HUMAN

United States Federal Civilian Agency Stops Malvertising on Citizen-Facing Service

This federal civilian agency provides services to nearly all US citizens across every state and territory.

Problem

This agency needed a marketing integrity and compliance solution for its public-facing website to protect users' personal information from bots and cyberattacks that could exploit the service. In addition to protection, the solution needed to integrate into their current workflows while not impacting service performance on their site.

Solution

The agency needed a solution quickly as the vendor had retired their current product. The team positioned HUMAN Malvertising Defense for the following capabilities:

Data Protection: The agency service handles sensitive personal data. Malvertising could exploit the service, compromising users' personal info and delivery details.

Public Trust: The agency must protect its reputation as a federal government entity. A malvertising breach could damage public confidence in digital services.

Service Continuity: Malvertising can disrupt operations. Defenses are needed to prevent malware from impacting service performance.

Risk Management: Strong defenses against malvertising are essential for the agency to meet cybersecurity best practices and comply with regulations, ensuring the protection of sensitive data and maintaining public trust.

Workflow Integration: Integration into current workflows, specifically the agency's SIEM and IAM services.

Results

HUMAN Malvertising Defense protects the agency's website, removing risk from advertising. The capabilities that HUMAN provided were well-differentiated from the competition, ticking boxes that HUMAN's competitors could not, the chief of these requirements being the following:

Real-time Behavioral Analysis: Malvertising Defense blocked malicious ads in real time based on malicious code within the ad. Using Malvertising Defense, the agency is protected from known and novel threats with no manual intervention needed.

Improved Staff Productivity: The solution can defend the site using fewer resources than the existing solution, freeing up IT to focus on improving the customer experience.

Customization of the Solution: HUMAN provided the flexibility that the decentralized customer needed with customized reports that tied into existing processes.

HUMAN is the only partner that successfully met both the requirements and expectations for a complex set of needs.

- PROGRAM EXECUTIVE, US FEDERAL CIVILIAN AGENCY

To learn more, about how HUMAN protects the public sector, visit **humansecurity.com/publicsector**