Video Storyboard

for

Project: Qualys FIM with FAM and Agentless Network Support

Q1 2024

ACT I

Scene I

FIM

Video: Stock video of tech watching computer monitor
Screen copy: FIM
Colors: Light green/yellow/blue
Vocal Tone: Upbeat, friendly, professional
Music: Corporate, high-energy, professional

Voice Over: What is File Integrity Monitoring?

Scene II

Video: Screenshot video of Qualys FIM
Screen copy: none
Colors: Light green/yellow/blue
Vocal Tone: Upbeat, friendly, professional
Music: Corporate, high-energy, professional

Voice Over: FIM is a critical cybersecurity solution that monitor files for unauthorized access.

Scene III

Video: Security incident stock video
Screen copy: none
Colors: Light green/yellow/blue
Vocal Tone: Upbeat, friendly, professional
Music: Corporate, high-energy, professional

Voice Over: Which can help prevent security breaches, compliance audit failures, and brand damage

ACT I

Scene IV

Video: Stock video of old telephone next to iPhone
Screen copy: none
Colors: Orange, black, red, darker
Vocal Tone: Transition to concerned tone, faster delivery, more staccato
Music: Transition to ominous, darker tone

Voice Over: But not all FIM solutions are created equal.

Scene V

Video: Stock video of someone yelling into a megaphone
Screen copy: none
Colors: Gray, red, orange
Vocal Tone: Concerned tone, faster delivery, more staccato
Music: Serious

Voice Over: Most create too much noise, resulting in too many false alerts

Scene VI

Video: Stock video of concerned IT pro
Screen copy: 30%
Colors: Orange, black, red, darker
Vocal Tone: Concerned tone, faster delivery, more staccato
Music: Ominous, darker tone

Voice Over: Most organizations ignore around 30 percent of alerts, which could trigger breaches and audit failures

ACT II

Scene I

Video: Stock video of concerned executive
Screen copy: Verizon logo
Colors: White, black, gray
Vocal Tone: Concerned tone, faster delivery, more staccato
Music: Serious

Voice Over: In fact, Verizon says many firms fail audits due to inadequate FIM capabilities.

Scene II

Video: Stock video of concerned IT team discussing options
Screen copy: question mark (?)
Colors: Gray, red, orange
Vocal Tone: Concerned tone, faster delivery, more staccato
Music: Serious

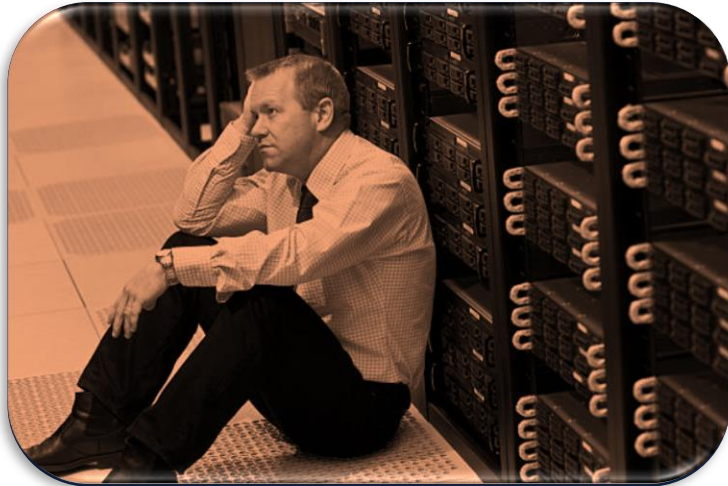Voice Over: What's needed to ensure your FIM solution can help prevent severe consequences?

Scene III

Video: Stock photos of security breach headlines
Screen copy: five dollar signs ($$$$$)
Colors: Orange, black, red, darker
Vocal Tone: Concerned tone, faster delivery, more staccato
Music: Ominous, darker tone

Voice Over: Which could cost your firm millions?

