforms provide real-time alerts whenever new assets appear, existing ones change, or known vulnerabilities are detected. This enables security teams to respond promptly to emergent risks.

Risk Prioritization and Vulnerability Assessment

Not all exposures carry the same level of risk. Advanced EASM solutions integrate vulnerability scanners and threat intelligence feeds to prioritize findings based on severity, exploitability, and business impact. This prioritization helps organizations allocate resources efficiently and remediate the most critical issues first.

Third-Party and Shadow IT Visibility

An often-overlooked element of the external attack surface is the impact of third-party vendors and shadow IT — unauthorized or unmanaged IT assets deployed by business units. EASM tools increasingly incorporate capabilities to identify and assess these external dependencies, which are common vectors for supply chain attacks.

Comparing EASM with Related Security Practices

While external attack surface management shares commonalities with vulnerability management and attack surface reduction, it occupies a distinct niche in the cybersecurity ecosystem.

- **Vulnerability Management:** Focuses on identifying and remediating security flaws within known internal or external systems but relies heavily on predefined asset inventories.
- **Attack Surface Reduction:** Involves configuring and hardening systems to minimize exposed services and ports but does not necessarily provide comprehensive visibility.
- **External Attack Surface Management:** Emphasizes discovery and continuous monitoring of all internet-facing assets, including unknown or unmanaged resources, providing a foundation for effective vulnerability management and reduction efforts.

This delineation highlights why EASM is often considered a prerequisite for effective vulnerability management, particularly in complex and distributed environments.

Challenges in Implementing External Attack Surface Management

Despite its clear benefits, deploying an effective EASM program is not without obstacles. Key challenges include:

1. **Dynamic and Expanding Environments:** Rapid cloud adoption and DevOps practices can create ephemeral assets that are difficult to track consistently.
2. **Data Overload and False Positives:** Automated scanning can generate vast amounts of data, requiring sophisticated filtering and prioritization mechanisms to avoid alert fatigue.
3. **Integration with Existing Tools:** EASM platforms must seamlessly integrate with SIEM, SOAR, and vulnerability management systems to maximize operational efficiency.
4. **Resource Constraints:** Smaller organizations may lack the personnel or expertise to interpret findings and respond effectively.

Addressing these challenges often involves combining automated tools with skilled human analysis and establishing clear processes for asset ownership and risk remediation.

Emerging Trends and the Future of External Attack Surface Management

The external attack surface is set to grow even more complex as organizations embrace digital transformation initiatives. In response, EASM solutions are evolving along several fronts:

Integration of Artificial Intelligence and Machine Learning

AI-driven analytics enhance the accuracy of asset discovery, anomaly detection, and risk prioritization, helping to reduce false positives and accelerate response times.

Expansion into Digital Risk Protection

Some EASM platforms are broadening their scope to include digital risk protection services, such as brand monitoring and threat intelligence related to social media and dark web activity, thereby providing a more holistic defense posture.

Deeper Cloud and Container Visibility

As containerization and multi-cloud strategies become standard, EASM tools are adapting to track and assess the security posture of these dynamic environments in real time.

Collaboration Across Security and IT Teams

The complexity of the external attack surface necessitates cross-functional collaboration. Emerging platforms focus on improved workflows and integrations that align security, IT operations, and development teams around shared asset visibility and risk management goals.

External attack surface management is no longer optional but a foundational element of cybersecurity strategy in an era of hyper-connectivity. By continuously illuminating the external perimeter — in all its sprawling and shifting complexity — organizations can proactively mitigate risks, prioritize remediation, and ultimately fortify their defenses against increasingly sophisticated cyber threats.

External Attack Surface Management

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What you will learn

- Design a zero-trust strategy and architecture
- Evaluate GRC technical and security operation strategies
- Apply encryption standards for data protection
- Utilize Microsoft Defender tools to assess and enhance security posture
- Translate business goals into actionable security requirements
- Assess and mitigate security risks using industry benchmarks and threat intelligence
- Optimize security operations using SIEM and SOAR technologies
- Securely manage secrets, keys, and certificates in cloud environments

Who this book is for This book targets is for IT professionals pursuing the Microsoft Cybersecurity Architect Expert SC-100 certification. Familiarity with the principles of administering core features and services within Microsoft Azure, Microsoft 365 and on-premises related technologies (server, active directory, networks) are needed. Prior knowledge of integration of these technologies with each other will also be beneficial.

