

AT A GLANCE:

- Deployed Darktrace to ensure continuous customer service, even if targeted by a cyber-attack
- Autonomous Response defends email environment from hard-to-spot phishing attacks
- AI saves time so IT team could perform higher-level work

INTRODUCTION

The Bluebird Group is the largest taxi service in Indonesia, serving millions of passengers every month with taxis, limousines, car rentals, and more. Operating since 1972, it has over 2,000 employees and has won several awards.

Strengthening Cyber Security to Maintain Business Continuity

The Bluebird Group transformed its digital setup to guarantee dependability for its customers. As the cyber-threat landscape grew in scale and complexity, the organization looked for a security solution that could ensure the continuity of its customer service, even if an attack occurred on its systems. To achieve this, Bluebird implemented Darktrace to protect its email and cloud-based applications.

"Siloed, static security tools were rapidly becoming obsolete in the face of dynamic ways of working," said Sigit Djokosoetono, CEO at PT Blue Bird Tbk, a subsidiary of Bluebird. "While we've pivoted and shown flexibility in the face of change, so too have the attackers. We needed a technology that can deal with novelty – attackers think like enterprises and are constantly finding new entry points and methods of attack. Darktrace AI empowers bespoke, comprehensive, always-on and continuously evolving security to keep the lights on."

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Defending Email from Sophisticated Phishing

Bluebird noticed an uptick in attacks targeting its email and cloud-based apps. Email is the vector by which 94% of all cyber-attacks are launched, and phishing is becoming more effective as threat actors use advanced spear phishing and spoofing techniques. Even with training, employees are highly unlikely to identify every malicious email that lands in their inbox.

Darktrace/Email intercepts email attacks before they ever reach a user. The Self-Learning AI learns the nuances of each employee’s normal behavior, so it can recognize unusual, unsafe emails. It then takes targeted action to neutralize malicious components of an email – meaning threats are eliminated without causing disruption.

“For our employees, a weight is lifted from their shoulders. When it comes to something like phishing emails, training on how to spot these is important but we simply cannot put the onus on humans to spot these well-researched, targeted email attacks. With AI in place, we’re stopping these threats before humans have to deal with them,” said Sigit.

Since Darktrace/Email is not limited to historical attack rules and data, the security can recognize unknown threats and remain a step ahead of evolving cyber-attacks.

Augmenting IT Teams with Autonomous Response

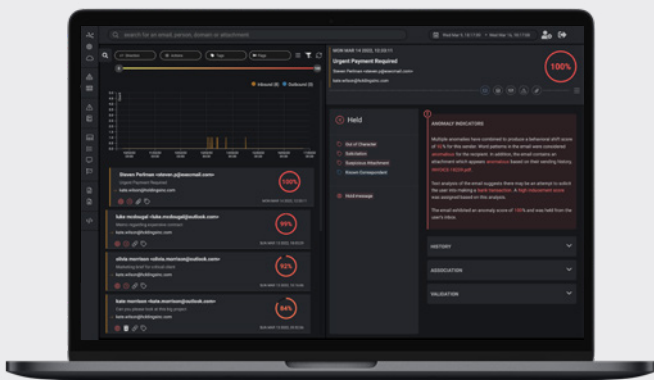
Before Darktrace, Bluebird’s IT team would perform manual and laborious analysis every day to maintain the security of their digital systems. They would try to predict the actions of threat actors and insert more rules into their firewalls, spending hours going through logs and installing patches.

Now, Bluebird’s IT team can rely on Darktrace to detect and respond to any attack, whether known and unknown, without relying on rules and signatures. The AI takes over the low-level work and makes micro-decisions in the background, maintaining security without relying on the previous time-intensive and rule-based method.

“Darktrace’s AI-led approach, combined with the technical and advisory support they have offered us, has resulted in a tangible improvement to our business and security operations,” said Sigit. “RESPOND augments and uplifts our human security team by taking targeted action to contain breaches wherever they occur.”

With always-on AI, Darktrace neutralizes attacks within seconds at all hours of the day. This frees up time for the IT team to perform the high-value, strategic work that humans do best.

“Darktrace’s active, defensive use of AI with RESPOND has changed the role of our security team fundamentally, freeing up humans to focus on business communication and remediation plans to make the overall environment more resilient in the future – making sure that the team delivers more value to our internal and external stakeholders,” said Sigit.



Darktrace’s dedicated interface for cloud-based threats

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About Darktrace

Darktrace (DARK.L), a global leader in cyber security artificial intelligence, delivers complete AI-powered solutions in its mission to free the world of cyber disruption. Its technology continuously learns and updates its knowledge of ‘you’ for an organization and applies that understanding to achieve an optimal state of cyber security. It is delivering the first ever Cyber AI Loop, fueling a continuous end-to-end security capability that can autonomously prevent, detect, and respond to novel, in-progress threats in real time. Darktrace employs over 2,100 people around the world and protects over 7,700 organizations globally from advanced cyber-threats.

To learn more, visit darktrace.com



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