

The Economist

Introduction

This case study of The Economist is based on a November 2018 survey of Kenna Security customers by TechValidate, a 3rd-party research service.



“We now have the ability to easily highlight the remediation actions with the most bang for the buck to our operations teams. We also have a feedback loop so they can see the risk scores changing every time they fix problems. This feedback loop wasn’t there before Kenna and so there was a “what’s the point?” feeling in operations about patching. Kenna has really helped us change that view. ”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Kenna Security:

- Security challenges experienced that led to implementing the Kenna Security Platform:
 - Too many vulnerabilities with no way to effectively prioritize
 - High volume of security data lacking context for decision making
 - Inefficiencies in vulnerability remediation
- Previously used the following to prioritize vulnerability scan data:
 - Spreadsheets

Use Case

The key features and functionalities of Kenna Security that the surveyed company uses:

- Has been actively using the Kenna Security Platform for Over 2 years.
- Kenna Security Platform features most important to them when evaluating competitive or alternative solutions:
 - Data science-based risk scoring methodology
 - “off the shelf” integrations with a wide range of security data sources

Results

The surveyed company achieved the following results with Kenna Security:

- Most important security challenges the Kenna Security Platform has helped solve:
 - Addressing vulnerabilities that pose the greatest risk to their environment
 - Increased efficiency of vulnerability remediation
 - Finding a quantifiable way to measure, reduce and report on risk
- Since implementing the Kenna Security Platform, they have been able to reduce their risk posture score by 50%.
- Most important factors that contributed to the success of their Kenna Security implementation:
 - The Kenna Customer Success team (CSM, CSE)
 - Sharing the risk scores widely to provide a feedback loop on actions taken or not taken.

Company Profile

Company:
The Economist

Company Size:
Medium Enterprise

Industry:
Media & Entertainment

About Cisco Vulnerability Management

Kenna is a software-as-a-service Risk and Vulnerability Intelligence platform that accurately measures risk and prioritizes remediation efforts before an attacker can exploit an organization’s weaknesses. Kenna automates the correlation of vulnerability data, threat data, and 0-day data, analyzing security vulnerabilities against active Internet breaches so that InfoSec teams can prioritize remediations and report on their overall risk posture.

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