

Broadcom Tech Day 2024

at Mohegan Sun

OCTOBER 18, 2024 | UNCASVILLE, CONNECTICUT

Overview

Broadcom will be hosting a half-day event for its customers and partners on October 18, 2024 at Mohegan Sun in Uncasville, Connecticut. The day begins with lunch, followed by an afternoon of product and thought leadership sessions. The following highlights the sessions planned for the Endpoint Security track. After these sessions, attendees are invited to expand their peer network at a cocktail reception and then join us for dinner at Michael Jordan’s Steakhouse.

Endpoint Security Track

Time	Session Title & Descriptions
1:30pm - 2:30pm	<p>The 2024 Ransomware Threat Landscape: What’s Fueling the Epidemic?</p> <p>In their recent report, Verizon found that “roughly one-third of all breaches involved ransomware or some other extortion technique.” In this session, the Symantec Threat Hunter Team will provide insights on the 2024 threat landscape with a focus on the “ransomware epidemic”. The Threat Hunters will discuss their own ransomware threat intelligence research, third-party analyst data from the Enterprise Strategy Group as well as best practices and ways to mitigate these new ransomware threats and techniques, including Symantec Adaptive Protection.</p> <p>Speaker: Symantec Threat Team</p>
2:30pm - 3:30pm	<p>Combating Advanced Email Threats: Leveraging AI and Machine Learning</p> <p>Email is the most common method cyber criminals use to launch and distribute advanced threats such as spear phishing, ransomware, and BEC (business email compromise) scams. Over time these attacks have evolved from mass mailed, poorly written, and badly translated attempts to defraud consumers to highly sophisticated targeted attacks successfully stealing millions of dollars from some of the largest companies in the world. In this session, we will examine how both attackers and defenders are leveraging AI and machine learning in the email security battle.</p> <p>Speaker: Jen Zeman</p>
3:30pm - 4:00pm	Break

Time	Session Title & Descriptions
4:00pm - 5:00pm	<p>Securing the Enterprise: Effective Patch Management and Vulnerability Remediation</p> <p>Did you know that in 2023, nearly three quarters of attacks were launched through vulnerabilities that were exposed and documented in or before 2017? We all know the famous saying, those who do not learn from history are doomed to repeat it. So why are known, and quite old, vulnerabilities still being exploited? One reason is that many people incorrectly believe that vulnerability management products remediate vulnerabilities. Unfortunately, these products often focus on mitigation rather than remediation. In this session, we will introduce you to our IT Management Suite (formerly Alteris) and highlight its role in the remediation of vulnerabilities across your endpoints and servers.</p> <p>Speaker: Mike Grueber</p>
5:00pm - 6:00pm	<p>Harnessing the Digital Revolution: Protecting Data in the Application Economy</p> <p>Technology has long played a pivotal role in business strategy and growth, but the digital revolution is unlike anything we have previously experienced. The application economy is global, responsive, customer-focused, and technology-driven—with data at the center of it all. Data drives business, and every year, exponentially more of it is created and needs to be protected. In this session, we will introduce you to our PGP Encryption Suite, which offers a comprehensive set of capabilities to encrypt both data at rest and data in motion for endpoints. Allow your users to be productive from anywhere while ensuring the protection of sensitive data stored on their devices.</p> <p>Speaker: Mike Wolfe</p>

Join us at the Mohegan Sun for an event designed to empower your business, build your networks, and help you accelerate the value you are getting for your Broadcom software investments by clicking the button below.

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