ACT III

Scene I

Video: Stock video of frustrated IT professional
Screen copy: none
Colors: red, orange
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: First, to lower costs and complexities, a FIM solution should not require a separate agent and platform.
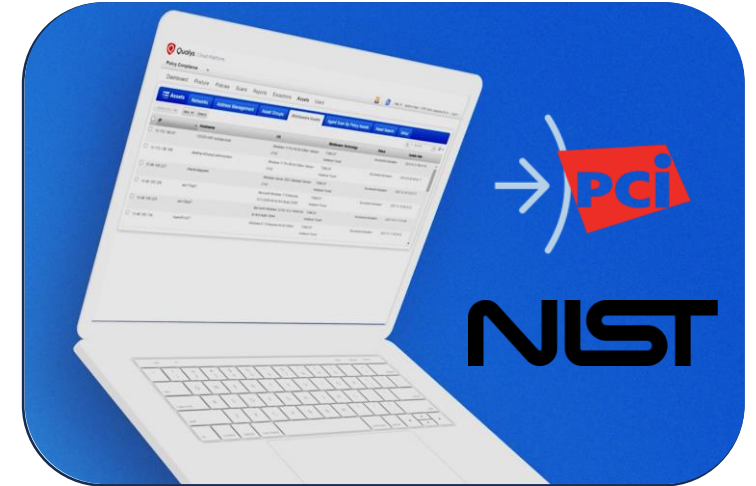
Scene II

Video: Stock video of smiling it pro using one mouse click
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: It should be simple to use, requiring only one click and few minutes to activate.

Scene III

Video: Computer displaying Qualys dashboard with PCI logo & NIST logo
Screen copy: PCI logo, NIST logo
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: Then you're audit-ready for PCI DSS 4.0, HIPAA 2023, GDPR, ISO, and dozens of other compliance mandates including the new NIST cybersecurity framework 2.0.
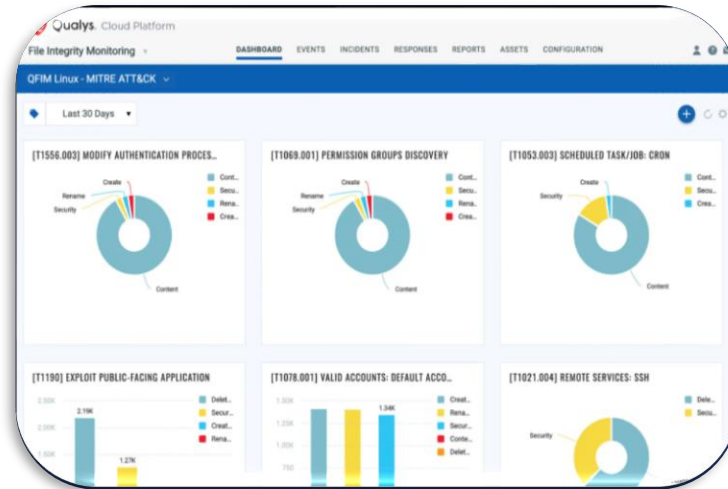
ACT III

