

A.C. Milan

This sports team and entertainment venue is liberated of arduous, manual threat detection and remediation efforts thanks to digital risk protection.



"We were finding thousands of fake accounts on social media, which is very difficult to do by hand. ZeroFOX has been a great tool in helping us identify and take down these accounts before they're even noticed online."

Luca Colombo | Digital Strategist, AC Milan

BY THE NUMBERS

235%
More Takedowns

AC Milan experiences 235% more successful takedowns than the average customer in their vertical in a 30 day period.

2,953
Takedowns

ZeroFOX has processed 2,953 takedowns for credible threats to the AC Milan brand and executives since June 2019.

13K+
Alerts Generated

ZeroFOX generated over 13,000 alerts for AC Milan and their protected executives and players in 2019.

400
Critical Alerts

ZeroFOX identified nearly 400 critical alerts for AC Milan in the last quarter alone.

LIFE BEFORE ZEROFOX



Social threats targeting top executives and players needed immediate identification and response.



Threat actors impersonated accounts and sold counterfeit tickets to deceive fans.

Being a globally-recognized public figure, AC Milan often faced the challenge of managing and mitigating threats for top executives and key players on social media. The security team was encumbered with manual search and remediation for new impersonated accounts or counterfeit tickets being sold online that were created to deceive their loyal fans.

"We were constantly monitoring our social media accounts," Luca Colombo, AC Milan's digital strategist explains. "We had an escalation of cases in the first half of the season go worldwide on Twitter. That's when we worked with ZeroFOX to activate automated remediation on social media."

The security team at AC Milan reached out to ZeroFOX to automate the time consuming processes they did to ensure a safe online environment for their social media followers. They needed a detection and takedown system for emerging impersonated accounts that replicated their key executives and top players as well as counterfeit goods for sale. Additionally, they looked to ZeroFOX to perform automated remediation efforts on threats emerging on their social media pages.

CUSTOMER PROFILE

With operations based in Italy, the AC Milan is a globally-recognized soccer club. AC Milan is home to San Siro Stadium, which is one of the largest stadiums in Europe.

INDUSTRY

Media & Entertainment

HEADQUARTERS

Milan, Italy

COMPANY SIZE

200

THE ZEROFOX EDGE

-  Platform detection tool has been critical asset to identifying threats.
-  ZeroFOX analysts takedown services has eased the burden on security teams.
-  Automation has allows for quicker remediation at a larger scale.

After several years of using ZeroFOX, AC Milan finds the platform detection of threats and Takedown-as-a-Service™ to be a critical tool in their security toolbelt. The security team is no longer burdened by the arduous task of manually searching for and remediating impersonations, counterfeit goods and negative sentiments. “The tool is very hands off, but we’re getting major results with the automation ZeroFOX provides.”

Since purchasing Takedown-as-a-Service™, ZeroFOX processed 2,953 takedowns for AC Milan. Remediation used to heavily impact the security team at AC Milan, but now ZeroFOX analysts use tried-and-true processes to quickly take down threats on their behalf — freeing their team to focus on other security priorities without worrying about a malicious attack on their company going viral on social media.

“Using ZeroFOX is like having insurance in case of an accident,” Luca Colombo explains. “If followers start getting requests from fake profiles or property, I have a tool I can quickly use to solve the problem.”

TOP USE CASES



Account Takeover Protection



Brand Impersonations



Takedown-as-a-Service™



Impersonations of executives and top players



Detection of counterfeit goods on marketplaces

READY TO SEE FOR YOURSELF?

Learn more about our product and services
Visit zerofox.com

Book a demo
Sign up on zerofox.com/request-a-demo/

Contact us for questions and custom solutions
sales@zerofox.com | 855.736.1400

ABOUT ZEROFOX

ZeroFOX, powered by the only comprehensive Digital Risk Protection platform, protects critical digital assets, accounts and data across the public attack surface. ZeroFOX combines advanced Artificial Intelligence analysis to detect complex threats on the surface, deep and dark web, fully managed services, and automated remediation to disrupt threats.