IRONSCALES

Sonic Automotive

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About Sonic Automotive

Sonic Automotive, Inc., a Fortune 500 company based in Charlotte, North Carolina, is on a quest to become the most valuable diversified automotive retail and service brand in America. Their Company culture thrives on creating, innovating, and providing industry-leading guest experiences, driven by strategic investments in technology, teammates, and ideas that ultimately fulfill ownership dreams, enrich lives, and deliver happiness to our guests and teammates. As one of the largest automotive and powersports retailers in America, they are committed to delivering on this goal while pursuing expansive growth and taking progressive measures to be the leader in these categories. Their new platforms, programs, and people are set to drive the next generation of automotive and powersports experiences.

The Problem

Sonic Automotive, Inc., a Fortune 500 company and one of the nation's largest automotive and powersports retailers, operates over 140 dealerships nationwide. With the experienced guidance of their Vice President of Information Security, Curtis Glenn, they meticulously developed a comprehensive cybersecurity infrastructure. However, several challenges persisted. During its foundational years, Sonic Automotive's cybersecurity measures were foundational and not fully developed.

They frequently found themselves on the receiving end of numerous phishing and spam attacks. Their primary defense against these threats was a manual process, wherein employees would forward suspicious emails to a designated "Incident Response" mailbox.

"Previously, our remediation of a single email could take up to 25 minutes. When a team member saw a suspicious email, they would forward it to our mailbox, and we would analyze it, break it down, check different attachments, verify the sender, and more," says Curtis Glenn, Vice President of Information Security at Sonic Automotive, Inc.

Additionally, an apparent gap in cybersecurity awareness was observed among managers at their numerous dealerships scattered across the US. Given that this small team was responsible for the security oversight of an expansive employee base of over 10,000, the need for an efficient and effective solution was evident.

Challenges

- Lean security and IT team supporting 10000 employees.
- Frequent phishing attempts slipping through.
- Manual email remediation took 25 minutes per email.

Solution

- Added IRONSCALES to email security stack.

Results

- Drastically reduced remediation time to 20 seconds.
- Auto classified 177k phishing threats in 9 months including VIP impersonation.
- Lightning-fast implementation
- Flexible integration into expanding security stack.

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> With a lean staff of 5 handling the IT and security for a 10,000 national employee base, we needed an email security solution that was effective and efficient.
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>
> Curtis Glenn
> *Vice President of Information Security of Sonic Automotive, Inc.*

The Solution

Responding to Sonic Automotive's multifaceted challenges, IRONSCALES positioned itself as the fitting solution. While Sonic had previously incorporated a Secure Email Gateway (SEG) as a primary line of defense for email security, it soon became clear that the SEG had its limitations in addressing all threats.

Curtis was introduced to IRONSCALES and quickly saw the value it would deliver to his team. Central to IRONSCALES' appeal was its reliance on advanced AI and machine learning capabilities to detect threats that evaded other anti-phishing solutions. These features promised a streamlined and efficient security apparatus with minimal need for continual manual intervention.

> The AHA moment was seeing IRONSCALES catch impersonation attempts of our executive team and pulling those emails out before they hit the mailbox. And then going into the platform and seeing how it's auto remediating those items across our mailboxes. What used to take me 20-25 minutes to remediate a single email, I now spend 20 seconds to remediate dozens.
>
> Curtis Glenn
> *Vice President of Information Security ofSonic Automotive, Inc.*

Outcomes

Adopting the IRONSCALES platform ushered in transformative enhancements to Sonic Automotive's approach to email security. Some pivotal outcomes included:

- **Efficiency in Remediation:** The platform seamlessly integrated, leveraging AI-driven solutions to minimize manual interventions. This automation drastically reduced the time spent assessing suspicious emails from 20-25 minutes to just a few seconds.
- **Integrated Flexibility:** IRONSCALES offered compatibility with Sonic Automotive's pre-existing systems, including integrations with their Active Directory and MDR.
- **Proactive Phishing Detection:** The platform showcased its strength by automatically detecting and remediating 117k phishing threats, especially those targeting the company's senior leadership in nine months.
- **Cost-Effectiveness:** The tangible benefits of the platform were underscored during a 30-day POC, highlighting significant cost savings, particularly in reducing expenses related to manual remediation and the potential hiring of additional personnel.

With the robust capabilities of IRONSCALES, not only was Sonic Automotive's defense against cybersecurity threats bolstered, but the platform also instilled a deeper sense of confidence in its overarching cybersecurity strategy, allowing the dedicated team to channel their energies towards long-term, strategic planning.

Learn how working with IRONSCALES makes us Safer Together.

Learn More ↗

Everything is just a click away, from initial installation to threat identification and removal.

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