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## **WhiteHawk Releases CyberPath Decision Engine 2.0**

*Artificial Intelligence, patent pending technology to understand and address customer company cyber security needs at scale*

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### **Highlights**

- WhiteHawk has released version 2.0 of its CyberPath Decision Engine, an online cyber security business risk identification tool designed to drive transaction activity on the WhiteHawk Exchange.
- The proprietary artificial intelligence, patent pending technology offers an advanced, customised approach to understanding and addressing small to medium business (SMB) cyber security needs at scale.
- The Decision Engine questionnaire, CyberPath, has been revamped and offers a new look and feel to enhance the online user experience.
- Upon completion of the advanced CyberPath questionnaire, customers will be automatically offered three solution bundle options: Basic, Balanced, and Advanced.
- The solution bundle options are intuitively selected from over 500 SMB-focused cyber security products and services from both sector specific and wider market large scale vendors available on the WhiteHawk online Marketplace.
- This technology further differentiates WhiteHawk's e-commerce offering from the traditional people intensive market channels and enables a fully customised set of buying options and online automated sales.

Perth, WA and Alexandria, VA – WhiteHawk Limited (ASX:WHK) (“WhiteHawk or “the Company”), the first global online cyber security exchange enabling small-to-medium businesses to take smart action against cyber-crime and fraud, today announced the release of version 2.0 of its Decision Engine.

The Decision Engine utilises patent pending artificial intelligence and machine learning technology to identify a company's cyber security comparative risk profile. Building on its established capabilities in identifying a customer's industry and the size and scope of associated risks, version 2.0 offers a more advanced, individualised approach to evaluating risks specific to the business, which involves understanding their cyber security maturity level and determining what types of solution sets a customer is best equipped to handle. As WhiteHawk is learning more every day about their SMB customers through its machine learning decision engine, the approach will continue to be refined and further tailored to each individual customer.

The Decision Engine questionnaire, known as CyberPath, has been revamped in version 2.0, offering a new look and feel to enhance the online user experience. Information from the questionnaire feeds the Decision Engine in real time to provide customers with three bundle options – Basic,



Balanced, and Advanced. These bundle options are tailored to the customer and provide a holistic package for even the most non-technical purchaser:

1. the Basic bundle is the bare minimum needed “to lock the windows and doors”;
2. the Balanced set of options is the best practice approach; and
3. the Advanced bundle addresses all known sector regulations, threat vectors, prevention, mitigation, and response – at affordable price points.

Terry Roberts, Executive Chair of WhiteHawk, commented, “Version 2.0 of our Decision Engine is a meaningful milestone that our team has been diligently working toward for the past few months and we are very excited for it to be up and running within the WhiteHawk Exchange. This technology further differentiates our online offering and enables a fully customised set of buying options and online automated sales. Importantly, the new Decision Engine offers our customers a more efficient and effective online experience designed to drive increased transaction activity and conversion rates.”

WhiteHawk continually works to optimise and build customer data sets to drive their machine learning capabilities. Decision Engine 2.0 Risk Profile is free to complete and can be accessed at [www.whitehawk.com](http://www.whitehawk.com).

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**About WhiteHawk**

Launched in 2016, WhiteHawk began as a cyber security advisory service with a vision to develop the first self-service cyber security exchange simplifying how businesses discover, decide, and purchase cyber security solutions. Today, we help US and Australian companies to connect to content, solutions, and service providers through evolving our rich data and user experience. WhiteHawk is a cloud-based cyber security exchange platform that delivers ‘solutions on demand’ for small to midsize enterprises. The platform enables customers to leverage their custom Security Story to find cyber tools, content, and relevant services through our algorithms to better understand how to improve and stay ahead of threats. The Platform enables companies to fill their needs on an ongoing basis with demonstrated cost and time savings. For more information, visit [www.whitehawk.com](http://www.whitehawk.com).