

# Prime Communications – the Largest AT&T Retailer Deploys Blue Hexagon for Hybrid Enterprise-wide Security and Visibility

## HYBRID ENTERPRISE-WIDE SECURITY

Prime Communications' IT infrastructure spans multiple offices with servers and employee workstations, and several cloud VPCs and data stores in AWS deployed in multiple regions. The hybrid nature of the IT infrastructure posed several challenges, primarily how to attain a comprehensive security posture against advanced threats. While Prime Communications had already fitted employee devices with endpoint security, they still had a visibility gap for unmanaged devices, ephemeral cloud workloads, etc. as well as a security gap for advanced threats that could evade existing security controls. With multiple independent third-party evaluations against competing alternatives and recognition in the 2020 Gartner Market Guide for Network Detection and Response, Prime Communications chose Blue Hexagon Network Detection and Response and Cloud Security solution for protecting the entire hybrid enterprise with a consistent security defense.

Blue Hexagon provides Prime Communications:

- Hi-fidelity visibility of the hybrid workloads, including network, storage, and compute
- AI (Deep Learning) based threat detection of zero-day malware, ransomware, lateral movements and command and control
- Response orchestration through integrations with Prime Communications' firewall, endpoint security and cloud AWS / SaaS APIs

## SECURE ON DAY 1

Prime Communications deployed Blue Hexagon Cloud Security solution for both AWS and Microsoft 365 with just a few clicks, in a matter of minutes. And, within the next few hours itself, Blue Hexagon detected multiple MS-Excel macro-based threats in email and a bruteforcing attack over port 443 from a foreign IP against Prime Communications' public cloud infrastructure. With Deep Learning-powered detection and detailed AI-Explanation of the threats, Prime Communications' IT team was able to quickly and effectively respond by quarantining the malicious emails and blocking the foreign IP. In addition, Blue Hexagon surfaced traces of non-compliant behaviors in the environment, such as expired certificates in use or outdated protocol versions.



## CHALLENGES

- Enterprise-wide visibility across on-prem, cloud, and SaaS
- Quickly Identifying threats, particularly those evading current controls and spreading laterally
- Enabling SecOps team efficiently assure security and compliance for a large distributed hybrid enterprise

## SOLUTION

The Blue Hexagon Deep Learning-powered Network and Cloud Security solution for enterprise-wide visibility and threat defense

## BENEFITS

- Multi-vector visibility into cloud/on-prem networks, workloads, and storage
- Deep Learning real time detection and kill chain visibility of 0-day, ransomware and their manifestations
- Enterprise compliance and risk assurance with enterprise-wide visibility and threat defense
- AI-powered security findings and explanations as force multiplier for SecOps team

## ABOUT PRIME COMMUNICATIONS

Prime is the largest AT&T Authorized Retailer in the United States with locations from coast-to-coast. Founded in 1999 with a single mall kiosk at Baybrook Mall in Houston, Texas, Prime Communications set out to build one of the most successful wireless retail businesses in the U.S.

## AGENTLESS VISIBILITY AND DEFENSE – ENTERPRISE-WIDE

Blue Hexagon monitors Prime Communications’ cloud, email, and on-prem datacenter, providing visibility and threat defense for email, network, and workload activity in a single unified view -- all without needing any agents to be deployed, or workloads to be restarted or rearchitected.