external attack surface management: The CISO Playbook Andres Andreu, 2024-11-01

A CISO is the ultimate guardian of an organization's digital assets. As a cybersecurity leader, a CISO must possess a unique balance of executive leadership, technical knowledge, strategic vision, and effective communication skills. The ever-evolving cyberthreat landscape demands a resilient, proactive approach coupled with a keen ability to anticipate attack angles and implement protective security mechanisms. Simultaneously, a cybersecurity leader must navigate the complexities of balancing security requirements with business objectives, fostering a culture of cybersecurity awareness, and ensuring compliance with regulatory frameworks. The CISO Playbook aims to provide nothing but real-world advice and perspectives to both up-and-coming cybersecurity leaders as well as existing ones looking to grow. The book does not approach cybersecurity leadership from the perspective of the academic, or what it should be, but more from that which it really is. Moreover, it focuses on the many things a cybersecurity leader needs to “be” given that the role is dynamic and ever-evolving, requiring a high level of adaptability. A CISO's career is touched from many differing angles, by many different people and roles. A healthy selection of these entities, from executive recruiters to salespeople to venture capitalists, is included to provide real-world value to the reader. To augment these, the book covers many areas that a cybersecurity leader needs to understand, from the pre-interview stage to the first quarter and from security operations to the softer skills such as storytelling and communications. The book wraps up with a focus on techniques and knowledge areas, such as financial literacy, that are essential for a CISO to be effective. Other important areas, such as understanding the adversaries' mindset and self-preservation, are covered as well. A credo is provided as an example of the documented commitment a cybersecurity leader must make and remain true to.

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- Practical insights to master and crack the SC-100 certification to advance your career

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Ultimate Microsoft Cybersecurity Architect SC-100 Exam Guide is your definitive resource for mastering the SC-100 exam and advancing your career in cybersecurity. This comprehensive

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WHO IS THIS BOOK FOR? This book is tailored for IT professionals, security analysts, administrators, and network professionals seeking to enhance their cybersecurity expertise and advance their careers through SC-100 certification. Individuals with foundational knowledge in cybersecurity principles, including experience in security operations, identity management, and network security, will find this book invaluable for learning industry best practices and practical applications on their path to mastering the field. TABLE OF CONTENTS 1. Zero Trust Frameworks and Best Practices Simplified 2. Cloud Blueprint-Conforming Solutions 3. Microsoft Security Framework-Compliant Solutions 4. Cybersecurity Threat Resilience Design 5. Compliance-Driven Solution Architecture 6. Identity and Access Control Design 7. Designing Access Security for High-Privilege Users 8. Security Operations Design 9. Microsoft 365 Security Design 10. Application Security Design 11. Data Protection Strategy Development 12. Security Specifications for Cloud Services 13. Hybrid and Multi-Cloud Security Framework 14. Secure Endpoint Solution Design 15. Secure Network Design Index

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external attack surface management: Mastering Windows 365 Christiaan Brinkhoff, Sandeep Patnaik, Morten Pedholt, 2024-11-29 Unlock advanced IT Pro skills for Windows 365, Intune, Intune Suite, Microsoft Copilot, AI PCs, and more—build expertise from the ground up! Key Features Practical guide to deploying and managing Windows 365 cloud PCs with real-world scenarios Detailed coverage of advanced features, including Microsoft Intune, Graph API, and Security Copilot Insights from Microsoft experts who played a key role in shaping Windows 365 and Azure Virtual Desktop Book Description Windows 365 Cloud PC continues to evolve, integrating AI-driven management, enhanced security, and expanded capabilities to provide a seamless cloud-based Windows experience. This second edition builds on the foundation of the first, incorporating new content on Intune Suite, Copilot+ AI PCs, Windows App, and advanced security with Security Copilot to help IT professionals deploy, manage, and optimize Windows 365 Cloud PCs effectively. This edition expands beyond the basics, covering Intune Suite's role in optimizing and securing deployments, new methods for application management and delivery, and insights into Windows 365 Link for hybrid cloud environments. You'll also explore AI-powered administration with Security Copilot, providing intelligent security management and automation. Written by experts from the Windows 365 product team and a Microsoft MVP, this book provides practical guidance, best practices, and real-world insights to help you master modern Windows cloud management. Whether you're working with Windows 365, Intune Suite, or AI-powered administration, this guide equips you with the latest tools and strategies to stay ahead in cloud computing.What you will learn Deploy and configure Windows 365 cloud PCs for a seamless cloud experience Manage and secure cloud PCs using Microsoft Intune Automate workflows with Microsoft Graph to improve efficiency Strengthen security with Copilot in Intune and Microsoft security protocols Optimize performance, diagnose issues, and troubleshoot cloud environments Explore future advancements in cloud computing and Windows 365 Secure Windows 365 Cloud PC connections using best practices Who this book is for This book is for IT administrators, architects, consultants, and CIOs looking to leverage and design Windows 365 cloud PCs effectively and train for the Modern Desktop MD-102 Administrator certification. This book is also for anyone seeking to move their virtualization or Windows endpoints to the cloud with ease. Basic understanding of modern management based on Microsoft Intune and Microsoft 365 is required.

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external attack surface management: Edge Computing - EDGE 2022 Min Luo, Liang-Jie Zhang, 2022-12-15 This book constitutes the proceedings of the 6th International Conference on Edge Computing, EDGE 2022, held as part of the Services Conference Federation, SCF 2022, held in Honolulu, HI, USA, in December 2022. The 5 full and 2 short papers presented in this volume were carefully reviewed and selected from 16 submissions. The International Conference on Edge Computing (EDGE) aims to become a prime international forum for both researchers and industry practitioners to exchange the latest fundamental advances in the state of the art and practice of edge computing, identify emerging research topics, and define the future of edge computing.

