

## Seiko Selects Deep Instinct for Unmatched Unknown Malware Prevention



**MALWARE  
BREACHES**

**REDUCED  
WORKLOAD  
CREATES MORE  
EFFICIENT IT TEAM**

### The Company

Since its founding in 1881, Seiko has introduced one revolutionary product after another, including the first wrist watch in 1913 and the world's first quartz watch in 1969. Today, Seiko Holdings designs, manufactures, and sells watches, clocks, electronic devices, semiconductors, jewelry, and optical products.

**Industry:** Manufacturing

**Company size:** Enterprise

**Existing security solution:** Endpoint Protection



### The Need:

#### Safeguard Endpoints with Expanded Remote Work and Cloud Applications

As cyberattacks have increased overall and devastating ransomware attacks have become commonplace, Seiko needed to ensure that its security infrastructure could keep pace with its evolving business needs, including the normalization of remote work, a fully cloud-based network, and accelerated digital transformation.

Masakatsu Nemoto, general manager of Seiko's IT Planning Division, explains, "We thought that our existing endpoint security would not be enough to deal with zero-day attacks and unknown malware threats."

Seiko's existing endpoint protection platform (EPP) detected threats based on signatures, requiring the IT team to

perform regular updates of definition files. In an office work environment, software patches could be applied from the distribution server locally, but since remote workers required remote patching, keeping endpoint protection up to date became significantly more challenging.

The company's endpoint countermeasures included URL filters and firewall-type proxy services to prevent entry and exit at the boundary of the internal and external networks. However, with the increase in remote work, the perimeter protection proved to be insufficient. There was a need for an endpoint protection platform that would fully protect employees and their endpoints from zero-day, ransomware, and other malware without being a burden on the IT team.

*"Based on our experience, we believe that Deep Instinct is the most promising next-generation EPP solution on the market today."*

**– Masakatsu Nemoto, General Manager, IT Planning Division, Seiko Holdings**

## The Solution:

### The Deep Instinct Prevention Platform

Seiko needed a modern, AI-driven approach for endpoint protection. As part of the selection process, Seiko obtained 100 known malware samples and compared the detection rate and CPU usage among the leading EPP products. Deep Instinct's unparalleled efficacy at detecting and preventing unknown malware made the selection decision easy.

During this time another Japanese manufacturer was hit by the Emotet ransomware, which halted its factory lines. Deep Instinct was vetted and validated in detecting and stopping

Emotet, thereby solidifying Seiko's choice of Deep Instinct's next-generation, AI-based solution to detect and prevent threats pre-execution, rather than detecting and responding to attacks after they happen.

With Deep Instinct preventing attacks on employee endpoints, the administrative burden of updating malware definition files was lifted. "AI detection eliminates the need to update definition files, so there is no need to contact users who have not applied the software and ask them to do so," says Mr. Nemoto.

## The Results

### Zero Malware Breaches

No malware has impacted Seiko since it began using Deep Instinct to protect its endpoints and business continuity. IT administrators no longer have to deal with unknown threats, which was a significant concern in the past.

### Rapid Implementation and Simple Operation

Deep Instinct's simplicity was also a critical selection factor. Deep Instinct is cloud-based, eliminating the need to prepare servers or do any other implementation work. Seiko's IT team was able to deploy Deep Instinct quickly and smoothly.

### Efficient Security Operations

The IT department has also reduced its workload with no need to check the application status of definition files as it did with its previous EPP solution. This frees up resources for more strategic security work. Eliminating signature updates for tens of thousands of employees also freed up network capacity.

## 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](#)



[www.deepinstinct.com](http://www.deepinstinct.com) | [info@deepinstinct.com](mailto:info@deepinstinct.com)

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.