

# MINIMIZE CYBERSECURITY THREATS WITH DARKTRACE CYBER AI PLATFORM

At a time when large-scale data breaches have lowered consumer trust in technology companies to a historic low, they cannot afford to risk their reputations by falling behind today's threat-actors, who are constantly innovating to evade traditional security controls.

In a partnership with Darktrace technology, Noesis implemented a **self-learning AI cyber security system** for a Leading Portuguese Media & Technology Company that aimed for the accurate detection of threats and abnormal deviations, while evolving with the business.



Sector:  
Media &  
Technology

Business Unit:  
**Infrastructure Solutions**

Solution:  
**Intelligent Cybersecurity Deployment**



**13500+**  
IPs Monitored



*When evaluating security products there is a tendency to assume that because the challenge and threat landscape are complex, we therefore need complex tools. Darktrace is different – simple and easy to use, yet incredibly powerful – allowing us to look beyond traffic and gain unprecedented insights into what's happened*

Nuno Cândido  
Senior Infrastructure Solutions Manager



## THE CHALLENGE

The rise of cyber-attacks and the risk of insider threats led the team to search for an AI platform to gain **complete visibility** into its digital infrastructure.

Implementing such a precise and insightful system rose some challenges, due to the group's complex network and enormous different types of data:

- › With over a billion Euros in revenues and leading reputation to protect, the organization utilized a previous array of conventional security tools that proved **difficult to manage collectively** and **did not provide sufficient reporting to investigate and react to emerging threats.**

## GOALS

The main goal for this project was the implementation of an AI cyber security system, capable of detecting and responding to never-before-seen cyber threats in different digital environments, including virtual networks, cloud and IoT, in order to:

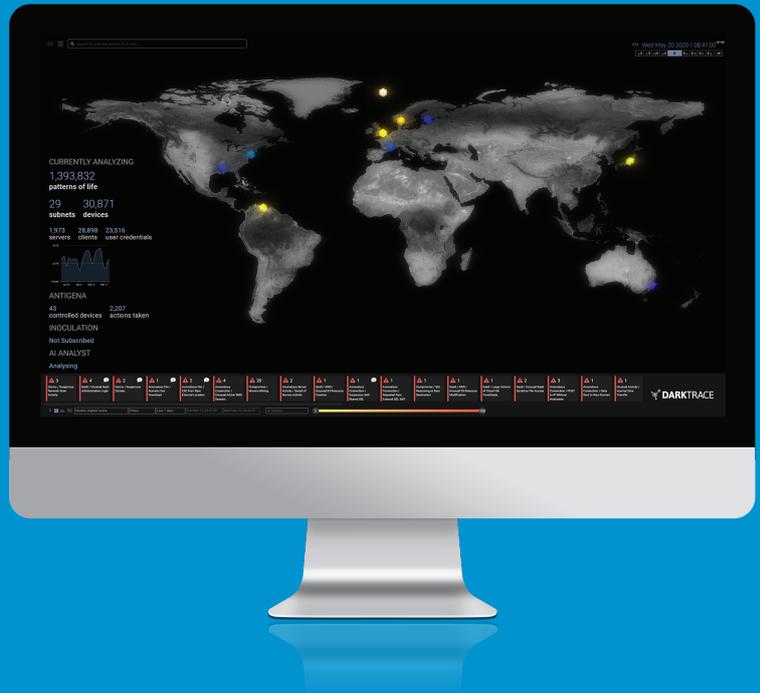
- › **Gain visibility** of the complex digital infrastructure and **detect abnormal activity and deviations** for each individual user and device.
- › Provide a **reporting platform** to contextualize and to carry out in-depth investigations into real-time incidents and emerging threats.

# SOLUTION

The Portuguese Media & Technology Company selected Darktrace cyber AI due to its unique ability to **distinguish between normal and abnormal activity** for each individual user and device, learning their typical 'patterns of life' while on the job. This continuously refined sense of 'self,' which evolves as the enterprise grows, enables the **detection of subtle deviations that characterize unprecedented threats.**

By analyzing the multi-dimensional behavior of every user and device, **the platform can uniquely piece together the disparate indicators of compromise that would otherwise go unnoticed.**

In addition, Darktrace classifies detected threats and visualizes them via the **Threat Visualizer** interface. Through contextualizing the threats, the team can "go back in time" and understand how events have unfolded.



## THE RESULT

Darktrace's cyber AI was installed in **under an hour**, equipping the client with:

- › **Full visibility** across the digital estate.
- › **Insights** from perimeter activity and from employees activity, **protecting** the network from internal threats.
- › **Real time security reporting** of threatening behavior: allowing for efficient investigation and response of abnormal activity, at any level of detail.

This serves as a **resilient, adaptive, and self-learning AI 'truth platform'** that helps validate the rest of the security stack output and **evolves hand-by-hand** with the business.



Noesis is a distinguished Platinum Darktrace Partner. This partnership helps sustain Noesis security strategy to guarantee the protection of data, assets and the entire network of organizations. With Darktrace technology we are able to prevent all cyber attacks through an advanced artificial intelligence system that provides a global view of the network, allowing an understanding of the network and ensuring greater security of your data.



Founded in 1995, Noesis is an international tech consulting company offering services and solutions to support clients in digital transformation and the development of their businesses. In order to obtain sustained value that is transversal to all sectors, Noesis is focused on infrastructures, software, quality and people.