

Carbon Black.

SUCCESS STORY

GEO Holdings Gains Proactive Prevention Against Attacks



INDUSTRY

Media

COMPANY SIZE

4,000+ employees

SECURITY CHALLENGES

- + Attacks bypassing outdated antivirus solution
- + Replacing infected endpoints each month

PRODUCT

CB Defense

KEY BENEFITS

- + Proactive prevention against advanced threats
- + Visibility into environment

Summary

GEO Holdings has developed into a nationwide network of over 1,500 media shops since the corporation was founded 25 years ago. With such continuous growth, the security team felt it was critical that they upgrade their legacy antivirus (AV) solution to next-generation AV with Carbon Black. Since deploying Carbon Black, GEO Holdings has been able to take advantage of the combination of enhanced prevention and EDR capabilities to protect the organization from advanced threats.

Staying Ahead of Threats

GEO Holdings allows their employees to download applications that they need freely in order to maintain internal workplace efficiency. However, with that freedom the security team found that employees were often installing malware that was bypassing their outdated antivirus solution. This was causing the security team significant time spent replacing infected endpoints every month.

“After deploying CB Defense we don’t have to worry about that anymore,” said Uchu Yamada from the security team at GEO Holdings. “Now with CB Defense deployed security incidents can be prevented in advance and our employees can focus more on their customers.”

Replacing Traditional Antivirus

It was clear that antivirus wasn’t sufficient for the GEO Holdings security team. However replacing traditional antivirus for a more robust endpoint security solution often requires executive buy-in. Fortunately for GEO Holdings the management team was very supportive of the switch from legacy antivirus to Carbon Black.



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*Uchu Yamada
Security Team
GEO Holdings*

“Understanding the risks, Japanese organizations want to migrate to next-generation antivirus,” added Yamada. “We agreed that CB Defense was the best solution.”

Conclusion

Since deployment GEO Holdings has been able to proactively prevent attacks and gain visibility into their environment.

“We choose Carbon Black as our security partner,” concludes Yamada. “We can see the security incidents decrease greatly after deploying CB Defense.”

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About Carbon Black

Carbon Black is a leading provider of next-generation endpoint security. Carbon Black serves more than 3,700 customers globally, including 30 of the Fortune 100. As a cybersecurity innovator, Carbon Black has pioneered multiple endpoint security categories, including application control, endpoint detection and response (EDR), and next-generation antivirus (NGAV). Leveraging its newly introduced big data and analytics cloud platform – the Cb Predictive Security Cloud – Carbon Black solutions enable customers to defend against the most advanced cyber threats, including malware, ransomware, and non-malware attacks. Deployed via the cloud, on premise, or as a managed service, customers use Carbon Black solutions to lock down critical systems, hunt threats, and replace legacy antivirus. For more information, please visit www.carbonblack.com or follow us on Twitter at @CarbonBlack_Inc.

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