


FINRA Forward: Combating Cyber Exposure and Fraud Risks with Armis



FINRA Forward and the New Reality of Cyber Risk

Cyber exposure and fraud risks are no longer side issues for financial firms but rather can quickly escalate to existential business threats. [FINRA's Forward initiative](#) recognizes that protecting market integrity requires the same vigilance and collaboration as traditional financial supervision.

The centerpiece of this initiative is FINRA's expanded focus on combating cybersecurity and fraud risks, designed to equip every member firm, regardless of size, with the resources, intelligence, and preparedness they need to remain resilient.

Key Elements of FINRA's Approach ¹

Modernizing FINRA Rules. FINRA is conducting a broad review of its rules to modernize requirements, facilitate innovation and eliminate unnecessary burdens.

Empowering Member Firm Compliance. FINRA is working to enhance how it supports member firm compliance to better protect investors and safeguard markets.

Combating Cybersecurity and Fraud Risks. FINRA is expanding its cybersecurity and fraud prevention activities to support member firms' risk management capabilities and resilience against emerging threats and to better protect member firms and their investors from harm.

FINRA is moving beyond compliance oversight to become a catalyst for sector-wide resilience. Firms that align early with these initiatives will not only stay ahead of regulatory expectations but also build stronger trust with customers and investors.

1 - [FINRA](#)

Armis Brings Operational Reality To FINRA's Vision

Armis is uniquely positioned to help firms translate FINRA's vision into operational reality. At its core, Armis delivers continuous threat exposure management ([CTEM](#)) across IT, OT, IoT, and medical, whether physical, virtual or hybrid.



1. Strengthening Risk Management

FINRA is urging firms to expand their risk management capabilities. Armis Centrix™ provides:

- **100% Asset Visibility** – Every device, system, and connection is automatically discovered, classified, and monitored. No more blind spots, whether it's a branch office camera, a trading workstation, or a cloud microservice.
- **Real-Time Risk Assessment** – Continuous monitoring highlights vulnerabilities, misconfigurations, and suspicious behavior. Early warning can detect would be attacks while still in the formulation stage, before they escalate into fraud or breaches.
- **Prioritization That Matters** – Armis maps risk directly to business context, helping firms focus on what FINRA most cares about: material risks to customers and market confidence.

2. Powering the Fusion Center Vision

The effectiveness of FINRA's Financial Intelligence Fusion Center depends on the quality and speed of data shared. Armis shares this vision. With Armis Centrix™:

- Security becomes a collaborative team approach with Armis ingesting data from and sharing data with the tech stack, rather than operating autonomously and separate from your existing security portfolio.
- It provides real-time threat intelligence feeds directly into each organization's tech stack including firewalls, SIEM, SOAR, ticketing systems and information-sharing platforms.
- Data gets translated into contextual, actionable insights that are relevant to the specific assets in their specific environments. This directly helps firms contribute meaningfully to both company specific and industry-wide intelligence.

3. Leveling the Playing Field for Small Firms

Smaller firms may lack in-house SOC teams or sophisticated tools to combat unacceptable cyber risk. Armis closes this gap by:

- Ensuring small firms gain as much benefit as larger ones by normalizing intelligence and insights gleaned from across the vast Armis footprint into easy-to-consume formats and actionable responses.
- Delivering agentless deployment so no complex installs, no disruption to business and no drain of resources to get things operational.

- Offering cloud-native scalability, so firms of any size can benefit from enterprise-grade protection.
- Making compliance and reporting more automated and proactive, easing the burden on firms with lean IT/security staff.

4. Enhancing Preparedness and Simulation

FINRA's tabletop exercises and training depend on realistic threat scenarios. Armis data:

- Highlights how attackers exploit assets from rogue IoT devices to third-party systems. Armis Centrix™ not only shines a light on each and every device, but also likely attack paths where hackers will go once they gain a beachhead in the targeted organization.
- Provides firms with simulation through digital twin and "what if" scenarios, moving training from hypothetical to practical.
- Equips leaders to test response times, escalation paths, and business continuity under realistic conditions.

The Strategic Outcome

Stay aligned with **FINRA Forward** while exceeding minimum baseline compliance requirements.

Accelerate detection and response—reducing dwell time for adversaries from weeks to minutes.

Level the security field, giving smaller firms the same level of insights, early warning and protection as global players.

Build investor trust through proactive and demonstrable resilience and regulatory alignment.

Cybersecurity and fraud are boardroom concerns. With Armis, financial institutions will be well equipped to not only align to FINRA's new expectations but they'll set the bar for security, resilience and best practices in a marketplace where trust and transparency are the gold standard.

Armis, the cyber exposure management & security company, protects the entire attack surface and manages an organization's cyber risk exposure in real time.

In a rapidly evolving, perimeter-less world, Armis ensures that organizations continuously see, protect and manage all critical assets - from the ground to the cloud. Armis secures Fortune 100, 200 and 500 companies as well as national governments, state and local entities to help keep critical infrastructure, economies and society stay safe and secure 24/7.

Armis is a privately held company headquartered in California.

1.888.452.4011

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