

Q&A With Chick-fil-A's Geoffrey Cole

Featuring Geoffrey Cole, Business Analyst III at Chick-fil-A



INDUSTRY

Retail

COMPANY SIZE

1,000+ employees

SECURITY CHALLENGES

- + Needed an application whitelisting tool
- + Insufficient traditional AV

PRODUCT

CB Protection
CB Response

KEY BENEFITS

- + Save time & money on reimaging
- + Assistance during investigations

Tell us about your process for choosing Carbon Black.

In late 2012, Chick-fil-A had identified that there was malware getting onto employees' systems. During that time, our solution to mitigate any potential threat was to re-image the device. Traditional antivirus was months behind where it needed to be in order to prevent these types of events. Consequently, we realized we needed to be looking for an application controller to support our business needs. The team evaluated various security vendors and chose Carbon Black's application whitelisting tool, CB Protection. CB Protection is a robust product that is architecturally sound. It is capable of doing so much and we've benefited greatly from having it in place. We also have CB Response in an MSSP format.

What is the value you've seen since using Carbon Black?

In addition to providing assistance during investigations, Chick-fil-A has received substantial benefit in mitigating malware and preventing costly, time-intensive reimaging. CB Protection has and continues to provide value both in preventing and monitoring potential exploitations in our environments.

"CB Protection is a robust product that is architecturally sound. It is capable of doing so much and we've benefitted greatly from having it in place."

- Geoffrey Cole, Business Analyst III, Cybersecurity & International

How did you know you wanted to work in this industry?

Since childhood, computers have always been of interest to me. In high school my friends and I identified different vulnerabilities in the school's network, so we created LAN parties and other events to bypass the existing controls that were in place in the network. It was initially fun, but the school's IT department found out about our shenanigans and gave us an ultimatum: be disciplined or come work for us. I became a student volunteer for the IT department doing technical support, and ever since then I've had a strong appreciation for cybersecurity and have been really engaged in IT.

How has the industry changed since you first started?

The industry has definitely transformed over the last decade and continues to scale rapidly with business demand and how companies and organizations are changing. I would say the biggest indicators of this are the adoption of cloud solutions, more organized automation and the introduction of supervised and unsupervised machine learning for business functions. From a cybersecurity perspective, only in the last five years has the industry really blown up to be recognized as something that is essential to business. As we move toward the future, IT and cybersecurity will be more intertwined and will become the new norm for organizational investment. One of the most fundamental things that we can really do as a global cybersecurity community is share knowledge in order to advance and grow together. It is imperative that organizations share best practices and become stewards for the community at large.

What's one piece of advice you would share with someone starting a career in cybersecurity?

If you want to succeed, you need to be agile. In this industry, you and your peers must be able to adapt and swiftly respond to the evolving threats to your organization. In addition, the more you learn, the more you will be able to grow. Having a healthy relationship with your peers and collaborating with and learning from people who may have more experience than you will positively influence your ability to practice security and make effective, agile decisions.

About Carbon Black

Carbon Black (NASDAQ: CBLK) is a leader in cloud endpoint protection dedicated to keeping the world safe from cyberattacks. The CB Predictive Security Cloud (PSC) consolidates endpoint security and IT operations into an endpoint protection platform (EPP) that prevents advanced threats, provides actionable insight and enables businesses of all sizes to simplify operations. By analyzing billions of security events per day across the globe, Carbon Black has key insights into attackers' behaviors, enabling customers to detect, respond to and stop emerging attacks. More than 5,600 global customers, including approximately one third of the Fortune 100, trust Carbon Black to protect their organizations from cyberattacks. The company's partner ecosystem features more than 500 MSSPs, VARs, distributors and technology integrations, as well as many of the world's leading IR firms, who use Carbon Black's technology in more than 500 breach investigations per year.

Carbon Black, CB Predictive Security Cloud and CB LiveOps are registered trademarks or trademarks of Carbon Black, Inc. in the United States and/or other jurisdictions.

Carbon Black.

1100 Winter Street
Waltham, MA 02451 USA
P 617.393.7400 F 617.393.7499
www.carbonblack.com