CHECK POINT™ | STRÖER

Ströer uncovers the most relevant external risk exposures - at scale.
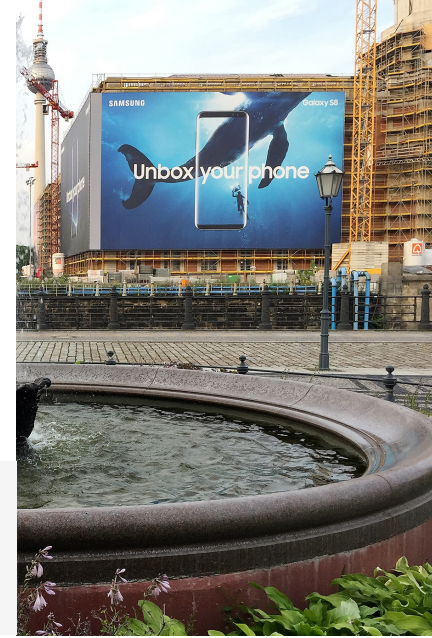
INDUSTRY	HEADQUARTERS	COMPANY SIZE
Media	Germany	10,000 employees

OVERVIEW

Ströer is a leading German out-of-home advertiser that offers advertising customers individualized and fully integrated, end-to-end solutions along the entire marketing and sales value chain. Ströer is focusing on the strength of the OOH business with its "OOH+" strategy, supported by the 'Digital & Dialog Media' and 'DaaS & E-Commerce' segments. The company has approximately 10,000 employees at over 100 locations.

OUR SOLUTION

Infinity Platform Services
Collaborative Security Operations & Services

> " In the POV we realized that Infinity ERM was much more than an EASM solution, it delivered much value with highly relevant intelligence from the deep and dark web.
>
> *Benjamin Bachmann, Head of Group Information Security Office at Ströer*

CHALLENGE

In fiscal year 2021, Ströer generated revenue of EUR 1.63b. Ströer SE & Co. KGaA is listed in Deutsche Börse's MDAX. Tasked with creating a unified, healthy, and shared security culture across the entire group, Benjamin Bachmann, Head of Group Information Security Office, was initially seeking to gain total visibility into exposed external-facing assets across all portfolio companies – no easy feat due to the sheer size of each company in terms of known and unknown assets.

Benjamin and his team were evaluating different solutions, one for External Attack Surface Management (EASM), and one for mitigation. This changed during Infinity ERM's Proof of Concept (PoC) with Ströer, where the team realized the degree of visibility and actionable insights the solution delivered.

SOLUTION

The team immediately started acting on the insights that Infinity ERM delivered, dramatically improving cyber posture across all of the group's companies.

Leveraging threat intelligence tailored specifically for each company's external-facing assets, the team was able to communicate at the company level what needed to be done, monitor progress, and continuously improve cyber posture of 100+ portfolio companies, elevating the organization's overall posture.

Upon completion of the Attack Surface Management module's autonomous discovery, the relevant threat intelligence—sourced from the open, and deep and dark web—was mapped to Ströer's specific exposed assets.

With the help of the Infinity ERM's team of analysts, the findings were sanitized, teaching the algorithm, gradually reducing false-positives down to minimum - laying the grounds for proper performance benchmarking and measurement.

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The Infinity ERM team was really responsive and helpful in every step of the way.

Benjamin Bachmann, Head of Group Information Security Office at Ströer

OUTCOME

In addition to gaining visibility at the group-level, Infinity ERM's deep and dark web threat intelligence reports helped Ben and his team gain a clear understanding of the bigger picture: Trends, hacker groups, threat actors' interests and more. This allows them to increase cybersecurity knowledge and awareness across all portfolio companies and keep up with the ever-evolving threat landscape.

"It's no wonder we stopped our vendor evaluation after the PoC with Infinity ERM," says Ben, "It simply checks all our boxes. Visibility, actionable insights, support and knowledge - all in one platform that's easy to use. The focus it delivers is phenomenal."

ABOUT CHECK POINT

Check Point Software Technologies Ltd. (www.checkpoint.com) is a leading AI-powered, cloud-delivered cyber security platform provider protecting over 100,000 organizations worldwide. Check Point leverages the power of AI everywhere to enhance cyber security efficiency and accuracy through its Infinity Platform, with industry-leading catch rates enabling proactive threat anticipation and smarter, faster response times. The comprehensive platform includes cloud-delivered technologies consisting of Check Point Harmony to secure the workspace, Check Point CloudGuard to secure the cloud, Check Point Quantum to secure the network, and Check Point Infinity Core Services for collaborative security operations and services.

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