



## CASE STUDY

# A global hospitality leader moves to targeted, actionable intelligence for payment-related threats

## Today's threats call for more insight, not more data

Visa reduced its own breach response time by

**+50%**

USING THE DATA IN VISA THREAT INTELLIGENCE<sup>1</sup>

One of the world's largest hotel, gaming, and entertainment companies has faced increasingly sophisticated attackers, requiring strategies for many types of threats and tactics. With multiple business units and systems to protect, and with financially motivated attacks on the rise, they have sought a nimble and proactive defense that minimizes the time to respond effectively.

The company has deployed a variety of security tools and intelligence feeds to identify and respond to breaches and suspicious activity. But more tools and more data have not always produced results.

Most threat intelligence sources cover many types of threats, with large volumes of open-source intel. This data may be a useful reference, but it does not serve as proactive intelligence for financially motivated cybercrime. In many cases, such generic intelligence sits unused on the shelf.

**What the company needed was not more data, but more relevant and focused intelligence providing specific insights on financially motivated cyber-attacks.**

**“ We have no shortage of tools that are either not used fully, or they're just flat not used ”**

## Moving beyond commodity data with Visa Threat Intelligence

**85%**

**of Visa Threat Intelligence's indicators are unique, and not found in other threat intelligence sources<sup>2</sup>**

With financial and payment-oriented attacks representing a significant portion of threat activity, the company turned to Visa Threat Intelligence as a more targeted tool to fight payment data breaches and fraud. Visa Threat Intelligence's Indicators of Compromise are a unique intelligence source, derived from Visa's visibility into global payment activity and payment related breaches. With Visa's differentiated cyber-intel, **over 85% of Visa Threat Intelligence's threat indicators are unique and not available from other threat intelligence products<sup>2</sup>.**

<sup>1</sup> Source: Visa. Breach response time is the average time between initial intrusion and breach discovery by Visa from 2014-2016.

<sup>2</sup> Source: Visa. Based on a sample of Visa Threat Intelligence indicators compared to four commercial threat intelligence sources/vendors (2016).

This unique Visa Threat Intelligence indicator feed is comprised of known successful breach intelligence, which can be applied to detect, identify and eliminate known threats earlier in the kill chain. Using this data, Visa was able to reduce its own breach response time by over 50%.

Visa Threat Intelligence helps turn reactive defenses into proactive security for retail, restaurants and hospitality businesses. The company's director of global incident response has likened its use of Visa Threat Intelligence to preparing a battlefield: evaluating risks, conducting "what if" scenarios, and developing informed strategies before attacks actually occur.

**“ When I think of threat intelligence, I'm thinking human intelligence ”**

## A go-to source for actionable intelligence on payment data security



Among the many tools at its disposal, the company came to prefer Visa Threat Intelligence. Visa Threat Intelligence helps them detect, identify and respond to the payment related attacks that threaten their business every day.

Unlike commodity data sources that often go unused, Visa Threat Intelligence is a unique, precise, and actionable tool that arms security operations and incident responders with the insights of a global payment security leader, allowing them to work efficiently and develop a more scalable and effective defense.

And because Visa Threat Intelligence is a web-based tool requiring no additional infrastructure, the company was able to put Visa Threat Intelligence to work immediately, with no operational changes required.

**“ With many arrows in our quiver, Visa Threat Intelligence is one of the first we reach for ”**

### For more information on Visa Threat Intelligence:

- Contact your Visa representative
- Contact the Visa Threat Intelligence team directly at [visathreatintelligence@visa.com](mailto:visathreatintelligence@visa.com)
- Visit us online at [www.visathreatintelligence.com](http://www.visathreatintelligence.com)

## Visa Threat Intelligence

*Essential cybersecurity intelligence for payment data*