



Client Story

NBA Organization Gives Thousands of Hours Back to Security Teams With Security Transformation

With a strategic shift to cloud-native security, this NBA organization isn't just keeping cybercriminals at bay with a modern approach — it's also giving thousands of hours back to its security teams and saving millions year over year.

The vision: Secure a world-class organization and prevent security fatigue.

This elite NBA team made a commitment to protect the organization from mounting cyberthreats — starting with a move to Microsoft Sentinel™.

The team had a legacy Security Information and Event Management (SIEM) system that it planned to replace when the contract expired. A seamless transition was critical. To put the pressure on, the transition would need to be made with zero outages as the move would occur during the NBA season. Speed of delivery and time to value were also key — what could have easily taken eight weeks to complete would need to be done in four.

The NBA team leaned on Insight as its central point of execution — from assessment to data forwarding, deployment and implementation.

Industry:

Professional sports

The challenge:

Execute a quick, seamless transition to a new security platform with no outages during the NBA season.

The solution:

A customized Microsoft Sentinel environment for enhanced protection and incident management

Insight provided:

- Custom-built Microsoft Sentinel environment
- Solution design, configuration and optimization
- Strategic data migration
- Transition planning for security operations
- Deployment and implementation

Insight services:

- Consulting Services
- Professional Services

Lining up the shot

The organization leaned on Insight as its central point of execution to deploy the latest SIEM technology through Microsoft. Cloud architects accelerated the Microsoft® Sentinel implementation for both cloud and on-premises protection of sensitive assets.

Insight performed a full investigation of the client's existing setup, including customizations and alerts. Next, we near-replicated the environment in Microsoft Sentinel, reproducing the alerts and mirroring the functionality. Together with the client's IT department, we ensured that all data feeds rerouted to Microsoft Sentinel. This required implementation of a new data forwarder using Azure® Infrastructure as a Service (IaaS).

By leveraging existing technical investments and understanding what needed to stay consistent — a like-for-like environment with improved capabilities — Insight made the changeover as seamless and cost-effective as possible.

The time it takes to generate reports on security issues has been dramatically reduced from roughly 20 hours to 30 minutes — a 97% decrease.

The outcome: An intelligent, optimized security environment saving millions in labor costs

Today, the organization has a state-of-the-art SIEM and modern security operations engine that's setting a new standard across the NBA. In the new platform, all workloads can be secured through the dynamics of artificial intelligence at scale, automated incident response and investigative tool sets.

The IT organization is benefiting from a better understanding of its data and unusual activity with custom reports (i.e., workbooks) in Microsoft Sentinel. Security data generated anywhere in the IT environment is aggregated in one centralized location for optimal visibility and analysis. More and better-targeted alerts have been created to help identify abnormalities and accelerate incident response.

The time it takes to generate reports on security issues has been dramatically reduced from roughly 20 hours to 30 minutes — a 97% decrease. Due to fewer manual processes, the client has also realized a 90% improvement in efficiencies overall. In fact, the efficiency gains have enabled the transition of two full-time employees away from hardware monitoring to solely incident management. Thousands of hours are saved per year, driving cost savings into the millions in just a two-year span and will continue to accumulate.

Beyond the time and cost savings, the organization is benefiting from scalable cloud-based security that will adapt to an evolving threatscape for years to come.

Benefits & outcomes:

97% reduction
in reporting time

Thousands of hours
saved per year



\$1M+ saved after
two years

\$45K in monthly
cost savings



Processes now **90%**
automated

Transition
completed in half
the time



Zero outages
during changeover
(critical during the
NBA active season)



Increased visibility
via a single pane
of glass



**Intelligent threat
detection**
and hunting

**Ongoing platform
improvements**
by Microsoft

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