

KEEN**Overview****Industry**

- Manufacturing and Retail

Challenge

- Needed an approach to mitigate insider threat
- Concerned about fast-evolving and sophisticated attacks
- Incomplete visibility of entire network
- Inefficiency of rules and signature-based approaches

Results

- Installed Enterprise Immune System inside the network
- Full visibility of all inside traffic
- Renewed confidence in security stack to detect new forms of attack
- Detects emerging threats in 100% real time

Business Background

Based in Portland, Oregon, KEEN manufactures footwear for outdoor activities and lifestyle use. As one of the fastest-growing footwear manufacturers globally, KEEN's products are distributed in more than 5,000 authorized online retailers and brick and mortar locations in more than 70 countries.



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Clark Flannery, Director of Information Technology

**Challenge**

In today's rapidly-evolving threat landscape, it is more critical than ever for institutions to prioritize cyber security, and protect its sensitive data. Increasingly subtle and advanced threat actors may target retail institutions' private information, which could lead to significant reputational damage for these organizations.

In light of that challenge, KEEN felt that it needed to bolster its security stack to protect against new forms of advanced threats. The threat landscape is moving towards automated and fast attacks – where attacks are increasingly sophisticated, and stealthy. KEEN wanted a solution to detect these attacks, as they emerge. Additionally, KEEN wanted an approach that could also visualize and help mitigate the risk of insider threat. While insider threat can certainly be malicious, it was primarily concerned about non-malicious insider threats- employees that accidentally fall victim to malware scams or that carelessly upload sensitive data.

Solution

To achieve full network visibility and to stay ahead of the changing threat landscape, KEEN deployed the Enterprise Immune System, based on unsupervised machine learning and advances in Bayesian mathematics, developed by specialists from the University of Cambridge. Established with insights from experts in government intelligence, Darktrace's self-learning technology understands a 'pattern of life' for every network, device, and user, and spots anomalies as they emerge, without using rules or signatures.

As soon as the Enterprise Immune System was installed, KEEN was able to completely visualize their entire network, in real time. The security team had full visibility of network traffic, allowing them to see targeted malwares and data uploads. "From day one, we immediately were able to visualize all of our network activity," commented Flannery. "We were able to see what was really in our network environment via the Threat Visualizer, and stay on top of new and emerging threats. With Darktrace, we've taken back control of our network."

The probabilistic understanding of normal for every user and device allows the Enterprise Immune System to flag deviations from that normal behavior, and alerts KEEN of only the most pressing threats, in real time.

Benefits

Thanks to the implementation of the Enterprise Immune System, Keen now has full confidence that they are staying on top of developing and new advanced attacks. Darktrace's innovative self-learning technology allows it to have an unprecedented awareness of their network. The Threat Visualizer allows it to observe all inside traffic, in real time. "Machine learning is critical as we move towards more automated and fast attacks," added Flannery. "The reality is that you can't keep everything from getting in the network. Darktrace's Enterprise Immune System helps us visualize is already inside our network, and mitigates threats, as they emerge."

By basing its security stack on the newest advances in unsupervised machine learning, KEEN has positioned itself as an industry leader. By relying on the 'immune system' approach, KEEN has increased efficiency, bolstered its security strategy, and has time to bring weaker areas of the network into focus.

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Clark Flannery, Director of Information Technology

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