DARKTRACE

INDUSTRY SPOTLIGHT

Cyber Defense for Retail & E-Commerce

With many high-profile cyber-attacks against major household names including Target, Home Depot, and Neiman Marcus, retailers have become increasingly concerned with cyber security in recent years.

While the immediate effects of such attacks can be measured by the financial losses suffered by these organizations in repairing the damage, there is also a longer term impact, as high-profile breaches significantly undermine customers' trust in retailers who have been hacked.

Customer data has been a primary target of many attacks, as it can quickly be monetized. Because retailers store and process such large volumes of consumer data, they are particularly at risk. In an effort to protect consumers, the EU's General Data Protection Regulation requires retailers to pay heavy penalties if theft of customer data is not reported within 72 hours.

Given their reliance on e-commerce, retailers are also particularly vulnerable to distributed denial-of-service attacks or website hacks. In late 2016, a DDoS attack on DNS server Dyn took many popular websites offline, including retailers such as Amazon and Etsy. Similarly, attackers are taking advantage of retailers' dependence on supply chains in order to breach their networks.

Finally, insider threat poses a perpetual risk to retail firms. At the supermarket chain Morrisons, for instance, a disgruntled employee released financial records of 100,000 staff members, leading to an estimated $2.6 million lawsuit. Moreover, insider threats are not always malicious. Users can be tricked into giving away their login credentials, or they could click on a suspicious link in a phishing email.

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BASSADONE AUTOMOTIVE GROUP Rentalcars.com LAURA pizza pizza

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> "Defending our customers' sensitive data against cyberattack is of the utmost importance and Darktrace has enabled us to do it."
>
> **Stephen Antell, CISO,**
> **Rentalcars.com**

Threats By Numbers

The **majority of retailers** were victims of a cyber-attack in 2015

55% of all retail firms were hit by cybercriminals in 2015. The growing prevalence of e-commerce and the preponderance of credit card information stored by retailers has made them a tantalizing target for hackers.

Data breaches in the retail industry **cost more**

The average cost per record stolen for retailers is $172. This is significantly above average, and more expensive than data breaches in energy, technology, or media.

DARKTRACE

CASE STUDY

Trek

Background

Trek is one of the world's largest bicycle companies, producing more bikes in the United States each year than any other company. Since its inception in 1975, Trek has become a multinational corporation with an extended network of offices, stores, distributors and manufacturing facilities around the globe. Headquartered in Wisconsin USA, the corporation also has branches dedicated to environmental, public health and charity work.

Challenge

As a leading manufacturer of high-quality bicycle components and technologies, Trek considers the protection of its intellectual property and designs of paramount importance. It is vital that the company's unique products and specific research developments are secure in order to remain at the forefront of its industry. With a global customer base, the company is also responsible for a large amount of customer data. As such, it was crucial to Trek to have a cyber security strategy in place, able to detect modern cyber-threats, which could potentially compromise the integrity of the brand.

> Darktrace's Enterprise Immune System has given us peace of mind that we are well-equipped to defend against today's sophisticated attacks.
>
> **Dane Sandersen, Global Security Director, Trek**

Solution

In order to stay proactively defended against ever-evolving modes of attack, Trek decided to deploy Darktrace's Enterprise Immune System. It began a 4-week Proof of Value (POV), during which the effectiveness of Darktrace's technology in detecting novel cyber-threats was evidenced. The award-winning technology is inspired by the biological principles of the human immune system. By the end of the first week after installment, Darktrace has established a 'pattern of life' specific to Trek's network, by modeling and clustering the behaviors of each user and device.

Darktrace's Enterprise Immune System provides Trek with an unprecedented level of visibility into its network and the day-to-day behaviors exhibited by the users and devices within it. Thus, the company has a much improved understanding of its network as a whole. "As a multinational business, it is crucial that we are able to protect the individuality and integrity of our brand, including intellectual property and customer data," said Dane Sandersen, Global Security Director at Trek. "Darktrace's Enterprise Immune System has given us peace of mind that we are well-equipped to defend against today's sophisticated attacks."