

Proctor & Gamble Transforms Its CYBER RESILIENCE PROGRAM

A Fortune 500 company and manufacturing leader partnered with TrapX to enhance information & operational technology cybersecurity defenses.

The Manufacturing Cybersecurity Challenge

The manufacturing space relies on a wide range of embedded, proprietary operating systems to ensure business continuity and sustain high production volumes. However, maintaining comprehensive security measures for the entire life cycle of these tools and control systems presents a challenge. Many of these systems were not designed with built-in security measures, or are managed by third-parties, making traditional controls hard to monitor and enforce. As a result, these systems offer hackers a tempting attack surface from which to launch malicious threats.

Traditional IT cybersecurity techniques are not always applicable in an OT environment. Common IT security practices — such as frequent system updates and patches, or log tracking — are unrealistic and ineffective in operational environments. This is particularly true in large distributed networks. Yet an attack on these systems and control processes could disrupt manufacturing and distribution chains resulting in significant corporate losses. Procter & Gamble identified a need to innovate and elected to protect the deployment and operation of its critical OT systems with Deception.

“With TrapX, our 12-hour days turned into 10-hour days because we were able to more efficiently monitor the network.”

— Bill Fryberger, Director of Enterprise Security Operations at Procter & Gamble

TrapX DeceptionGrid Led to Effective, Efficient Threat Detection and Prevention

TrapX Security is a leader in deception-based cybersecurity technology. Our automated solutions detect, analyze, and thwart threats in tandem with other forms of cyber defense. DeceptionGrid® from TrapX deploys turn-key traps disguised as authentic company assets. When disturbed, decoys instantly pinpoint malicious threats and provide actionable intelligence. This real-time breach protection is a proven solution for both private and public organizations worldwide within top industries.

Using TrapX's DeceptionGrid, hundreds of traps were deployed throughout Procter & Gamble's manufacturing sites. Centralized management of the Deception platform made it easy to operate on a global scale. Decoys included simulated sites, workstations, servers, and devices. These Deception artifacts stayed silent when undisturbed. The security team regularly rotated locations to gain visibility into different types of threats within both its IT and OT environments. TrapX produced actionable results through the identification and discovery of a variety of attack vectors, including insider threats and malware, as well as more advanced attackers.

Flexibility was key as the TrapX platform recognized threats and misconfigurations. Compatibility with Windows, Linux, SCADA and network devices made it a viable solution for the entire scope of P&G's operations. And TrapX's non-intrusive deployment model allowed it to work without disrupting existing systems or draining SOC resources. This underlying passivity was key to its short- and long-term success.

A Cybersecurity Solution That Listens Without Speaking

Procter & Gamble evaluated many options based on quality standards, the impact to existing technology, and cost. When evaluating DeceptionGrid, the company found the tool to be truly unobtrusive in even the most sensitive of environments. Our approach of emulating devices in order to gain visibility into any malicious activity is by far the most effective for both IT and OT environments.

High accuracy and minimal false positives allowed a small team to monitor a large network. Specialists focused on real-time alerts and threats as reported by DeceptionGrid. Additionally, implementation of traps, or emulated devices, lent insight into misconfigurations impacting efficiency. The capacity to detect, deceive, and adjust with precision made life easier for security, IT, and plant operations alike.

"Fidelity is probably the highest of the solutions we have seen; if you get an interaction then you know it's an event you are going to investigate. TrapX is the only tool Procter & Gamble found able to work in the manufacturing environment...and it is really easy to deploy."

— Bill Fryberger, Director of Enterprise Security Operations at Procter & Gamble

Challenges in the Manufacturing Environment

LEGACY OPERATING SYSTEMS and embedded Windows systems

CRITICAL DEVICES LACK SECURITY SOFTWARE and complex network topology

BACK-DOOR ACCESS TO COMPANY ASSETS possible through vendor support via VPN

Impact of Cyberattacks on the Business

CRITICAL PROCESSES FAIL or perform in an unexpected manner

MANUFACTURING SYSTEM DOWNTIME halts production

EXPOSURE OF SENSITIVE BUSINESS LOGIC and patented technology

DAMAGE to brand reputation

Key Benefits of TrapX's DeceptionGrid

DECEPTION-BASED SECURITY reduces reliance on more disruptive threat detection measures

INNOVATIVE CYBERSECURITY TECHNIQUES define, locate, and defend against the latest and most sophisticated attacks

COMPATIBILITY and ability to integrate with existing Procter & Gamble operations and defense systems

IMPROVED DETECTION of threats minimizes Procter & Gamble financial loss due to the destruction or theft of vital corporate assets

ADVANCED REAL-TIME ANALYSIS and high-fidelity alerts enable the security operation center (SOC) to take immediate action against threats

PASSIVITY IN THE MANUFACTURING ENVIRONMENT alleviates plant operations reluctance to adopt new technology

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About TrapX Security

TrapX has created a new generation of deception technology that provides real-time breach detection and prevention. Our proven solution immerses real IT assets in a virtual minefield of traps that misinform and misdirect would-be attackers, alerting you to any malicious activity with actionable intelligence immediately. Our solutions enable our customers to rapidly isolate, fingerprint and disable new zero day attacks and APTs in real-time. TrapX Security has thousands of government and Global 2000 users around the world, servicing customers in defense, health care, finance, energy, consumer products and other key industries.

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