DARKTRACE

Trek

Overview

Industry

○ Retail

Challenge

○ Defend intellectual property and sensitive customer data
○ Protect business reputation
○ Complex enterprise network
○ Sophisticated cyber-attacks and insider threat

Results

○ Complete, 24/7 network visibility
○ Real time visualization of abnormal activity
○ Ability to detect, investigate, and handle potential cyber threats

Business 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. Trek has always retained its position at the forefront of bicycle manufacturing, their experienced teams constantly developing the most advanced technologies and highest quality equipment. Headquartered in Wisconsin USA, the corporation also has branches dedicated to environmental, public health and charity work.

> " 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**

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 for Trek 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 individuality and integrity of the brand.

Trek's international success is dependent on its global network of offices, distributors, manufacturing facilities, their individual IT systems and communication between them. Furthermore, a large proportion of its $900 million annual revenue is from online sales. Hence, Trek required a cyber security strategy, which would allow it to retain its complex enterprise systems whilst defending them. The modern cyber landscape

is one of sophisticated attackers, rapidly-evolving threats, and insider threats. All of which are increasingly able to undermine the legacy approach to cyber security. A new-age technology was required, which would equip Trek with the ability to detect cyber-threats as they occur and handle them accordingly, mitigating the potential risk.

Solution

In order to stay proactively defended against ever-evolving modes of attack, Trek Bikes 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 instalment, the Darktrace appliance has established a 'pattern of life' specific to the network it's in, by modelling and clustering the behaviors of each user and device.

The self-learning technology doesn't depend on any pre-set rules or signatures, allowing it to learn, unsupervised, what is normal behavior. In this way, it is able to automatically detect any deviation from 'normal' activity, which may be indicative of a cyber-attack. Trek's security department has a constant 3D graphical overview of its network activity in the form of Darktrace's Threat Visualizer Interface.

> " 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. "
>
> **Dane Sandersen, Global Security Director**

Benefits

Darktrace's Enterprise Immune System is providing Trek with an unprecedented level of visibility into their 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. The technology alerts the company's security team to anomalies, as they occur, in real time. The classification tool within the Darktrace interface enables Trek to efficiently respond to cyber threats, distributing its human resources according to urgency and importance.

Ultimately, the company is now well-equipped to defend against novel threats as soon as they occur. They are able to investigate the emerging problems in detail, respond to them accordingly and mitigate the risk they pose before they become serious network vulnerabilities.