CREATING THREAT RESEARCH THAT RESONATES

Security Scorecard

*MEETING HIGH EXPECTATIONS WITH MINIMAL TURNAROUND TIME*

SITUATION

SecurityScorecard sought to compete with other threat research teams at major players like Palo Alto Network's Unit 42.

Researchers from SecurityScorecard's STRIKE team spotted new activity from Volt Typhoon when doing follow-up investigations on vendor and media reports about the group breaking into US critical infrastructure.

10Fold was given half a day to pitch the insights under embargo before they went live on SecurityScorecard's blog.
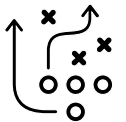
APPROACH

10Fold leveraged the government's takedown of Volt Typhoon and warning to critical infrastructure operators.

Emphasized that data on how many routers the group had compromised and spikes in group activity were something no other research group was sharing.

Got in front of reporters we knew would be interested to see who wanted to talk with available SMEs.

RESULTS

Secured **37 unique, earned articles**, including 21 Tier 1 articles.

Media visibility driven by this initiative contributed to **70% of SecurityScorecard's Q1 coverage (109 articles)** being driven by their STRIKE team

In Q1 alone, the 10Fold team secured **3 business press articles, 4 broadcast** and **72 feature articles,** coming in second to Unit 42 by a razor-thin margin (SSC 34.1% vs. PAN 35.9%).

InformationWeek REUTERS

DARKREADING Bloomberg

techradar. press:here

10 FOLD