ADOBE

Strives to Boost Customer Data Protection with RSA NetWitness® Logs and Packets

AT-A-GLANCE

Challenges

– Adobe's customers run highly visible digital marketing campaigns, which must be executed, monitored and measured flawlessly while keeping their data safe.
– Adobe was looking for a proactive approach to security in order to protect customer data from attack and respond faster to threats.

Results

– RSA NetWitness Logs and Packets provides increased visibility across the network, giving Adobe greater insights to identify, investigate and analyze potential threats before they can impact its customers' data.
– The incident response time has been significantly reduced, and reporting to managers is now faster and more effective.
– Potential issues can be investigated immediately and in-depth to identify and help eliminate the cause.

" RSA NetWitness Logs and Packets allows us to take proactive steps in protecting our customers' data before anything happens. It has helped us reduce our response times dramatically. We're now able to provide our product managers, our product teams and management teams with much better answers in a much shorter period of time."

KEVIN YOUNG, MANAGER OF SECURITY OPERATIONS GROUP, ADOBE

Adobe

RSA®

Adobe is a global leader in digital marketing and digital media solutions. Its tools and services allow customers to create ground-breaking digital content, deploy it across media and devices, measure and optimize it over time and achieve greater business success. Adobe helps its customers make, manage, measure and monetize their content across every channel and screen.

CONTACT US

To learn more about how RSA products, services, and solutions help solve your business and IT challenges contact your local representative or authorized reseller – or visit us at www.rsa.com

Why is security important to you?

We have a responsibility to protect the confidentiality, availability, and integrity of our customers' data, including data that we've captured on our customers' behalf about their consumers. Everyone in our organization – from the CEO down – works hard to gain our customers' trust. It is important to us that we don't lose that trust.

How do your customers use the data you hold on their behalf?

Analytic data we collect on customer's behalf provides real-time insight into the demands of the consumer. Analysis of customer preference - for example, color, model, price-point, or style - allows a marketing team to implement on-the-fly changes to a print or broadcast advertising campaign. Information gathered from social media provides consumer insight into shifting consumer trends. Finally, by monitoring visitor behavior and response to A vs. B changes in web design elements, our customers can evaluate consumer response to various offers and messaging.

Another example of how we help our customers can be seen on a number of retail websites. If you're looking at say a blue shirt, you may be able to hover over other color options to change it to grey or white. We enable our customers to track how long a visitor spends looking at a shirt, which colors they select and which colors are ordered the most. This enables them to adjust their stock levels and advertising in line with demand and availability. We can also help identify whether users respond better to a green or blue 'submit' button at checkout as well, for example.

Why did you choose RSA NetWitness Logs and Packets?

Given our needs and use cases we found that as we looked across the competitive spectrum, RSA NetWitness Logs and Packets far and above met our requirements. We chose RSA as they were great to work with, from presale support, to installation, to our training and development.

RSA NetWitness Logs and Packets gives us increased visibility across our network.

That gives us a lot more insight into how to help protect our customers' data. The relationship with RSA has been absolutely amazing. We feel that they're invested in our success. We truly appreciate their support.

How has RSA NetWitness Logs and Packets added value for you?

In today's environment you've got to be proactive. RSA NetWitness Logs and Packets allows us to take proactive steps to better protect our customers' data before anything happens. It has helped us reduce our response times dramatically. We're now able to provide our product managers, our product teams and management teams with much better answers in a much shorter period of time.

Previously we had to look across a broad variety of tools and products to get a comprehensive view of our network.

Now we have the ability to more quickly tell our managers exactly what is happening, and what the depth of a threat may be. RSA NetWitness Logs and Packets has helped us increase our efficiency. It gives us a much better ability to report up to management and our product managers.

In some cases, we may get a false alarm but in other cases we may have a configuration problem, which is something that we need to address. RSA gives us the ability to dig down to that level and find out what's happening.

What are the next steps in your security journey?

Right now we're focussing on people and processes, but it's an ongoing project. We have a saying on our team: "We were good a year ago, we're better now, but one year from now we'll be even better."

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