

SENSEON

Sensory AI for cyber defence

CUSTOMER CASE STUDY: FINANCIAL SERVICES



FAST FACTS

Company

- DivideBuy

Size

- 40+ employees

Industry

- Financial services

Challenges

- Needed technology that would scale
- Limited visibility
- Limited budget for extra security analysts
- Wanted to manage their security internally

Outcomes

- Flexible deployment that scales with the business
- Increased visibility
- Simple UI augmented existing teams' abilities
- Increased control by bringing security in-house

Financial services threat landscape

The financial services industry is one most targeted sectors by cyber attackers. Dealing with large volumes of customer data, access to money, and even card payment information, means that successful attackers are likely to acquire something of real value, and that's before considering the reputational damage should a breach occur. Threats typical to the industry include insider attacks, both deliberate and accidental, ransomware, and data theft. According to the FCA, cyber attacks against such organisations have risen by 80% in the last year alone.

Business background

DivideBuy is a leading UK fintech company that offers consumers interest-free credit through its 400+ retail partners. Fast application processes with immediate decisions and high acceptance rates have ensured that this startup has grown rapidly and attracted a wide and diverse customer base. As an innovator and disruptor, DivideBuy takes a fresh and unique approach to every part of its business, including its cyber security.

Rapid scaling

DivideBuy was keen to find a technology that could support them as they continue to scale. Their business model requires customer financial data to be kept on record, and as their customer base continues to rapidly expand, utilising the latest in AI cyber threat detection has become a necessity. Their extensive supply chain and news coverage could leave them open to cyber attacks if not properly secured.

"Senseon was happy to help us with our expansion targets. We needed enterprise-level security for an SME. Senseon allowed us to get to that point very early on in our development."

Adrian Gurnell, CTO

Investing in security

With Senseon deployed, DivideBuy immediately began to see its benefits. Visibility increased across Dividebuy's network and endpoint devices, meaning data could be automatically monitored for suspicious activity. DivideBuy's IT team were able to clearly understand detected threats through Senseon's intuitive and user-friendly interface. With a vast digital estate spreading out into many partner organisations, the ability to secure its data from malicious actors proved invaluable to DivideBuy.

The automation provided by Senseon's 'AI Triangulation' is like having another member of the security team in place, who works 24 hours a day, 365 days a year.

Adrian Gurnell, CTO, DivideBuy

Cyber attacks against **financial services** companies have risen by **80%** in the last year

“We wanted to bring our cyber security in-house. Senseon gave us the tools to augment the skills that we already had in the company into a usable platform that can sustain our development.”

Karl Dobbs, Digital Operations Manager, DivideBuy

A unique approach

Senseon combines its multiple 'senses' across endpoint devices, the network, and Investigator Bots, which look at potential threats from an outside point of view, to maintain visibility across DivideBuy's entire digital estate. This blending of senses - a process known as 'AI Triangulation', provides the context and clarity needed to automate investigation and provide customers with actionable alerts.

Once deployed, Senseon builds up a pattern of behaviour specific to the customers users and devices, constantly adapting to distinguish between merely unusual behaviour and truly malicious activity. This ensures that genuine threats are escalated for the attention of the IT team.

Augmenting the IT team

Senseon's unique 'AI Triangulation' technology observes threats from multiple perspectives, pauses for thought, and learns from experience. The platform automatically gathers context, carries out investigations, and provides highly accurate alerts. This automation reduces the burden of manual detection and investigation for the IT and security teams, enabling them to focus their efforts where they matter most: dealing with genuine threats.

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Complex threats, simple solutions

Senseon's unique user interface, with its intuitive design, usability, and adaptability, was welcomed by DivideBuy's IT team. Each threat has its own prioritised 'Case' automatically output by Senseon's AI Triangulation, which gathers all 'Observations' relevant to anomalous and known behaviours, streamlining the IT Team's workload.

Looking to the future

DivideBuy is enjoying its prosperous growth, having recently completed a highly successful fundraising round, and has established a strong reputation for brilliance among consumer, retail, and financial circles. As DivideBuy continues its customer and employee acquisition, Senseon will scale and adapt to the company's evolving needs. DivideBuy look forward to developing with Senseon by their side.

About Senseon

Senseon is the next phase of AI for cyber defence, moving beyond rules-based systems that are too rigid to keep pace with emerging cyber-attacks or ineffective AI systems that cannot differentiate between unusual behaviour and malicious threats. Unique to Senseon, 'AI Triangulation' understands and correlates threats across an organisation's entire digital estate, providing much needed context and clarity in an increasingly noisy landscape. Founded in 2017, Senseon brings together cyber security experts, former government cyber operatives, and applied machine learning specialists. Headquartered in London, UK and Chicago, USA, Senseon also has a presence in the Middle East and Australia.

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