

Cyber Security Video Script

written by

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NARRATOR
Our business rests upon our
reputation.

POSSIBLE ANIMATION OF THE EY LOGO.

NARRATOR (CONT'D)
We take a strong line on providing
robust data privacy and strong
information security to protect
our clients and ourselves. Our
data—and the data of our clients—
are paramount to EY's success.

POSSIBLY THE SAME EY LOGO WITH A BOLDING EFFECT

NARRATOR (CONT'D)
We are committed to preserving our
success by any means necessary.
That is why EY has two state-of-
the art Cyber Defense Response
Centers providing EY with a shield
of defense: keeping us stronger
than our competition and enabling
24/7/365 protection with our teams
in Alpharetta, GA to (add city) in
India.

A SHOT OF THE EY LOGO BUTTRESSED BY PICTURES OF BOTH CYBER
DEFENSE RESPONSE CENTERS

NARRATOR (CONT'D)
Their mission is to maintain and
increase EY's
security capabilities by combining
talent, intellect, and industry
leading information security
products. They deploy a proactive
approach, supplemented with
advanced techniques for collecting
and analyzing the data that powers
our universe.

A SHOT ESTABLISHING THE COMIC BOOK HERO THEME

NARRATOR (CONT'D)
Meet our Cyber Defense team — EY's
secret super-heroes.
(MORE)

NARRATOR (CONT'D)
They execute their mission in four
parts: They DETECT threats,
RESPOND appropriately, MITIGATE
damage, and PREVENT major issues

SURROUND THE COMIC HERO WITH THE ACTION VERBS MENTIONED IN
THE PREVIOUS NARRATION

NARRATOR (CONT'D)
Their reputation as heroes is
justified by their successes. They
have halted over 100 network
ransomware events and
rescued nearly 500 laptops and
desktops from ransomware.

A SHOT OF THE WORDS ACTIVE DEFENSE POPULATING THE SCREEN.
ONE LETTER AT A TIME.

NARRATOR (CONT'D)
Through Active
Defense, they proactively hunt for
unknown issues; planning
COUNTERMEASURE DEPLOYMENT --
staying one step ahead of the bad
guys

A SHOT OF A NEWSPAPER WITH THE WORD RANSOMWARE BOLDED

NARRATOR (CONT'D)
With ransomware attacks making
front page headlines, you want the
power of the kinds of heroes who
proactively thwart malicious
behavior.

NARRATOR (CONT'D)
Our heroes work tirelessly to keep
you safe. But they can't fight the
battle alone. We need your help to
continue to protect EY from cyber
attacks.

PERHAPS A SHOT OF TWO PROFESSIONALS SHAKING HANDS TO
DEMONSTRATE A SPIRIT OF PARTNERSHIP.

NARRATOR (CONT'D)

Your vigilance is a key component
in our 24-7-365 efforts to thwart
assaults on the integrity of our
data. To find out more about how
you can be a proactive partner in
this fight, visit us at
(website to be named
later)

NARRATOR (CONT'D)

Thanks to our Cyber Defense
Response Center heroes, we are
thoroughly prepared for today's
challenging security
environment. So join us in our
commitment to keeping both our
data and our reputation secure.