**ThreatConnect.**

# Customer Spotlight

How a Global Sportswear Brand Traded Cumbersome Systems for Streamlined Threat Intelligence Operations

## Customer Profile

| *Organization size* | *Industry / Sector* | *Headquarters* |
|---|---|---|
| **79,000+ EMPLOYEES** | **SPORTSWEAR** | **OREGON, USA** |

## Background

Despite its reputation for innovation, this globally recognized sportswear brand struggled with cumbersome, inefficient threat intelligence systems. It partnered with ThreatConnect to operationalize its threat intelligence, driving greater efficiencies and impact. As a result, this sportswear retailer reports improved team collaboration, increased CTI analyst efficiency, and more.

## Challenges Faced

Cybersecurity teams today must protect growing digital footprints against a rising volume and sophistication of attacks. To do so requires agility and efficiency—often in the face of limited resources and budgets.

Before partnering with ThreatConnect, this global sportswear brand struggled with cumbersome and inefficient threat intelligence systems that made it challenging to operate a proactive, rather than reactive, cybersecurity program. For example, this sportswear retailer faced challenges such as:

- Manual processes for aggregating and acting on threat intel.
- Security tools and intelligence feeds that provided too much noise.
- Siloed teams that slowed operations.

While this brand is usually well-known for its innovation and dedication to the cutting edge, its threat intelligence program lacked the scalability and flexibility needed to combat threats in today's fast-paced and sophisticated threat landscape.

## How ThreatConnect Helped

The sportswear brand needed to upgrade its threat intelligence operations with a program that could scale, operate with agility, and improve its security posture. After consideration, the retailer chose ThreatConnect, citing the platform's performance and scalability across millions of indicators of compromise, its ability to automate and orchestrate key threat intelligence processes, and its out-of-the-box usability.

With ThreatConnect's Threat Intelligence Platform, the global sportswear brand can operate from a single, unified source of threat intelligence. Automation and machine learning help the brand further streamline workflows and identify threats that need attention (and those that don't).

With the ThreatConnect Platform, the sportswear brand leverages several capabilities and features that can help it move from a reactive to a proactive stance, such as:

- **Alert Triaging**, which eliminates false positives that cost SOC teams time and money.
- **Automated Malware Analysis**, which classifies, identifies, and captures malware indicators and context in a unified threat library to improve time to detect and respond.
- **Threat Detection and Prevention**, which integrates quality threat intel with your security tools, email security, and more to proactively detect and block threats.
- **Threat Hunting**, which uses high-fidelity intelligence, visualizations, workflows, and automations to improve detection and reduce dwell times.
- **Vulnerability Prioritization**, which unifies threat and vulnerability intel for rapid prioritization and justification for remediating attack surface exposures.
- **Incident Response**, which leverages high-fidelity threat intelligence, well-defined workflows, and precision automation so you can respond to attacks faster, consistently, and more confidently.

As a result of operationalizing its threat intelligence with ThreatConnect, the brand reports a greater ability to generate strategic intelligence, hours saved each week, and improved effectiveness of its other security tools, such as SIEM, EDR, XDR, SOAR, and others.

## Operationalized Threat Intel Drives Efficiency and Efficacy

ThreatConnect's suite of solutions quickly became an important part of the retailer's cybersecurity program. The retailer reports that it has saved several hours each week due to automation, reduced false positives from its security tools, and increased the efficiency of its CTI analysts. As a result, the sportswear brand estimates it has seen a 100% reduction in its mean-time-to-detect and mean-time-to-respond to malicious activity.

"[ThreatConnect] helps us evaluate suspicious traffic with near real-time results for us to make decisions."

— *Security engineer, global sportswear brand*

**100%**
Reduction in MTTD and MTTR

**100%**
Increased efficiency of CTI analysts

**100%**
Reduction in false positives

### About ThreatConnect:

ThreatConnect enables threat intelligence operations, security operations, and cyber risk management teams to work together for more effective, efficient, and collaborative cyber defense and protection. With ThreatConnect, organizations can infuse ML and AI-powered threat intel and cyber risk quantification into their work, allowing them to orchestrate and automate processes to get the necessary insights to respond faster and more confidently than ever before. More than 250 enterprises and thousands of security operations professionals rely on ThreatConnect every day to protect their organizations' most critical assets.