Scene IV
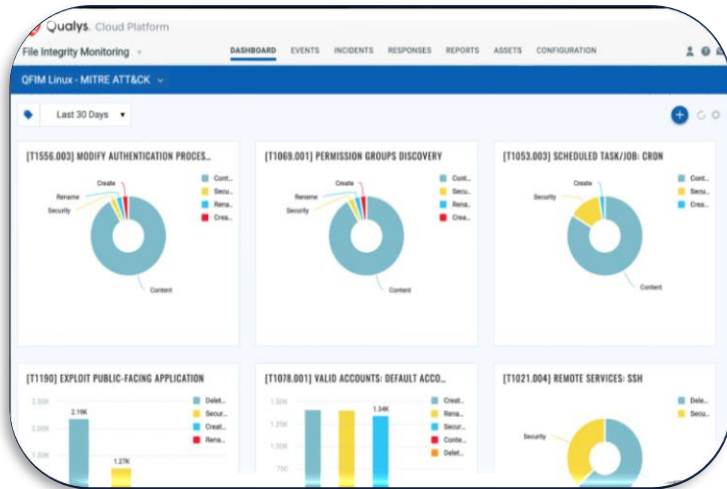
Video: Qualys FIM screenshot video
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: You should be able to import ready-to-use profiles to ensure compliance, minimize ongoing adjustments, and generate relevant data for a specific framework...
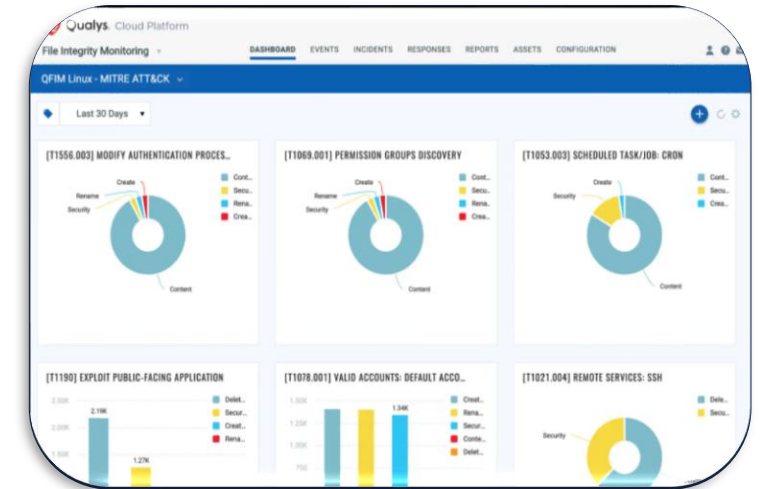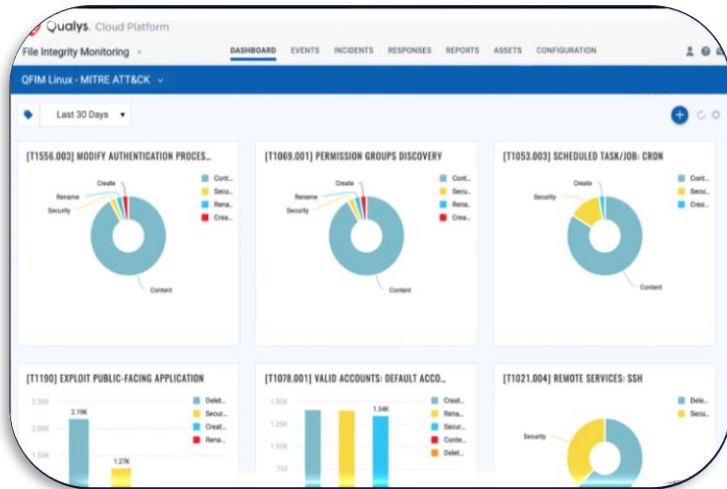
Scene V

Video: Qualys FIM screenshot video
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: You'll want to customize your monitoring experience and add rules with detailed granularity and advance filters.

Scene VI

Video: Qualys FIM screenshot video
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: Most importantly, to minimize costly IT support tickets and analyst efforts, you want to cut out the noise.

ACT III

Scene VII
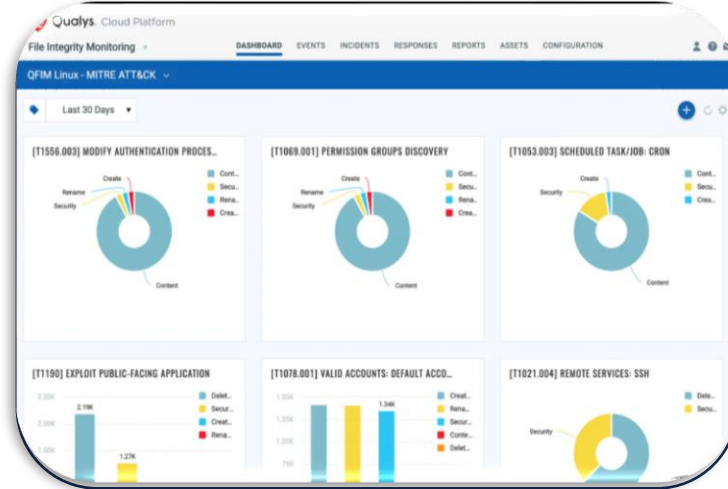

Video: Qualys FIM screenshot video
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: Qualys FIM uniquely includes advance noise cancellation to eliminate more than 90 percent of false alert noise.

