ARMIS **SINCLAIR** BROADCAST GROUP **aws**

Sinclair Broadcast Solves Its Asset Visibility and Security Problem in Less Than Three Months with Armis Centrix™

The Challenge

- Centralizing accurate and reliable AWS data
- Reducing time spent on data deduplication
- Improving efficiency of asset visibility to save time and effort
- Streamlining vulnerability management and patching processes

The Solution

- Armis deployed across 130 sites and Availability Zones
- Integrated with 22 existing AWS and 3rd party security tools
- Vulnerabilities are comprehensively aggregated and deduplicated across On-Prem and Cloud Security tools

The Results

- Discovered ~2x total active assets as previously known
- Enhanced risk prioritization across AWS vulnerabilities and incident response
- Improved process efficiency, visibility, and vulnerability management for assets both on-prem and in AWS

Industry Telecommunication

Location Cockeysville, MD

Size 8,000 employees | $6B+ annual revenue

"Armis provides us the most complete picture we have of assets across the organization. It really enables the organization to have full visibility for the first time. It's very apparent that there's so much opportunity with having good data. Armis is enabling us to have conversations that we've never been able to have before because we've got that data."

Tyler King
Director, Threat Operations and Response (TOR) Team, Sinclair Broadcast Group
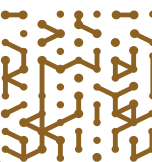
Background

Sinclair Broadcast Group is a leading provider of local news and sports television. As the second largest television station operator in the United States, it owns 160 stations across 130 locations and covers 40% of American households. In 2021, it became a Fortune 500 company and now has approximately 8,000 employees. Tyler King, Director of the Threat Operations and Response (TOR) team at Sinclair, manages a staff of 12 people within the 600-person IT department.

The Challenge

Sinclair's primary concern revolved around visibility into the company's assets and their level of security. King's team struggled with getting massive volumes of asset data into one place with high confidence of accuracy and reliability. Disparate data sources were spread across the organization, with no single source of truth. Sinclair's configuration management database (CMDB) contained unreliable and outdated data. The spreadsheet used to track asset locations and IP addresses was unwieldy and insufficient.

Without a centralized intelligent asset discovery solution, managing vulnerabilities and patching posed a big challenge. King's team typically spent five to ten hours per week manually gathering asset information from other teams. They needed an efficient, trustworthy platform to ensure the right security controls were installed and up to date on the right assets.

85k assets identified, with 1,500 revenue-impacting critical assets

10% to 15% savings on software licenses year over year

5 to 10h saved weekly on asset identification and deduplication tasks

The Solution

Sinclair deployed Armis Centrix™ as their primary CAASM solution, replacing a legacy asset management tool. In the first week, he and his team integrated Armis with 22 existing 3rd party tools, including AWS, Wiz, Crowdstrike, and VMware, enabling them to "pull a ton of value from other investments that we weren't getting before".

By deduplicating, normalizing, and centralizing vulnerability data across Sinclair's AWS environments, Armis provides the security team with deeper, more accurate insights on the security posture of its assets. The Armis platform integrates alerts from VMs, EKS, S3, Load Balancers, WAFs, Security Hub, code repositories, scanned domain names, and every major AWS service within their cloud. It then deduplicates and prioritizes this information with all 3rd party security alerts to prioritize the most likely to impactful vulnerabilities and threats.

The Results

As Sinclair's "one-stop shop" for asset management, Armis identified 85,000 assets, nearly twice the number known prior to deploying the platform. Approximately 1,000 of the total are revenue-impacting, critical cloud assets. The team is now operationalizing tasks to ensure all assets are being backed up, monitored, and secured, protected from the risks most likely to be exploited.

Armis has enabled the Sinclair team to shift from spending time fixing inaccurate data to fixing root cause issues and performing business-critical tasks that keep broadcasts up and compliant with the FCC and FAA.

King has encouraged people across the organization to utilize Armis for many use cases. Armis' value delivery continues to expand as it has already been used by IT for budgeting new purchases, phasing out EOL devices, and making decisions about assets associated with mergers and acquisitions and divestitures. On going partnership continues to reveal additional value opportunities both in AWS and throughout Sinclair through their investment in Armis Centrix™.
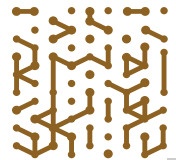
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Armis, the cyber exposure management & security company, protects the entire attack surface and manages an organization's cyber risk exposure in real time.

In a rapidly evolving, perimeter-less world, Armis ensures that organizations continuously see, protect and manage all critical assets - from the ground to the cloud. Armis secures Fortune 100, 200 and 500 companies as well as national governments, state and local entities to help keep critical infrastructure, economies and society stay safe and secure 24/7.

Armis is a privately held company headquartered in California.

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