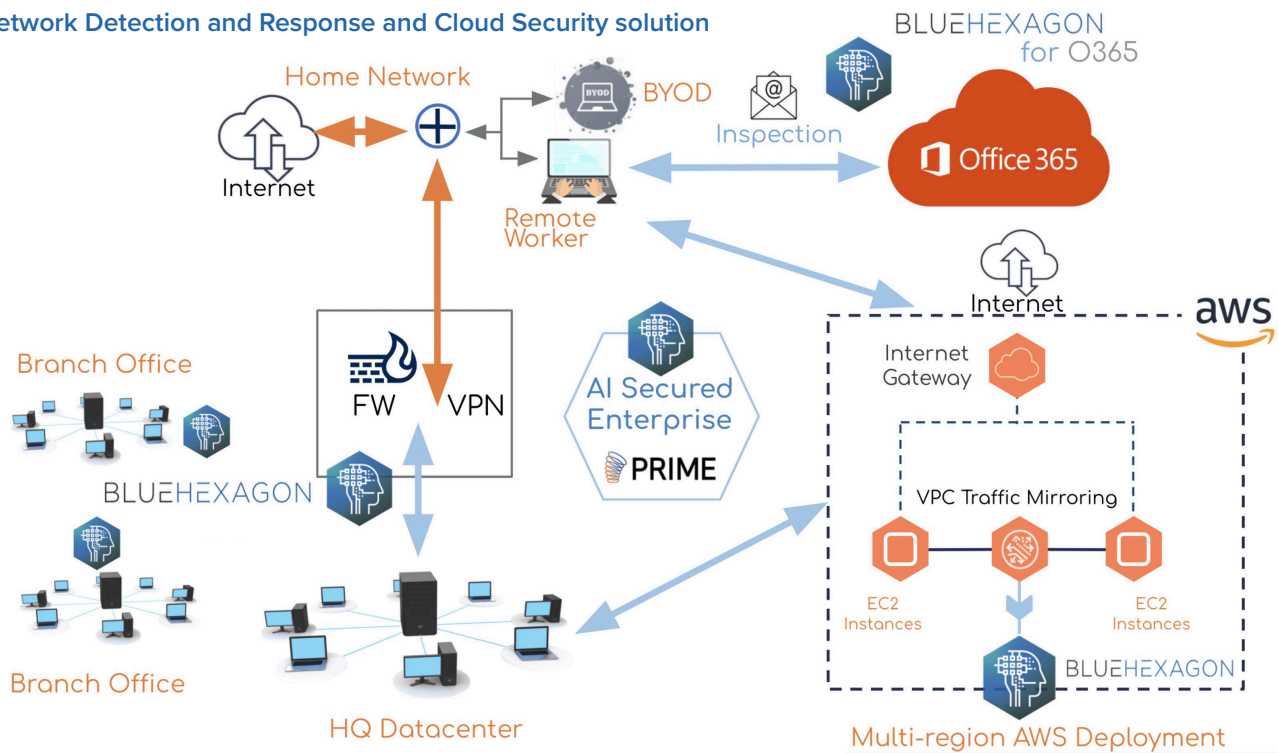
“Blue Hexagon’s technology is deployed out-of-band across all our infrastructure, making it extremely easy to install and manage” says Binay Gupta, Vice President of Business Systems at Prime Communications. “Blue Hexagon’s AI-powered monitoring of our cloud and network assets has had a force-multiplier effect on my IT Security team” says Gupta. “With the real-time view and threat explanation from Blue Hexagon, my IT Security team has been able to respond and remediate effectively in a timely fashion, giving us the confidence to configure Blue Hexagon to respond autonomously in the future.”



“As a company with a growing hybrid footprint, on-premises and in public cloud leveraging IaaS/PaaS/SaaS, we needed an advanced solution that could provide threat defense, visibility, and response capabilities uniformly across our entire enterprise. Blue Hexagon’s Network Detection and Response and Cloud Security solution, powered by AI with Real Time Deep Learning, enables this in a single platform – vastly reducing the burden on my IT security staff and greatly enhancing their security response. Blue Hexagon is the best-of-breed when it comes to AI-based security for a hybrid enterprise – with cloud, network and email.”

Farid Virani | CEO, Prime Communications

### Network Detection and Response and Cloud Security solution



Blue Hexagon is a deep learning innovator of Cyber AI You Can Trust™ to stop cyber adversaries and malware at sub-second speed. The company’s next-gen AI, purpose-built for cloud-native agentless cyber security, delivers actionable visibility and real time threat defense for multi-cloud, multi-platform and hybrid enterprises. Blue Hexagon deep learning models do not require baselining and eliminate agents, learning delays, sandbox, and rules or signatures. Blue Hexagon is headquartered in Sunnyvale, CA, and backed by Benchmark and Altimeter Capital. Follow us @bluehexagonai

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