

# Cybersecurity at Speedway Motorsports beats the clock

Bitdefender stops encryption-style attacks while reducing time  
IT spends on managing endpoint and virtual infrastructure security



## THE CHALLENGE

Managing endpoint security for a myriad of devices for 1,200 employees in 12 locations across the U.S. was a major time sink for the IT team at Speedway Motorsports. In one year, four encryption-style cyberattacks required IT to spend 9-12 hours on data recovery and threat removal after each incident. Depending on the site, 50-150 users were affected, and some data was lost. IT witnessed 48 additional attacks the same year—with IT spending an average of four hours for virus removal on each one.

The problem was that viruses and malware often bypassed the company's prior security solutions: Symantec Endpoint Security and Microsoft Security Essentials. IT tested several alternative solutions, and Bitdefender GravityZone Enterprise Security soon became the clear choice.

"When I ran antivirus tests with Bitdefender, ESET, and Kaspersky, GravityZone was the only one that removed a virus from a compressed ZIP file before the user opened the attachment," says Matt Ulrich, Network Administrator, Speedway Motorsports. "That's critical because once the user double clicks, it's often too late and the attack starts to spread."

"GravityZone provided the highest levels of reliable security without slowing down computers and impacting the users' experience. Operationally, GravityZone also stood out because it provides a central view of our far-flung infrastructure and is easy to manage. That keeps our costs down without having to hire additional support staff."

## THE SOLUTION

Today, Speedway Motorsports depends on Bitdefender GravityZone to protect over 1,100 PC, Apple and virtual desktops, VMware and Citrix virtual servers, and mobile devices.

Ulrich estimates it took a month to deploy Bitdefender. "Installation is a snap for our users," he says. "They click on the GravityZone install button and it automatically removes previously installed antivirus software about 90% of the time. That's a good success rate."



Speedway Motorsports, a leading marketer, promoter and sponsor of motorsports entertainment, owns and operates eight speedways across the United States. The company also provides souvenir merchandising services, syndicated motorsports programming to radio stations nationwide, and smaller-scale modified racing cars and parts.

### Industry

Entertainment

### Headquarters

Concord, North Carolina, USA

### Employees

1,200 (IT staff, 14)

### Results

- Reduced IT time on managing endpoint security from 4 hours to 15 minutes per week
- Saved \$35,000-\$40,000 annually by avoiding hiring a help desk specialist
- Dramatically improved protection against encryption-style cyberattacks
- Increased performance of user workstations due to resource-light scanning
- Rolled out Bitdefender to thousands of users in one month

## THE RESULTS

Speedway Motorsports estimates IT now spends an average of 15 minutes a week handling malware infections, versus four hours previously.

“We’ve reduced time spent on responding to cyberattacks by nearly 94%,” he says. “That means we have time to work on projects that more directly help the business. For example, we rolled out virtual server environments in five sites—each in a different state—in only six months. That timeline would have been impossible with all the firefighting we were doing before.”

Bitdefender also helped IT avoid hiring another help desk specialist, which would have cost \$35,000-\$40,000 annually. The savings more than paid for Bitdefender while improving endpoint security.

“We were recently doing an iPad deployment at the Texas Motor Speedway race and we got an email from a user who reported his computer screen was talking to him,” Ulrich recalls. “We replied right back he had clicked on an attack page but all he had to do was to close his browser. With Bitdefender zapping the attack before it breached his computer, all it took was a quick email instead of hours of phone or on-premise support.”

Another time saver for IT is GravityZone’s management console. “GravityZone is simple to navigate and gives us a clear, central view of our entire environment across the U.S.,” Ulrich says. “We can quickly determine in real-time if we need to proactively clean up an issue before our users notice or we need to engage in more substantial remediation.”

In two years, Bitdefender has blocked every encryption-style attack except for one zero-hour first-of-its-kind attack that affected only a single user.

“Our users are happier because they don’t have to wait as we work on cleaning their workstations and getting back their data,” he explains. “Because Bitdefender is so lightweight, we’re not getting complaints that workstations slow down during scans.”

GravityZone’s strong endpoint security also assures Speedway Motors’ compliance with PCI regulations covering secure processing of credit card transactions.

“It’s an all-around win with Bitdefender,” Ulrich reflects. “We have peace of mind we’re protected while getting more time in our day to support the business.”

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Matt Ulrich, Network Administrator

### Bitdefender Footprint

- GravityZone Enterprise Security
- GravityZone Security for Mobile
- GravityZone On-Premises Console

### IT Environment

- Citrix XenServer
- Microsoft Windows
- VMware vCenter
- VMware vSphere