



Rentalcars.com



## Overview

### Industry

- Ecommerce

### Challenge

- Ineffective perimeter tools
- Insider threat
- Sophisticated and rapidly-evolving threats
- Limited visibility of overall network activity

### Results

- Real-time threat detection, including insider threat
- Alerted to subtle vulnerabilities that would have otherwise gone unnoticed
- Ability to respond efficiently to incidents and mitigate risk
- 100% network visibility

## Business Background

Rentalcars.com is the world's biggest online car rental company. It arranges over 7.1 million rentals a year in over 46,000 locations worldwide. Part of the Priceline Group, the company manages a global customer base spanning 169 countries and has offices in multiple different global locations. Its website, available in over 40 languages, is its primary platform for business. Rentalcars deals with major car hire companies around the world in order to provide the best service to its customers.



Darktrace's Enterprise Immune System is critical to our cyber defense strategy... we can handle incidents straight away.



Stephen Antell, CISO, Rentalcars

## Challenge

As an e-commerce business, Rentalcars was realistic about the damaging consequences of a potential cyber-attack. In order to protect its customers' sensitive information, as well as its revenue and reputation, the company was keen to adopt a cutting-edge technology able to detect not only known threats, but also emerging ones within a large and noisy network.

Due to its large, global workforce, Rentalcars also considered complete network visibility to be a necessity, which was a capability its existing security tools were unable to provide. The company also wanted a better understanding of its employees' activity on the company network, to enable easy identification of any suspicious internal behaviors.

## Solution

After reviewing the potential cyber security solutions available, Rentalcars decided to deploy Darktrace's Enterprise Immune System as its core cyber defense technology. The company completed a four-week Proof of Value, during which the Darktrace appliance was deployed to monitor network activity. Immediately, the Enterprise Immune System technology began to build a 'pattern of life' for the organization.

Once installed, Darktrace's Enterprise Immune System technology models the behaviors of every user, device and the network as a whole in order to establish an evolving baseline of normality, specific to that network. The technology is powered by unsupervised machine learning and probabilistic mathematics developed by mathematicians from the University of Cambridge. Its dynamic understanding of 'self' is constantly adapting to incorporate new behaviors and, crucially, allows for anomalous behaviors that deviate from the norm to be flagged and reported immediately.

Rentalcars accesses Darktrace's powerful technology through its 3D Threat Visualizer, a graphical visualization interface that immediately alerts analysts of any anomalous activity or detected threats. This enables the security team at Rentalcars to better understand what is happening within their network, and highlights the major threats to prioritize for investigation.

## Benefits

During the POV, Darktrace detected a vulnerability inside the Rentalcars network caused by a toolbar add-on, which was opening the network up to a potential attack. This was reported to the company's IT security team, which immediately notified the user and cleaned up the device.

Darktrace's ability to detect potential vulnerabilities in real time, as well as existing cyber-attacks, allows Rentalcars to respond efficiently to emerging threats before any damage is actually done. The company is now much more confident in its ability to defend its critical assets from cyber-threat.

Furthermore, Darktrace's Threat Visualizer interface provides the company with complete visibility into its network activity. Rentalcars' IT team is aware of all activity at the individual user and device level, right up to the macro-connections that the network is making with the outside world.

"Darktrace's Enterprise Immune System is critical to our cyber defense strategy. Its unique real-time threat detection capability means that we can handle incidents straight away, as opposed to dealing with the aftermath of a compromise," said Stephen Antell, CISO, Rentalcars. "Defending our customers' sensitive data against cyber-attack is of the utmost importance and Darktrace has enabled us to do it."

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