

Advertising Leader Enabled Zero Trust

The company qualified for cyber insurance, prevented attacks, and better protected intellectual property with microsegmentation



Secured cyber insurance



Detected threats



Prevented attacks

Connecting brands with TV viewers

A global leader in connected TV advertising helps brands maximize ad spend by better reaching fragmented streaming audiences. When the company wanted to qualify for cyber insurance coverage, it deployed [Akamai Guardicore Segmentation](#) to shore up its security measures.

Qualifying for cyber insurance

As an innovator, the company is understandably protective of its intellectual property (IP). Like many modern companies, its IP was vulnerable to exposure should a bot or hacker infiltrate internal servers or apps.

To mitigate the financial impact of a potential breach, the parent company urged it to secure cyber insurance. With the rise in [cyberattacks](#), insurers are scrutinizing companies' security preparedness before assigning them a policy. With that in mind, the company decided to implement internal segmentation.



Advertising Leader

Location

United States

Industry

Media and Entertainment

Solution

[Akamai Guardicore Segmentation](#)



Deploying internal segmentation controls

The company found its solution in Akamai Guardicore Segmentation, which offers a software-based approach to microsegmentation. Designed to stop threat actors from achieving [lateral movement](#) throughout the digital environment, Akamai Guardicore Segmentation is a key component of the company's IP protection. With microsegmentation, the company can ensure that the servers and applications – and their workloads – that contain its IP are completely separated from the rest of its infrastructure.

By using Akamai Guardicore Segmentation to ringfence critical assets and limit lateral movement, the company can ensure attackers cannot easily move throughout its IT environment. Granular visibility into movement within both its physical and virtual environment helps stop attackers in their tracks.

Detecting and preventing ransomware attacks

To confirm that Akamai Guardicore Segmentation was its best option, the company conducted a proof of concept (PoC). During the PoC, the Akamai solution detected many attackers and even a ransomware incident.

After seeing the power of Akamai Guardicore Segmentation to protect its environment, the company knew it had found the right solution. It plans to segment more than 3,000 servers – a mix of Linux, bare metal, and cloud – and approximately 1,500 containers (Docker and Kubernetes).

