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What is EDR Exactly?

And Why Do Businesses Keep Asking Us For It?

SentinelOne is not an antivirus program. At least not in the traditional sense. It is something kind of special. Using machine learning (artificial intelligence) this software lies in wait for suspicious behavior. That behavior might be a virus or maybe just a program that touches every file... like a backup program that nobody authorized. If SentinelOne feels (based on its AI brain) that something isn't quite right, it instantly freezes that PC from being able to communicate to others on your network. In many instances, this can completely thwart a ransomware attack before it can do any more damage. Most antivirus products do not do that.

Here's the techy talk: According to Sentinel One - **Patented Behavioral AI recognizes malicious actions regardless of vector. SentinelOne is the only endpoint security vendor to detect fileless, zero-day, and nation-grade attacks in real time.**

SentinelOne's patented Behavioral AI fuels ActiveEDR, surgically reversing and removing any malicious activity. Now, every device heals itself in real time. Never reimage a system again.

What does all this mean? Simply put, most AV programs use downloads called "definitions" and they get downloaded multiple times a day. These are basically instructions on how to stop the most current attacks. However, SentinelOne uses a big brain in the clouds to instantly detect and determine a threat. It does not use virus definitions. It uses real-time brain power. It is also known as **EDR (Endpoint Detection and Response)**

The biggest and most important feature of this product is the ability to (often but not guaranteed) completely undo the damage caused by ransomware! Nothing can decrypt your files once they are encrypted, but SentinelOne can actually take a snapshot of your machine so it can learn to "undo" the damage of the attack to the period of time just before the attack!

So, now that SentinelOne has been playing their commercials on radio and television, businesses are asking for this advanced form of protection for their computers. We get to inform many of them that since they already subscribe to our ProVent +EDR product, they already have it. That's right! We have been adding EDR to ProVent customers way before the radio ads and the demand.

This enhanced security is only \$5 per computer per month added to your existing ProVent basic security suite. We remove the legacy BitDefender for Business product and seamlessly upgrade it to EDR. No labor, no visits. If you already have ProVent 360 for your server, you have it already at no additional cost!

So, while we aren't necessarily winning the war against hackers and ransomware, we do have more tools and more options to protect ourselves and combat the threats. If you are interested in upgrading your security (and trust us, you SHOULD be interested) please give us a call to discuss how we can easily add the most effective product we have ever seen for ransomware threats!



Forbes AI 50

SentinelOne is ranked #14 among America's most promising AI companies using techniques including machine learning as a core part of their business model.