

## Macrosynergy

MACROSYNERGY  
PARTNERS LLP

### Overview

#### Industry

- Financial Services

#### Challenge

- Needed to safeguard critical data and systems, and protect superior reputation
- Wanted to adopt a proactive risk mitigation strategy and achieve better visibility into their network
- Increased investor attention paid to information security

#### Results

- Senior management engaged with cyber defense and risk mitigation
- Ability to identify emerging anomalies, and to address potential incidents quickly
- Increased confidence in the integrity of trading systems
- Well-positioned to comply with coming regulations

### Business Background

Macrosynergy Partners manages a global macro discretionary trading fund, launched in January 2010, which invests in foreign exchanges, rates, credit and equity, and associated derivatives. Dedicated to providing competitive risk-adjusted returns on investment to its clients, Macrosynergy has identified cyber defense as a strategic priority, in the context of an increasingly complex digital environment and growing investor demands for robust and resilient information infrastructures.

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Investors are increasingly demanding best-of-class technology to defend their managed assets, and Darktrace's 'immune system' solution gives us that.

Conor Claxton, Chief Operating Officer

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### Challenge

As a hedge fund, Macrosynergy faced a particular set of evolving cyber defense challenges. Like other financial services companies, hedge funds manage large amounts of sensitive data. This includes data belonging to clients as well as data belonging to the hedge fund itself.

The financial services industry relies on mutual trust in terms of information security, and Macrosynergy saw that it was important to maintain this trust. Macrosynergy also felt the importance of pre-empting tighter information security regulations, something firms in many locations worldwide have already had to come to terms with. In addition, investors are increasingly paying attention to the information security infrastructure of the organizations that they entrust their money to.

The company also recognized the importance of keeping its own data safe. Such information may include vital intellectual property such as innovative investment strategies and trading algorithms. This is especially an issue for global macro hedge funds such as Macrosynergy which rely on a broad base of detailed information and informed predictions about global markets in order to balance risk across their widely distributed portfolios.

In addition, Macrosynergy, like many hedge funds, has a small, focused team geared towards efficient and successful investment. As a result, they had a strong preference for a cyber defense solution that is able to be run effectively by a small executive team.

## Solution

In view of these criteria, Macrosynergy selected Darktrace's self-learning Enterprise Immune System solution to continuously monitor its network activity in order to gain total visibility of all its digital interactions and proactively identify potential cyber risks. Based on advanced unsupervised machine learning and new developments in Bayesian mathematics researched at the University of Cambridge, the Enterprise Immune System learns normal behavior for every user, device, and subnet on an organization's network, and immediately detects anomalous behavior as it manifests itself. This allows it to defend a network from attack even from completely novel threats.

For Macrosynergy in particular, it is vital to be able to operate a highly effective cyber defense solution without a large team of threat analysts. This is uniquely possible with Darktrace's software. The Enterprise Immune System filters and classifies anomalies that may signify threats, displaying only the most serious. Darktrace's unique Threat Visualizer interface presents this rich information in a way that is designed to be understood by C-level executives as well as trained cyber analysts. It does this not just by presenting threat classification in an easily understood format, but also by providing a dynamically updated 3D visualization of the entire network.

For the first time, Macrosynergy's senior executives were able to understand their network on a fundamental level without having to undergo advanced technical training. This is supplemented by weekly Threat Intelligence Reports produced by Darktrace's world-class team of cyber threat analysts, which regularly alert Macrosynergy's executive team to the most important anomalies that have appeared within their network.

## Benefits

The complete network visibility provided by Darktrace gives Macrosynergy the confidence that emerging incidents can be identified quickly and addressed. The possibilities for investment are also increased as Macrosynergy's partnership with Darktrace allows the company to develop an industry-leading reputation for hedge fund cyber defense, and for taking investors' concerns seriously.

The intuitive power of the Threat Visualizer, along with the Threat Intelligence Reports provided by Darktrace, allows Macrosynergy to achieve this level of security without having to reorganize their business or take on a large number of new hires. More generally, Macrosynergy is able to keep its network open to the free flow of information that is necessary to modern business, and to continue working efficiently, while being defended from cyber-attacks and insider threat.

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At Macrosynergy, we take the protection of our information assets very seriously. We realised that we needed to be ahead of coming regulation in this area, and we took proactive steps to improve our understanding of our network activity.

Conor Claxton, Chief Operating Officer

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