

# Carbon Black. CB CUSTOMER SPOTLIGHT

## Q&A With Netflix DVD's Jimmy Sanders

Featuring Jimmy Sanders, VP of Information Security at Netflix DVD



### INDUSTRY

Media & Entertainment

### COMPANY SIZE

~7,000 employees

### SECURITY CHALLENGES

- + Ineffective traditional AV
- + 0-day signatures

### PRODUCT

CB Defense  
CB Response

### KEY BENEFITS

- + Real-time blocking
- + Effective threat hunting capabilities

### Tell us about your process for choosing Carbon Black.

Before we had Carbon Black we were using traditional antivirus (AV). I reviewed various products, developed an evaluation matrix and did a proof of concept with five to six EDR solutions. Out of everyone we looked at, Carbon Black offered the best value for the DVD division. As a standard, every year we ensure that we are using the most innovative security products and test for the best of the best. For the past five years Carbon Black has stood out to be a great solution for DVD.

### What is the value you've seen since using Carbon Black?

We originally chose Carbon Black for its EDR capabilities, but have since realized the security value that detection and prevention together can provide us, allowing us to create time-saving automated responses. We also leverage Carbon Black solutions for their effective threat hunting capabilities. Collecting endpoint data 24/7 gives us the chance to conduct advanced attacker profiling and intelligence enrichment, making our team much more efficient.

Our biggest value point that we've seen since using Carbon Black is endpoint protection automation and open APIs. Carbon Black is a non-signature-based solution, which means we do not have to worry about zero-day signatures anymore. The technology focuses more on "how is the malware performing?" and not "what is the signature of the malware?"

*"We leverage Carbon Black solutions for their effective threat hunting capabilities... giving us the chance to conduct advanced attacker profiling and intelligence enrichment."*

*- Jimmy Sanders, VP of Information Security*

### What are you planning to present at CB Connect this year?

My presentation is called, "Endpoint Nirvana: Two-Way Telemetry to Achieve Internal and External Endpoint Security Parity." I plan to use Carbon Black's platform solutions CB Defense and CB ThreatHunter to demonstrate that when you see something happen within your internal environment, you can apply those same logistics in an automated fashion to your endpoint solution no matter where you're located.

What's exciting about CB ThreatHunter is that it gives you the ability to do an automatic updated threat list. You can use external information to feed into CB ThreatHunter, and use the APIs in CB Defense to automatically change your policies. I plan to show examples where if a user gets a high-level alert, you can put the machine in a medium or high lockdown mode automatically until you can do further research, and you can use CB ThreatHunter to do that research. Ultimately, you can do all of this through APIs and automation. In this presentation I want to show fellow security leaders how to leverage Carbon Black within their overall security stack to pivot and take action.

### What is your expert advice to other CISOs?

First, if you haven't already started automating your stack, you're already behind the curve. Don't wait, start to automate the things that you do on a daily basis that can be very repetitive for your team. Second, the reason why I use tools like Carbon Black is because they have open APIs that can integrate with each other. This integration can give you a holistic security solution instead of a single-point security solution.

### About Carbon Black

Carbon Black (NASDAQ: CBLK) is a leading provider of next-generation endpoint security delivered via the cloud. Leveraging its big data and analytics cloud platform – the CB Predictive Security Cloud – Carbon Black consolidates prevention, detection, response, threat hunting and managed services into a single platform with a single agent and single console, making it easier for organizations to consolidate security stacks and achieve better protection. As a cybersecurity innovator, Carbon Black has pioneered multiple endpoint security categories, including application control, endpoint detection and response (EDR), and next-generation antivirus (NGAV) enabling customers to defend against the most advanced threats. More than 4,300 global customers, including 35 of the Fortune 100, trust Carbon Black to keep their organizations safe.

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