

DirecTV



Overview

Industry

- Media & Entertainment

Challenge

- Incomplete network visibility
- Defend critical assets including personal customer data
- Protect against sophisticated and rapidly-evolving cyber-attacks
- Handle the risk posed by insider threats

Benefits

- 100% network visibility
- Ability to detect anomalies in real time and handle them immediately
- Keep ahead of novel and emerging cyber-attacks

Business Background

DirecTV is an American direct broadcast satellite service provider and broadcaster, headquartered in California. Launched in 1994, it now has over 20 million subscribers and remains at the forefront of the industry, offering the latest technologies in TV such as ultra-high-definition television, on-demand and interactive services. The exclusive U.S. rights holders to several sports packages, DirecTV is used by several major U.S. airlines such as Delta Airlines and United Airlines.

Challenge

In today's cyber threat landscape, modern companies are constantly at risk from sophisticated cyber-attackers who aim to disrupt and exploit. Legacy approaches to cyber security are increasingly unable to defend against these rapidly evolving and adapting threats. DirecTV recognized its need to improve its cyber security strategy as a whole in order to be prepared to handle potential issues. Furthermore, not having complete network visibility or full understanding of user activity was a concern for the company.

As a television service provider, DirecTV manages a large number of customers and, accordingly, their sensitive, personal data including financial and housing information. Defending its critical data from any compromise, malicious or not, is vital in order to maintain its reputation as a leading broadcasting company. Cyber-attacks don't always come from external sources, malicious insiders are a pressing concern and, consequently, complete network visibility is a necessity to businesses that want to be able to detect any abnormal activity.

Solution

After completing a four-week Proof of Value (POV) with Darktrace's Enterprise Immune System, during which several points of investigation were flagged up, DirecTV decided to deploy the technology as a permanent cyber security solution. The technology within the appliance, installed in less than an hour, begins immediately to model the behaviors of each user and appliance within the network in order to build a 'pattern of life' specific to the network as a whole. The technology is self-learning, developed by mathematicians from the University of Cambridge, and, as such, does not depend on any pre-set rules or signatures. Therefore, the technology learns for itself what is normal or abnormal as opposed to being told what 'bad' is.

As a result, Darktrace's immune system is able to automatically detect any behavior or activity that deviates from what is usual inside DirecTV's network. The technology, inspired by the human immune system, continues to learn and incorporate what is normal into the company's 'pattern of life'. Thus, its ability to detect threats is fully adaptive, allowing the network to remain a fluid and complex entity. Potential issues are reported to the company in real time via the Threat Visualizer Interface, to which DirecTV's security team have constant access.

Benefits

Thanks to Darktrace's unique Enterprise Immune System, DirecTV is now able to see potential cyber threats as they occur, investigate them according to their classification, and organize its human resources efficiently in order to mitigate the risk posed. The Threat Visualizer Interface provides DirecTV with complete network visibility, greatly improving its understanding of the normal activities seen on a day-to-day basis.

DirecTV uses the self-learning abilities of Darktrace's 'immune system' to keep up to date with emerging problems, as they occur. The technology has given the company confidence in the knowledge that its critical assets and its business reputation are defended from modern cyber threats. Ultimately, thanks to this award-winning technology, DirecTV has adopted a forwardthinking, proactive stance to its cyber security, no matter what new and novel threats may emerge.

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