deep instinct™

CASE STUDY
EQUITY
TRUSTEES

Equity Trustees takes a prevention-first approach to ransomware to effectively protect its clients and its reputation

PREDICT AND PREVENT MALWARE PRE-EXECUTION

EXTEND AND ENHANCE EXISTING CYBERSECURITY POSTURE TO PROVIDE COMPLETE PROTECTION

The Company

Equity Trustees is Australia's leading trustee company, with offices in Australia, UK, and Ireland, providing independent and impartial Trustee and Executor services to help families throughout Australia protect their wealth. It offers a diverse range of services to individuals, families and corporate clients including asset management, estate planning, philanthropic services and Responsible Entity (RE) services for external Fund Managers.

Industry: Financial Services

Company size: Mid-Enterprise

Existing security solution: Antivirus

The Need:

A prevention-first approach to protect from today's most sophisticated cyber attacks

The ongoing challenge of data protection is being magnified not only by the rapid evolution of ransomware and other malware, but also by the necessity of remote work and providing complete protection across a distributed environment.

Equity Trustees found that maintaining the same high level of security controls on all employee workstations and corporate servers became more challenging as more people worked from home. Equity Trustees had long used antivirus tools to guard against known threats, but with the added challenge of remote work, the IT security team needed a more effective approach to protect against unknown and zero-day attacks.

Antivirus tools provided the last line of defense for laptops and other endpoints. In ordinary times, the management and logistics for keeping all endpoints up to date was inconvenient, but with remote work a necessity to safeguard employee health during COVID-19 protocols, keeping the existing antivirus tool up to date simply wasn't very effective and required extra administration effort.

A more strategic concern loomed as threat sophistication has progressed: "The cyber threat landscape was evolving very quickly with cyber criminals exploiting COVID-19 and companies moving to remote working. This created greater uncertainty and a heightened cyber risk environment," says Phing Lee, chief technology officer at Equity Trustees.

The IT leaders at Equity Trustees knew that the best security its analysts could provide is guided by the quality of their security processes and tools. With an astute understanding of how quickly cyber threats evolve – and how significant the damage can be in the event of a breach – the IT security team became more concerned about how many threats they may be missing.

"In our approach to solutions, we're looking for newer and better ways of doing things," says Lee. "We wanted different ways of solving the new threat landscape that we're in."

The IT stakeholders at Equity Trustees wanted autonomous, resilient prevention that would actively detect and stop new threats from entering the environment on each and every device used by employees and provide immediately and accurate protection.

"We chose Deep Instinct for its new and innovative approach to cybersecurity using its deep learning technology. Deep Instinct's features are better, and it is less time consuming. The story of what Deep Instinct does resonates with its products and the company delivered on what they said they would."

– Phing Lee, Chief Technology Officer, Equity Trustees

The Solution:

The Deep Instinct Prevention Platform

"We were in a process of evaluating an appropriate EDR solution for our needs, and then we came across Deep Instinct. What appealed to us was the platform's intuitive ability to prevent against unknown threats, like zero-day and APTs using its deep learning capabilities while maintaining a very low false positive rate. It was also easier to work with a simple solution offering without the additional complexity of a tiered services structure." says Akash Mittal, General Manager Technology and Security at Equity Trustees.

Equity Trustees chose the Deep Instinct™ Threat Prevention Platform for its pioneering use of deep learning—the most advanced subset of AI. Deep Instinct's deep neural network brain detects cyberthreats and learns to stop them instinctively. As a result, Deep Instinct detects and prevents against zero-day attacks and Advanced Persistent Threats (APT) in near zero time with unmatched speed and accuracy. Deep learning technology makes Deep Instinct autonomous – it learns and improves as it's fed more data.

"We chose Deep Instinct for its new and innovative approach to cybersecurity using its deep learning technology," says Lee. "Deep Instinct's features are better and is less time-consuming to use."

Deep Instinct delivers greater than 99% unknown threat accuracy with less than 0.1% false positives, allowing SOC teams to focus on the threats and challenges that matter. Endpoint protection is provided with no impact on the user experience: every file, script, and macro is checked pre-execution in less than 20 milliseconds. Deep Instinct also provides a $3 million warranty in the event of a ransomware breach – three times the amount offered by any other vendor – delivering confidence and peace of mind.

When the IT security team tested Deep Instinct, they realized how much more they could do to effectively protect data and assets. "The story of what Deep Instinct does resonates with its products and the company delivered on what they said they would," says Lee.

Because Deep Instinct's deep learning technology prevents threats from executing, the security team could now take the time to understand where the threats were originating, analyze those threats, and take steps to improve the overall security posture.

The Results

Predict and prevent threats in zero-time

Deep Instinct is a critical part of Equity Trustees' prevention-first approach to security. Deep Instinct can predict and prevent threats pre-execution, detect and automatically quarantine ransomware and other malware execution, and automatically analyze and remediate post-execution.

Detect and prevent events that others had missed

Deep Instinct detects and prevents events that other security tools missed with speed and unparalleled accuracy, better protecting workstations and servers against escalating threats and freeing up security analysts from the tedious work of validating endpoint security alerts. In the past, the Equity Trustees SOC was overloaded with alerts from its antivirus software, and false positives were challenging to control and address. Alert fatigue was high.

Also in the past, when a threat was detected, the SOC team went straight to work reimaging infected devices, which inevitably consumed time and resources. With attacks now prevented and false positives dramatically minimized, this wasted effort was eliminated.

A strong partner in prevention-first security

The Deep Instinct customer success team worked closely with Equity Trustees stakeholders throughout the implementation, helping implement the solution with total confidence. Updates to the Deep Instinct Prevention Platform are infrequent and automatically applied, improving operational efficiency across the security team.

"IT has been for a long time looking at well-established enterprises, but we've seen emerging vendors like Deep Instinct really changing the landscape and the arena with innovative solutions," says Brian Lam, infrastructure manager at Equity Trustees.

A prevention-first approach to malware allows the IT security team to better protect the business of Equity Trustees as it grows, - a growth which is dependent on maintaining the trust of its diverse client base, confidence of regulators and to do its work managing and protecting the wealth of so many now and in the future.

Request an online demonstration of the Deep Instinct Platform

See how Deep Instinct can help protect your organization in this live demonstration of our solution capabilities against unknown threats.

REQUEST A DEMO

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Deep Instinct takes a prevention-first approach to stopping ransomware and other malware using the world's first and only purpose built, deep learning cybersecurity framework. We predict and prevent known, unknown, and zero-day threats in <20 milliseconds, 750X faster than the fastest ransomware can encrypt. Deep Instinct has >99% zero-day accuracy and promises a <0.1% false positive rate. The Deep Instinct Prevention Platform is an essential addition to every security stack—providing complete, multi-layered protection against threats across hybrid environments.