Scene VIII

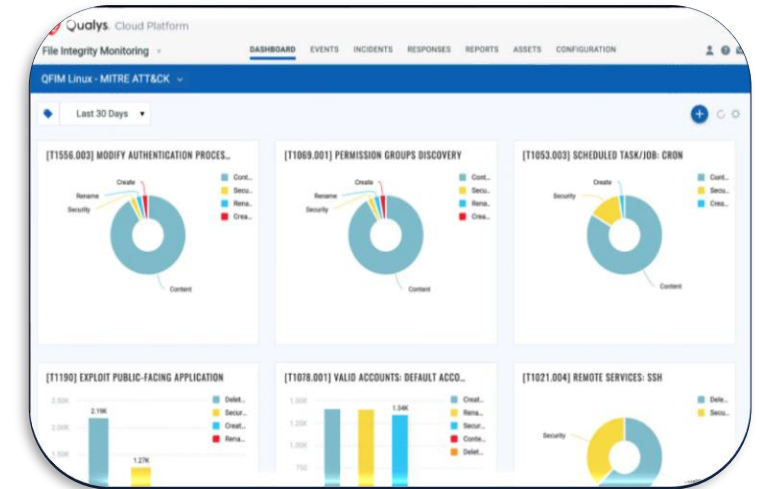Video: Qualys FIM screenshot video
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: Qualys FIM also comes with built-in threat intelligence to detect malicious or suspicious hashes to make it easier for you to focus on what matters.

Scene IX

Video: Qualys FIM screenshot video
Screen copy: none
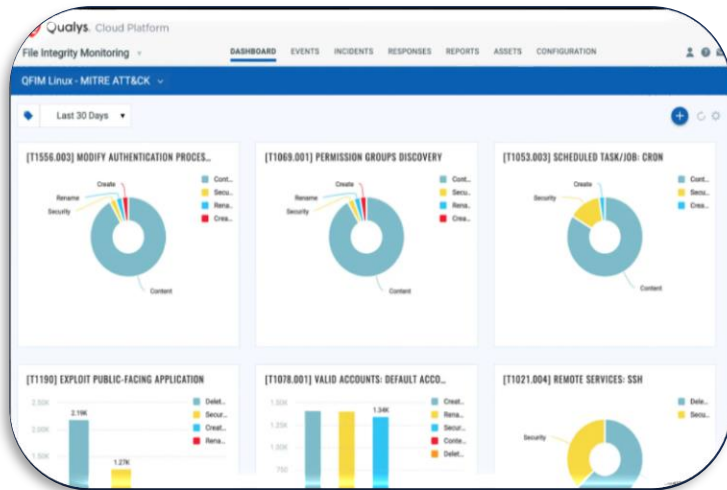Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: Even better, Qualys FIM now includes File Access Monitoring. FAM offers real-time alerts for unauthorized access attempts to sensitive files.
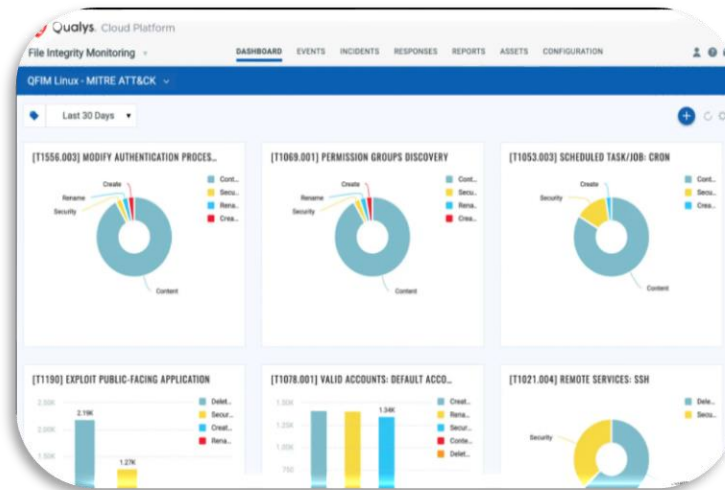
ACT III

