Safeguard critical assets with integrated security solutions

Media and entertainment companies can protect valuable IP with DXC's full-service security portfolio

From television and film to online streaming, the media and entertainment landscape has changed as companies use advanced technology to create and distribute content. The industry is prone to threats on both the content and infrastructure sides, making it essential to have strong security measures in place to safeguard networks and valuable intellectual property (IP).

DXC's security operations include:

- 4,000+ security professionals
- Global network of 12 Security Operations Centers
- 24×7 security coverage across five continents
- Vendor-agnostic approach

DXC serves as a trusted advisor with a full range of capabilities to deliver integrated security solutions relevant to clients in the media and entertainment industry.

Market challenges

As modern technology is increasingly used to create and distribute content, companies in the industry face numerous security challenges, such as contending with the constant threat of data breaches and defending against denial-of-service attacks. Companies not only need to protect media infrastructure components such as production and distribution networks, they must also deal with malicious software and malware vulnerabilities. In addition, maintaining security standards among multiple vendors across the media value chain is difficult to achieve.

The frequency and complexity of cyberattacks on media companies continue to increase. While hacking poses an increasingly serious threat, deliberate and accidental loss of intellectual property is another key risk facing the sector. Still, many companies do not know where the security weaknesses are in their current architecture. Media and entertainment companies must have a clear enterprise security strategy in place to respond to these new business realities.

What DXC Technology offers

DXC helps enterprises gain end-to-end protection with a broad portfolio of security services. DXC serves as a trusted advisor with a full range of capabilities to deliver integrated security solutions relevant to clients in the media and entertainment industry. Leveraging our industry expertise, we help you adopt an enterprise-wide, holistic security strategy that will help you protect your IP, maintain the privacy of your users and help deliver satisfying user experiences. DXC's primary security offerings include:

Intelligent security operations. Film and television companies are especially vulnerable to targeted attacks on intellectual property, and publishers are often targets for hacktivists. DXC provides security support solutions tailored to monitor, protect and defend high-value assets in the media and entertainment industry. Services include monitoring, threat intelligence, incident response and forensic expertise to mitigate breaches. Our threat-hunting services help you identify and target advanced threats and minimize downtime.

Identity and access management. Safeguarding IP and preventing unauthorized access is of paramount importance in the media and entertainment industry. Because external providers are widely used in the industry, gaining control of identity management for your partners, along with your employees and customers, is essential. DXC provides end-to-end identity and access management services to manage authentication credentials, users, identity risk and compliance.

Data protection and privacy. Well-publicized security breaches and internal data theft in the industry have resulted in devastating business outcomes. In addition, with the frequency of mergers and acquisitions in the industry, it is imperative that security models be enhanced to protect customer data from threats. DXC provides certified specialists with security and privacy expertise to help you understand risks to your business-critical data. First, we pinpoint weaknesses, then we implement sophisticated data protection and privacy solutions. Our offerings include comprehensive General Data Protection Regulation (GDPR) advisory and planning services.

DXC Cyber Maturity Accelerator. By engaging in activities such as infrastructure security monitoring, this security improvement program helps companies improve their security posture and reduce risks.

Components include:

- **Cyber Maturity Review**, a baseline capability measurement that identifies gaps for prioritizing security investments.

We conduct interviews and provide analysis to benchmark your cyber maturity against industry peers. DXC delivers a security roadmap that focuses on implementing advanced threat protection, data loss prevention and improving security awareness among employees.

- **Tanium scan** is a comprehensive hygiene assessment that works in concert with the Cyber Maturity Review. Deploying a software platform from our partner Tanium Inc., we can scan over 1 million machines in less than 30 seconds. This provides real-time visibility of your organization's endpoint status, as well as unmanaged and shadow IT.

DXC Cyber Reference Architecture. This proven security framework of strategies, tactics and capabilities leverages best security practices and solutions implemented by DXC worldwide. It provides organizations with a common language and consistent approach to align security and business strategies. Using blueprints focused on solving specific architecture challenges, we make recommendations based on a cost-benefit analysis.

Why DXC?

DXC has developed a strong portfolio of effective tools for safeguarding enterprise security. We take lessons learned across the various industries we serve and craft solutions tailored for the media and entertainment industry. Our integrated security solutions begin by helping you adopt an enterprise-wide holistic security strategy while

we provide end-to-end protection for your valuable assets. Significant DXC differentiators include:

Industry knowledge. We provide IT services to some of the largest media and entertainment companies throughout the world. DXC has experts in industry-specific areas such as rights management, artist royalty management and media storage. Our business-focused professionals can provide security expertise ranging from data loss prevention to how to deal with compliance-related issues.

Unparalleled scale, reach and visibility. DXC operates a global network of Security Operations Centers on five continents. Our global visibility of attacks spans many countries, industries and clients. We use real-world security vulnerability data and apply that to our monitoring operations.

Best-of-breed partner ecosystem. Our more than 250 global partnerships include the world's leading security providers. Because DXC is vendor-agnostic, we can apply the best technology solutions to fit your specific needs. Media and entertainment companies can gain the flexibility of having multiple deployment options.

To learn more about DXC's security capabilities for the media and entertainment industry, visit **www.dxc.technology/media_ entertainment**

About DXC Technology

As the world's leading independent, end-to-end IT services company, DXC Technology (NYSE: DXC) leads digital transformations for clients by modernizing and integrating their mainstream IT, and by deploying digital solutions at scale to produce better business outcomes. The company's technology independence, global talent, and extensive partner network enable 6,000 private and public-sector clients in 70 countries to thrive on change. DXC is a recognized leader in corporate responsibility. For more information, visit **dxc.technology** and explore **THRIVE**, DXC's digital destination for changemakers sand innovators.