

# CASB-driven visualization supports safe use of cloud services, the foundation of business growth

Established in 2016 as the digital marketing arm of the Japanese advertising powerhouse Dentsu Group, Dentsu Digital is growing rapidly. As it pursues the most promising digital technologies, the company aims to contribute to its clients' business growth, create innovation in the world, and bring happiness to people. Against this backdrop, and in the ever-changing field of digital marketing, optimal utilization of cloud services is vital.

## How to rebuild security with zero-trust network access to ensure the safe use of cloud services?

Dentsu Digital wanted to establish a work environment where employees could safely use a wide variety of cloud services. However, the perimeter defense-type network environment, which was based on a zone defense that distinguishes between internal and external networks, had become a breeding ground for shadow IT and was preventing Dentsu from providing adequate services. To address this, Dentsu's information systems team rebuilt the network based on the zero-trust concept. Then, it sought a cloud access service broker (CASB) solution to monitor the system's usage and manage its safety.

It was essential for the information systems team to use an agent-based CASB solution, as the endpoints included not only PCs, but also smartphones and other devices. At the same time, the performance impact of such a solution had to be minimal. The team also wanted a solution that would allow real-time status monitoring.



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Mr. Satoshi Hashimoto, Planning Group Manager,  
Information Systems Department, Corporate Division

DENTSU  
DIGITAL

### Profile

#### Industry



Service  
Companies

#### Region



Asia  
Pacific

#### Employees



2K

#### Founded



2016

### Website Link

### Challenges

- Monitor and manage cloud usage to ensure network security.
- Monitor diverse endpoints, with minimal performance impact.
- Obtain real-time cloud usage visibility.

### Solutions

- Deploy Netskope CASB to monitor cloud services usage.
- Use Netskope Advanced Analytics to assess service risk.

### Results

- Discovered an unexpected 500 cloud apps in use.
- Drove business growth through support for safe cloud use.
- Achieved alignment with vendors on cloud services security.



## Fully leveraging CCI to manage the risk of greater-than-expected cloud use

The implementation of the Netskope CASB solution at Dentsu Digital went smoothly. Once the team was able to accurately grasp cloud usage, they were surprised to discover that employees were using more than 500 cloud services.

To evaluate the risk of all these services, Dentsu Digital uses the Cloud Confidence Index (CCI) feature in Netskope Advanced Analytics. CCI is a system Netskope developed to rate the enterprise readiness of public cloud services. Based on objective security, auditability, and business continuity criteria adapted from the Cloud Security Alliance, the Netskope CCI gives Dentsu Digital a useful tool to manage the risks of cloud service use.

Mr. Satoshi Hashimoto, Planning Group Manager, Information Systems Department, Corporate Division, praises the Netskope CCI saying, “The objective security rating is easy to understand, and is useful for evaluating the many services being used in the company. It also allows us to evaluate new cloud service requests to control risks.”

Dentsu Digital is also using Netskope to promote more constructive communication with Dentsu Digital’s vendors in order to ensure their safe use of high-risk cloud services.

## Promoting safe cloud use and applying IT solutions that support business

With its sights set on the safe use of cloud services, the company has made steady progress in implementing security based on the zero-trust network access concepts. Deploying CASB to visualize service usage was a fundamental first step in that process.

Goals for the future include improving the level of cloud service visualization, enhancing and automating reporting content, and establishing a feedback loop for the insight gained from these activities to standardize business processes.

Hashimoto emphasizes that while the company is taking a proactive stance on the use of cloud services through cloud usage visualizations, the intent is by no means to limit the use of cloud services. Nonetheless, recognizing the source of cloud services risk is fundamental to promoting safe use of these services.

“As a leader in digital marketing, we can expect the company to continue evolving as an important foundation for fulfilling its social mission,” Hashimoto says. “By promoting the use of safer and more appropriate cloud services, we hope to efficiently support the business units and contribute to business expansion.”



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