DAZN Group

Akamai helps DAZN Group on its
enterprise security transformation

DAZN Group — consisting of two distinct consumer and B2B brands: DAZN and Stats
Perform — is the leader in global sports media and one of the fastest growing sports
media companies in the world. Headquartered in the United Kingdom and with almost
3,000 employees in more than 30 countries, our businesses touch every aspect of
the way fans engage with sports from broadcast planning and production to content
distribution and commercialization.

Gaining more control over security

Daniel Schatz knew he needed to do more. His organization had made significant
investments in endpoint antivirus and network-based security. But the success of these
tools depended on whether they were properly installed and active on all endpoints and
network locations across Perform's infrastructure. In addition, there were always some
users who were not running updated versions of the antivirus on their laptops or devices,
leading to an increased security risk. Daniel wanted to address this shortcoming.

The need to stop the spread of infection

Although many threats were stopped, some still got through. Those that did demanded
significant effort to remedy. One compromised laptop could infect several others, each
of which needed to be tracked down, cleaned, and rebuilt — taking several hours of a
security professional's time, not to mention the lost productivity of the user.

Threats needed to be quickly identified, isolated, and removed. With the growing
sophistication of cybercriminals, that was getting more difficult to do. The assault from
malware, ransomware, and phishing was never-ending, creating a drain on resources.
And the specter of a serious breach, with all its negative financial, regulatory, and public
relations repercussions, was constantly hovering over the organization.

Stats Perform
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performgroup.com

Industry
Media and Entertainment

Solutions
Secure Internet Access Enterprise

Key impacts
- Faster identification, isolation,
  and resolution of threats
- Less dependence on proper
  end-user behavior
- Fewer false positives detected

A quick win with Akamai

After careful evaluation, Daniel selected Akamai Secure Internet Access Enterprise to monitor and block malicious DNS requests to add another layer of proactive security. One key aspect of this decision was the high quality of Akamai's threat intelligence that is focused on active threats and delivers minimal false positive security alerts. The threat intelligence is based on Akamai's unprecedented view of the internet's IP and DNS traffic.

Additionally, the deployment of Secure Internet Access Enterprise was simple and straightforward, only requiring a change to forward DNS traffic from Perform's existing DNS servers to Akamai's cloud platform. This change was completed in just a few hours.

Creating a better security posture

The benefits were immediate. Using Akamai Secure Internet Access Enterprise, Daniel's security team now has an intuitive dashboard allowing them to see potential security problems. "We can finally see what all our computers are doing and take appropriate action," he noted.

In addition to Akamai's threat intelligence, which is updated in near-real time, Perform's security team can quickly incorporate additional malicious domains from other threat intelligence sources. This allows them to leverage existing resources and quickly block threats across Perform's entire network in minutes. Perform can stop the spread of a threat without requiring any action on the part of end users, creating a much more resilient security posture. Fewer threats get through, and those that do are stopped in their tracks.

With Secure Internet Access Enterprise, Daniel's group has uncovered more bad traffic than they originally anticipated, but also fewer false positives than they experienced prior to partnering with Akamai. As a result, their efforts are more focused on the real dangers, wasting less time with outdated or stale threat information that can cause false-positive security alerts. This means the security team now has the bandwidth to look at higher-value projects. Daniel highlights one interesting discovery: the amount of unknown cryptocurrency mining that Secure Internet Access Enterprise has uncovered.

Future direction

Akamai's roadmap for Secure Internet Access Enterprise is of keen interest to Daniel's group, and they believe they have selected the right partner for the future. Perform is currently working with Akamai to add additional functionality to redirect and monitor endpoints that request suspicious domains, for even faster problem resolution.

DAZN Group consists of two distinct consumer and B2B brands: DAZN and Stats Perform. The consumer division is home to DAZN, the world's first pure-sport live and on-demand streaming service, as well as some of the most popular sports websites, including Goal, Sporting News, and Spox. DAZN is leading the charge to give sports fans around the world access to sport anytime, anywhere. DAZN guarantees no long-term contract, just one affordable price for access on TVs, smartphones, tablets, games consoles, and PCs. DAZN is live in the United States, Canada, Japan, Italy, Germany, Austria, Switzerland, Spain, and Brazil. Visit https://www.dazn.com/ for more information.

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> Working with Akamai, we were able to quickly isolate, contain, and remove threats to our infrastructure, delivering greater integrity with less effort.
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> **Daniel Schatz**
> CISO, Perform Group