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external attack surface management: Microsoft Defender for Endpoint Shailender Singh,

2025-04-29 DESCRIPTION Microsoft Defender for Endpoint is a powerful tool for securing your environment, and this book is your practical guide to using it effectively. Written by an engineer who works hands-on with the daily challenges of IT infrastructure, it covers everything from on-prem data centers to cloud platforms like AWS, Azure, and GCP, across Windows, Linux, macOS, Android,

and Kubernetes. This book offers a focused, practical guide to MDE, covering its architecture, evolution, and key features. While centered on MDE, it also addresses broader cybersecurity concepts relevant to DevOps, SREs, developers, system administrators, and newcomers entering the field. You will explore endpoint protection principles, the threat landscape, and frameworks like MITRE ATT&CK, along with deployment across Windows, macOS, and Linux. It covers EDR, SOC operations, data protection with Microsoft Purview, and incident response using Live Response. With rising threats powered by AI, deepfakes, and organized cybercrime, this guide prepares you to secure hybrid and cloud infrastructures using Microsoft Defender for Azure and Microsoft 365, backed by practical configurations, case studies, and a forward-looking view of endpoint security. By the time you reach the final chapter, you will possess a strong technical understanding of MDE, equipped with the practical knowledge to confidently implement, manage, and leverage its full capabilities to defend your digital assets and enhance your organization's security posture.

WHAT YOU WILL LEARN

- Understanding of security domains like XDR, MDR, EDR, CASB, TVM, etc.
- Learn to perform the SOC analyst and security administrator roles using Microsoft security products.
- Security incident management and problem management using Microsoft security.
- Advanced hunting queries like Kusto Query Language (KQL).
- Management of MDE and endpoints through Microsoft Intune Endpoint Manager.
- Management of MDE using the Security Web Portal.
- Learn cloud and container security and DevSecOps techniques around it.
- Learn cross-platform (Linux, macOS, and Android) endpoint security.

WHO THIS BOOK IS FOR This book is for college graduates, DevOps, SRE, software developers, system administrators who would like to switch to a security profile, or especially into the early starting roles like SOC analyst, security administrators, or would like to learn the Microsoft security products. A foundational understanding of endpoint security concepts and Windows/macOS/Linux operating systems will be beneficial for readers.

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Yuri Diogenes, 2024-10-31 Implement the entire CNAPP lifecycle from designing, planning, adopting, deploying, and operationalizing to enhance your organization's overall cloud security posture. Key Features Master the CNAPP lifecycle from planning to operationalization using real-world practical scenarios. Dive deep into the features of Microsoft's Defender for Cloud to elevate your organization's security posture. Explore hands-on examples and implementation techniques from a leading expert in the cybersecurity industry

Book Description Cloud security is a pivotal aspect of modern IT infrastructure, essential for safeguarding critical data and services. This comprehensive book explores Cloud Native Application Protection Platform (CNAPP), guiding you through adopting, deploying, and managing these solutions effectively. Written by Yuri Diogenes, Principal PM at Microsoft, who has been with Defender for Cloud (formerly Azure Security Center) since its inception, this book distills complex concepts into actionable knowledge making it an indispensable resource for Cloud Security professionals. The book begins with a solid foundation detailing the why and how of CNAPP, preparing you for deeper engagement with the subject. As you progress, it delves into practical applications, including using Microsoft Defender for Cloud to enhance your organization's security posture, handle multicloud environments, and integrate governance and continuous improvement practices into your operations. Further, you'll learn how to operationalize your CNAPP framework, emphasizing risk management & attack disruption, leveraging AI to enhance security measures, and integrating Defender for Cloud with Microsoft Security Exposure Management. By the end, you'll be ready to implement and optimize a CNAPP solution in your workplace, ensuring a robust defense against evolving threats.

What you will learn

Implement Microsoft Defender for Cloud across diverse IT environments Harness DevOps security capabilities to tighten cloud operations Leverage AI tools such as Microsoft Copilot for Security to help remediate security recommendations at scale Integrate Microsoft Defender for Cloud with other XDR, SIEM (Microsoft Sentinel) and Microsoft Security Exposure Management Optimize your cloud security posture with continuous improvement practices Develop effective incident response plans and proactive threat hunting techniques Who this book is for This book is aimed at Cloud Security Professionals that work with Cloud Security, Posture Management, or Workload Protection. DevOps Engineers that need to have a better understanding of Cloud Security Tools and SOC Analysts that need to understand how CNAPP can enhance their threat hunting capabilities can also benefit from this book. Basic knowledge of Cloud Computing, including Cloud Providers such as Azure, AWS, and GCP is assumed.

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book fills the gap left by other resources, providing clear guidance on translating business alignment concepts into practice. If you're a cybersecurity professional aspiring to a CISO role or an existing CISO seeking to enhance your strategic leadership skills and business acumen, this book is your roadmap. It is designed to bridge the gap between the technical and business worlds and empower you to become a strategic leader who drives value and protects your organization's most critical assets.

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