

Large Enterprise Consumer Products Company

Introduction

This case study of a large enterprise consumer products company is based on a November 2023 survey of CrowdStrike Threat Intelligence customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We use the final product intelligence for briefings to executive and risk teams on wider implications of business activity as it relates to cyber threats. We were able to gain insight into actors targeting our ecommerce platforms for fraud.”

Challenges

What challenges did you or your team experience before using Falcon Intelligence Recon+?

- Our current detection capabilities were mostly internal and we were concerned about underground threats
- We were concerned about brand abuse on social media or forums
- Our organization is often hit by phishing campaigns and needed to verify credential theft
- We often see fake websites impersonating our organization and going after customers.
- We were concerned about risks to VIPs or executives mentioned on forums

Which other vendors did you consider before selecting CrowdStrike Threat Intelligence?

- ZeroFox
- Digital Shadows / Reliaquest
- Microsoft

Use Case

Which features of Falcon Intelligence Recon+ do you find most useful?

- Notifications on exposed data, compromised identities, brand abuse, typo-squatting
- Assistance from CrowdStrike experts pre-filtering alerts
- Searching across different forums
- Weekly reports about ransomware families, access brokers, vulnerability exploits

Surveyed user: “I’m part of the security planning team (Info Sec).”

Results

Why did you choose CrowdStrike Falcon Intel Recon + over others?

- Assistance from CrowdStrike analysts
- We use the Falcon platform already for other security offerings and want to keep our consoles consolidated
- CrowdStrike’s expertise in threat intelligence
- Recon + covers multiple use cases, valuable to multiple teams without increase in costs

Please rate the following capabilities of CrowdStrike Falcon Intel Recon+ compared to the competition:

- Continuous coverage of underground forums, marketplaces etc: **Significantly Better**
- Discovery of typosquatted domains: **Better**
- Monitoring assistance from CrowdStrike Experts: **Best In Class**
- Advise on how to mitigate discovered threats: **Significantly Better**
- User Experience via Falcon Portal: **Significantly Better**
- Vulnerability Intelligence: **Better**

What benefits did your organization realize following the deployment of CrowdStrike Falcon Intelligence Recon+?

- We now receive early warnings on digital threats not know before
- We are better prepared to stop threats from criminals or malicious infrastructure targeting our organization
- Improved awareness of key eCrime trends (Ransomware campaigns, Access Broker trends ...)
- We can inform our leadership more reliable on emerging threats as they unfold

In your best estimate, by what percent did CrowdStrike improve the following?

- Improved our threat risk awareness: **50-75%**
- Increased depth of incident investigations: **25-50%**
- Helped to mitigate external threats before they became a problem: **75-100%**
- Reduced our global risk posture: **75-100%**
- Improved effectiveness of our patching efforts: **25-50%**

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Large Enterprise

Industry:
Consumer Products

About CrowdStrike Threat Intelligence

CrowdStrike (Nasdaq: CRWD), a global cybersecurity leader, has redefined modern security with the world’s most advanced cloud-native platform for protecting critical areas of enterprise risk — endpoints and cloud workloads, identity and data. Powered by the CrowdStrike Security Cloud and world-class AI, the CrowdStrike Falcon® platform leverages real-time indicators of attack, threat intelligence, evolving adversary tradecraft and enriched telemetry from across the enterprise to deliver hyper-accurate detections, automated protection and remediation, elite threat hunting and prioritized observability of vulnerabilities. Purpose-built in the cloud with a single lightweight-agent architecture, the Falcon platform delivers rapid and scalable deployment, superior protection and performance, reduced complexity and immediate time-to-value. CrowdStrike: We stop breaches.

Learn More:

[CrowdStrike](#)

[CrowdStrike Threat Intelligence](#)