Cyberint
Impactful Intelligence

Ströer uncovers the most relevant external risk exposures - at scale

Maximum visibility across all portfolio companies, proactive intelligence for fast remediation and unified cybersecurity.

The Challenge: eliminating external threats across all portfolio companies

Ströer is a leading German out-of-home advertiser and 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.

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 Cyberint's POV with Ströer, where the team realized the degree of visibility and actionable insights the solution delivered.

STRÖER

Challenges

- Obtaining extensive integrated visibility into external risk exposure across all portfolio companies

Solution

- Deployed Cyberint Argos Edge™

Impact

- Continuously uncovered and mitigated the most relevant known and unknown external risks
- A dramatic reduction in false-positives kept teams laser-focused on the right actions to minimize digital risk exposure
- Continuously sanitizes data and optimizes results with ongoing support from Cyberint's analyst team

"In the POV we realized that Cyberint 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*

Harnessing the power of autonomous discovery was a game changer

The team immediately started acting on the insights that Argos Edge™ 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.

On the path to zero false-positives

Upon completion of Cyberint's EASM 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 Cyberint'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.

"The Cyberint team was really responsive and helpful in every step of the way."

A whole new level of knowledge

In addition to gaining visibility at the group-level, Cyberint'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 POV with Cyberint," 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."

> **Discover Cyberint with a personalized demo**

About Cyberint

Cyberint, the Impactful Intelligence company, reduces risk by helping organizations detect and mitigate external cyber threats before they have an adverse impact. The Cyberint Argos platform's patented technology provides superior visibility through continuous discovery of the evolving attack surface, combined with the automated collection and analysis of vast quantities of intelligence from across the open, deep and dark web. A team of global military-grade cybersecurity experts work alongside customers to rapidly detect, investigate, and disrupt relevant threats – before they have the chance to develop into major incidents. Global customers, including Fortune 500 leaders across all major market verticals, rely on Cyberint to protect themselves from an array of external risks, including vulnerabilities, misconfigurations, phishing, impersonation attacks, malware infections, exposed credentials, data leaks, fraud, and 3rd party risks.

For more information visit: https://cyberint.com

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