

CASE STUDY

RETAIL INTELLIGENCE POWERHOUSE CATALINA SECURES CHALLENGING ENVIRONMENTS WITH THE CYNET PLATFORM

CATALINA

Website

<http://www.catalina.com/>

Country

US

Industry

Personalized Digital Media

Number of employees

1,400

Founded

1983



Dr. Drew Bjerken

CISO & CPO

“As CISO of an organization like Catalina, security vendors approach me all the time. They all make promises of agility, speed and ease-of-use.

With Cynet, this is the first time a security vendor has actually delivered on those promises.”

COMPANY BACKGROUND

From its earliest days, Catalina has been dedicated to driving lift and loyalty for the world's leading CPG retailers and brands. Catalina is a recognized leader in highly targeted, personalized digital media that drives, tracks and measures sales lift for leading CPG retailers and brands. Powered by the most extensive shopper database in the world, Catalina's mobile, online and in-store networks personalize the consumer's path to purchase, delivering \$7.9 billion in relevant consumer value each year. Catalina has no higher priority than ensuring the privacy and security of the data entrusted to the company and maintaining the consumer trust paramount to the continued success of its business partners and its own. Based in St. Petersburg, Fla., Catalina has operations in the United States, Europe, Japan and Latin America.

THE CHALLENGE

The Catalina retail solution application is part of the company's delivery platform that is connected to the retailer's in-store POS system. Catalina CISO and Chief Privacy Officer Drew Bjerken needed a security solution that would provide protection for the appliances, deployed in 44,000 locations worldwide. Bjerken wanted advanced visibility and coverage against attacks.

More than security itself, Catalina needed a comprehensive solution that was fast to deploy and could be implemented in challenging environments where there is often low bandwidth, scaled back legacy OS, no cloud connectivity, and thousands of endpoints dispersed across more than 200 unique networks, plus was able to meet rapidly evolving regulatory standards. They wanted something comprehensive yet simple, agile and fast to deploy.

THE SOLUTION

Reviewing RSA's top security vendors to watch, Bjerken came across Cynet. After evaluating 9 vendors, Catalina selected Cynet as their solution. Said Bjerken, "Cynet stood out immediately as their support was second to none. Having deployed agents before with other solutions, this deployment in comparison was easy. We rolled out across the U.S., Europe, and APAC in no time. No one in our organization believed it could be done that fast."



AGILITY WAS KEY

Catalina was also looking for a solution that would allow them to meet regulatory requirements on an abbreviated timeline, while being transformative to their security posture. "There are many security solutions on the market, but the solution we selected would have to be simple and agile, yet transformative."

Agility was a major stand-out quality as the Cynet platform integrated with legacy OS environments around the globe, while fully deploying advanced threat discovery and mitigation capabilities across the in-store Catalina appliances. Bjerken and his team also needed the ability to monitor and ensure the integrity of the proprietary application Catalina uses; real-time file monitoring, app whitelisting, and the ability to flag log-in anomalies were critical for a compliant solution.



DECEPTION

Bjerken also needed a solution that kept pace with the evolving needs of the organization. "I knew that once deployed, deception could be a key differentiator between Catalina and its competitors – with so many new laws coming into play, businesses need every advantage we can get."

ONE SOLUTION, MULTIPLE TECHNOLOGIES, MORE CONTROL

"Cynet's security solution is extremely impressive. Built from the ground up, Cynet's platform combines multiple technologies into a lightweight package with minimal resource impact. And yet, they were able to keep the product very easy to use." With Cynet, Bjerken and his team got control – from visibility, through prevention and detection, and into response – all in one platform, and one dashboard.

Said Bjerken, "As CISO of a global organization, security vendors approach me all the time. They all make promises. Cynet is the first security vendor to deliver on those promises."

RESULTS & BENEFITS

Catalina secures challenging global retail environments using the Cynet platform. Here are some of the benefits:

RAPID DEPLOYMENT:

The Cynet platform is easily pushed out over entire networks, without the typical machine by machine deployments, blue screens and IT downtime.

AGILITY, EVEN IN CHALLENGING ENVIRONMENTS:

The Cynet platform is built to meet the needs of organizations working in the most demanding network environments. It has been deployed on ships, in factories and in retail environments. Cynet can be launched in minutes, across thousands of endpoints.

COMPLETE VISIBILITY INTO ACTIVITY AND CATALINA APP INTEGRITY:

The single Cynet dashboard provides a full view of activity across systems, risk ranking of alerts gives security team members the ability to easily understand threat levels with minimal levels of expertise.

24/7 CUSTOMER SUPPORT AND CYOPS SECURITY EXPERTS:

Cynet's Customer Service team is there far past onboarding and deployment. The Cynet team, including its 24/7 CyOps security experts, carry out threat hunting and alerting, and are available for every question, situation or incident, to provide knowledge and backing, at no additional cost.