CybelAngel

200 leaks, zero data breaches

How Lagardère prevents 200+ data leaks from turning into major breaches every year with CybelAngel

"CybelAngel is the only solution that detects a potential crisis before it effectively becomes one."

Thierry Auger

Deputy CIO and CISO, Lagardère

ABOUT LAGARDÈRE

Created in 1992, Lagardère is an international group with operations in more than 40 countries. It employs over 30,000 people and generated revenue of €7,211 million in 2019.

In 2018, the Group launched its strategic refocusing around two priority divisions:

Lagardère Publishing is the world's third-largest book publisher for the general public and educational markets, and the leader in France. Alongside some 6,900 employees, it creates 17,000 original publications each year as well as contributing to their broader circulation by innovating with digital and mobile reading formats. Lagardère Publishing's activities also extend to adjacent businesses such as mobile games and board games.

Lagardère Travel Retail is the world's fourth largest travel retail merchant, with operations in three segments of this very dynamic field: Travel Essentials, Duty Free & Fashion, and Foodservice. Lagardère Travel Retail has 25,000 employees across an international network of more than 4,800 points of sale in around one thousand airports, mainline and urban train stations.

The Group's business scope also includes Lagardère News (Paris Match, Le Journal du Dimanche, Europe 1, RFM, Virgin Radio and the Elle brand licence) together with Lagardère Live Entertainment

Through this strategic refocusing, the Lagardère group is investing in its two strategic divisions with the aim of creating global leaders over the long term.

CHALLENGES

As Ponemon pointed out in their latest "2020 Cost of Insider Threat Global Report", the overall cost of insider threats is rising, with a 31% increase from $8.76 million in 2018 to $11.45 million in 2020. Detecting threats before they escalate into costly breaches has become more critical than ever before. In addition, the number of incidents has increased by a staggering 47% in just two years on average, from 3,200 in 2018 to 4,716 in 2020. Robust monitoring capacities are paramount to protect increasingly extended attack surfaces.

Over the last decade, Lagardère's cyber attack surface has expanded, while a simultaneous and equivalent cyber-criminal element hunts for exposed digital assets. Like most organizations across the world, Lagardère has undergone a digital transformation. Embracing internet technologies has helped them not only create and deliver products in new and compelling ways, but also collect, store and use a massive amount of data to gain deeper insights into their customers. Switching from proprietary and closed systems with a controlled distribution, to cloud computing has exposed new weaknesses.

On the front line, the CISO's Security Team at Lagardère is responsible for critical cybersecurity initiatives including scanning, analysis, patching, testing, and incident response. However, it had become increasingly difficult to detect and mitigate threats that range from malicious cybersquatting to negligent data leakage. Indeed, **the team had to operate with limited visibility over an increasingly complex IT ecosystem comprised of hundreds of disparate information systems.**

Thierry Auger, CISO at Lagardère, recalls "Let's just say that before CybelAngel, we had no way to detect third-party threats. We relied on business units to alert us after breaches already happened. This "wait-and-see" posture meant we were only able to patch things up. **We needed to become proactive to be efficient: that's where CybelAngel came into play."**

HOW CYBELANGEL HELPED

Lagardère uses CybelAngel to detect data leaks across the visible, deep and dark web. Comprehensive scanning capacities coupled with Machine Learning and human investigation allows the CISO's team to be proactively alerted about several use cases, from data leakage to cybersquatting, account take-over, and VIP profile impersonation.

"CybelAngel makes things easy. They are our one-stop-shop for data leakage detection across all our extended supply chains," Thierry Auger explains. "We don't have to implement several tools to monitor each information system: CybelAngel does it all. No set-up is required, meaning we started scanning the internet for data leakage as soon as we uploaded our first list of keywords. The SaaS platform gathers all Incident Reports, which are then assigned to relevant incident response teams based on the keyword which triggered the alert."

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>
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To locate their digital assets and make sure they are genuine, Lagardère uses specific keywords. Auger explains, "My team prescribes global best practices for keyword management. Of course, any mention of our brands and trademarks is closely monitored. But we witness real efficiency when entities inject unique markers into digital assets. For example, adding specific emails in our datasets allows easy authentication of the critical assets detected by CybelAngel."

CybelAngel utilizes operationalized Augmented Intelligence. Each detection goes through an automated pipeline from machine learning-filtered data processing to investigation by an analyst. As zero-false positive solution, CybelAngel provides actionable intelligence to detect and resolve data leaks.

Thierry Auger recalls, "One day, we received an Incident Report from our CybelAngel analyst on a domain registration very similar to one of our subsidiaries. The Incident Report detailed dozens of data points, from the registrar to Whois information. It also mentioned the presence of child abuse content on the site. **With this information, we were able to immediately blacklist the domain in our firewalls, and escalate the issue to our legal team. This look-alike domain was taken down in a matter of days after it was set up."**

RESULTS

200+ third-party-related breaches are prevented each year

Increased visibility over complex and distributed enterprise IT ecosystems

Accelerated incident response thanks to zero-false positives, real-time alerting, detailed and actionable incident reports

No additional resource required to operate the solution

For Thierry Auger, CybelAngel has entirely equipped Lagardère with unprecedented detection capacities. "Before CybelAngel, we had no way of detecting data leakage. The simple act of resolving leaks before they turn into massive breach has simplified incident response." Integrated with Lagardère's IT ecosystem, CybelAngel has allowed teams to automate mitigation workflows and increased collaboration over remediation.

He concluded with, "CybelAngel is the only solution that helps detect a potential crisis before it effectively becomes one. It is priceless."