Scene X

Video: Qualys FAM screenshot video
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: With FAM, you can capture event details, including user and process information, and stay informed about access attempts.
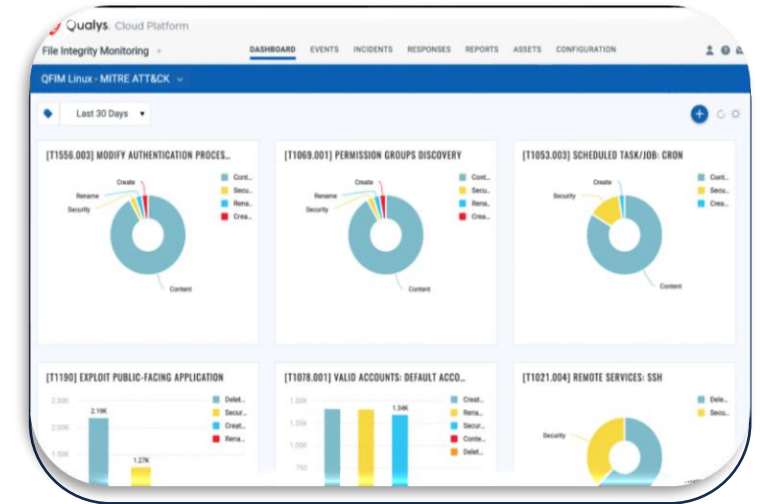
Scene XI

Video: Qualys agentless network screenshot video
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: Qualys FIM also includes support for agentless network devices so you can receive alerts on network configuration changes and pinpoint differences during routine scans.
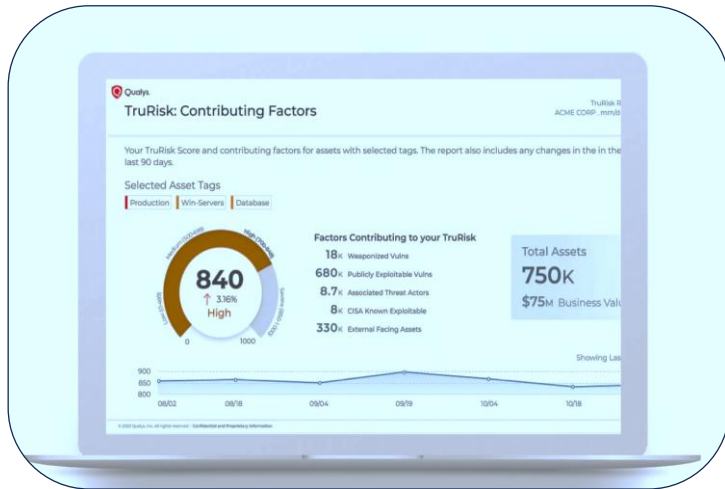
Scene XII

Video: Qualys agentless network screenshot video
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: When changes are made to a network device, we can instantly see detailed FIM event insights. And FIM comes with built-in incident management and compliance reporting.

ACT III

Scene XIII

Video: Qualys TruRisk dashboard in motion
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: Deploying Qualys FIM is easy, requiring only one click in the Qualys Enterprise TruRisk platform.

Scene XIV

Video: Stock video of IT professional in datacenter smiling
Screen copy: none
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: Qualys FIM is simple to use, ensures audit readiness, and offers dynamic dashboards for PCI DSS 4.0.

Scene XV

Video: Qualys logo over motion video
Screen copy: On bottom: Qualys.com/apps/file-integrity-monitoring/
Colors: Deeper blue, indigo, violet
Vocal Tone: Relaxed, slower, professional
Music: Corporate, relaxed, professional

Voice Over: FIM is essential for compliance and cybersecurity, but not all FIM solutions are created equal. Try Qualys FIM today at no cost.