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 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.

Why is security important to you?
We have a responsibility to protect the confidentiality, availability, and integrity of 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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