Real-time blocking

Effective threat
hunting capabilities

Flexibility for
custom policies

Netflix DVD Strives for Highest Intrinsic Security Posture with VMware Carbon Black

At Netflix DVD, the security team's role is to ensure that all customers and employees have a safe experience, whether they are at work or browsing for a DVD online. Jimmy Sanders, head of information security, ensures that his customers have confidence in Netflix DVD while trusting VMware Carbon Black Cloud™ and VMware's unique approach to intrinsic security to keep his organization safe.

Maintaining security in a distributed workforce

In response to the pandemic, Netflix DVD, like many other companies, had to change its security policies and adapt. Not only has the user experience changed, but attack vectors and the sheer number of attacks has increased dramatically for organizations. Employees are now working in environments that are no longer controlled by the DVD corporate network. "We have to find ways to ensure that we can strengthen our network, and one of the great things about having a product like VMware Carbon Black Cloud is that it sits on the endpoint" says Sanders. "Regardless of the network environment our employees are in, we can still apply policies internally to that device itself."

DVD.COM
A Netflix Company

Netflix DVD is the premier DVD-by-mail rental service. Make your movie list and get Blu-rays and DVDs conveniently delivered to you. Learn more at *dvd.netflix.com*.

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HEADQUARTERS
Fremont, California

VMWARE FOOTPRINT
VMware Carbon Black Cloud Endpoint™ Standard
VMware Carbon Black® Cloud Audit
and Remediation™
VMware Carbon Black Cloud Enterprise EDR™

vmware®

Adaptive prevention to meet distinct needs

At DVD, not all security is equal, and not all experiences are equal. The company does not want to apply the same security policies and the same stringent structure to browsing a collection of movies as it would to putting in credit card information. By taking the time to think about how it can apply the best security, DVD can create a better experience for not just its customers, but its employees as well. VMware Carbon Black Cloud offers DVD the flexibility to create custom prevention policies, because not all endpoints are the same, or have the same security concerns. According to Sanders, his job is to "make sure that the end user doesn't have to be the security expert. That's my job, so the end user can do what they were hired to do."

Looking ahead

Netflix DVD continues to drive business forward while living by what is in the best interest of its customers and employees. Its partnership with VMware has provided the team with an ability to plan and predict the security infrastructure accurately. With clear communication from all parties, Netflix DVD trusts that its VMware Carbon Black security products will continue to keep the company safe.

Constant evaluation and vigilance for a healthy security posture

Working with VMware over the past few years, the DVD security team has come to understand why they chose to implement the VMware Carbon Black Cloud platform into the company's security stack. As a best practice, the DVD team re-evaluates the entire security stack annually to ensure it continues to deliver on the job it was bought to do. When originally evaluating VMware Carbon Black Cloud, DVD was looking for a solution that would be 100 percent effective against ransomware. The company evaluated 12 vendors through rigorous testing and found only three were 100 percent effective in preventing both old ransomware and zero-day attacks. It was also important to find a solution that would allow the company to integrate with its current security stack via APIs. One of the requirements was being able to send out DVD's endpoint data while also receiving data simultaneously. "[The VMware Carbon Black] APIs allow me and allow our groups to change our policies based on the threats we see ongoing interactively" says Sanders. Instead of a user setting a policy that is static and then keeping it regardless of the threats, DVD can say that this user is in a more threatened environment and can apply a stronger policy dynamically to that user.

The DVD security team sees a lot of alerts from different vendors. VMware Carbon Black Cloud is no exception, but Sanders and his team have come to understand the pros and cons. They recognize the value of understanding what data is coming in and learning what's normal in the company's environment. This helps them identify which alerts should be prioritized, and minimizes time spent on minor threats or false positives. A million alerts do not mean a million problems, and the team needs to use their resources wisely. Sanders notes, "the effective products will give you vital alerts when you need them, and an effective solution so you're not spinning your wheels."

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JIMMY SANDERS
HEAD OF INFORMATION SECURITY, NETFLIX DVD