PERCEPTION POINT

Red Bull

## The Company.

Red Bull is an international food & beverage company, with over $12.1 billion sales. The company operates in over 170 countries with ~16,000 employees

## Challenge.

Red Bull was seeking a highly effective solution that would effortlessly scale without changing the MX record.

## Solution.

Advanced Email Security

## Results.

Over a three month period, Perception Point:

- Identified 109k malicious events and 3.5M spam emails
- Identified phishing as the source of 81% of all malicious events
- Identified malware as the source of 17% of all malicious events
- Stopped 1,211 BEC attempts
- Prevented 966 advanced attacks by leveraging the HAP


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**We're in**
Boston | Tel Aviv


**Case Study:**

# Red Bull Augments Microsoft EOP to Prevent Advanced Attacks

**Iconic International Food & Beverage Company Deploys Advanced Email Security After the Solution Proved to be a Cut Above the Rest.**

## Challenge:

For many organizations, it is difficult to recognize the value of cybersecurity until it is too late. Red Bull did understand the importance and need of strengthening their security stack with best of breed solutions and after witnessing business-crippling cyber attacks of two neighboring enterprises, the project priority was quickly raised.

Red Bull's top concerns focused on malware, ransomware, account takeovers (ATO), business email compromise (BEC), and phishing attacks that were bypassing their existing email security offering – Microsoft EOP. For more than 18,000 email accounts, Red Bull was seeking a highly effective solution that would effortlessly scale without changing the MX record.

## Solution:

Red Bull conducted a thorough search for the ideal email security provider. They began with a list of 16 vendors, which they then whittled down to four following a comprehensive evaluation process. From there, they set out to assess the full capabilities of the remaining vendors by conducting a series of complex penetration tests. They built customized malware, sophisticated phishing campaigns involving images and QR codes, embedded links, and even impersonated their own brand. It was through these tests, using advanced attacks, that the client was able to clearly experience the value of Perception Point's advanced threat prevention platform in action which detected and intercepted attacks that the other solutions simply could not. Perception Point had the best performance, the fastest sandbox technology, and the highest level of accuracy amid the competition.

Perception Point's high detection accuracy for all threat types, its patented next-gen sandbox technology (HAP™) for APTs and zero-days, combined with its managed Incident Response service and platform agility lent a competitive edge that led the customer to select Perception Point as their email security provider.

The solution was seamlessly deployed on top of Microsoft EOP. There was an instant and visible difference in detection between Microsoft EOP's base layer of security and the addition of Perception Point's solution. Since deploying Perception Point's Advanced Email Security, the number of critical events detected by Red Bull's EDR has decreased more than 65%.

> **"The solution excelled in prevention capabilities (simultaneous pen-testing against other modern products) and the managed Incident Response, provided the support that boosted our SOC team's capabilities to manage incidents and provide the best user experience for our employees. With the strongest results on the market, we decided to select Perception Point as our advanced email security provider. Rollout was smooth and well supported. Perception Point continues to work closely with our team, and we value Perception Point as our long-term partner in protecting our users, business and brand."**
>
> *Matthias Leckel, Global Infrastructure Security Architect at Red Bull*

## Results:

Over a 3-month period, Perception Point dynamically scanned millions of files and URLs at an average of 20.4 seconds. Since then, the system has successfully blocked thousands of malicious attacks on top of Microsoft EOP.

### Results:

**21.5M**
**Total emails scanned**

**45.9M**
**Total artifacts scanned**

**109k**
**Attacks prevented**

**3.5M**
**Spam blocked**

### Attacks:

**81%**
**of all attacks were phishing**

**17%**
**of all attacks were malware**

**1,211**
**Number of BEC attempts stopped**

**966**
**Number of advanced attacks blocked by HAP**

## Summary:

When given the opportunity to put our solution up to the test, Perception Point's Advanced Email Security proved to be a cut above the rest. For Red Bull, what set Perception Point apart was how the platform couples advanced technology with human intelligence. Not only does Perception Point's advanced threat detection platform constantly adapt to new threats as they emerge, but it also maintains a key human element to serve as an extra layer of mitigation. For Red Bull, this means there is always someone to talk to, which has deepened their trust in Perception Point's ability and commitment to preventing all attack types, all the time.

Red Bull is expanding Perception Point's coverage to other channels, confident in Perception Point's technology and trusted partnership.