



## CASE STUDY

# SafeBreach Keeps Carlsberg Brewing with Continuous Security Validation

Learn how Carlsberg utilizes the SafeBreach breach and attack simulation (BAS) platform to validate its security tools so they can do what they do best: make beer.



**Industry** Food & Beverage

**Challenge** To adequately protect this manufacturing giant, Carlsberg's security team needed to move beyond the limited and point-in-time insights of typical security validation tools like penetration testing, red teaming, and vulnerability scanners.

**Solution** Carlsberg deployed the SafeBreach BAS platform to continuously and accurately replicate real-world attack scenarios against its large and complex security infrastructure.

**Results** With SafeBreach, Carlsberg achieved:

- Continuous validation of security control efficacy and overall security posture
- The discovery of entirely new attack angles they hadn't previously considered
- Greater visibility into previously undetected gaps and vulnerabilities in their environment
- The ability to test and compare prospective security solutions
- The potential for a more secure and streamlined mergers and acquisitions (M&A) process in the future

## A World-Renowned Brand

Carlsberg is one of the most recognizable brand names on the planet. They were founded nearly two centuries ago, invented the pH scale, and produce beers that can be found in watering holes across the world. A bonafide manufacturing behemoth, Carlsberg employs roughly 40,000 people, brews over 140 brands of beer across 150 countries, and produces an eye watering 100+ Million Hectolitres of the stuff a year. With this much at stake, potential disruption from a cyberattack is simply not an option.

For Tal Arad, Chief Information Security Officer (CISO) and head of technology at Carlsberg, ensuring that nothing comes in the way of making—and, by extension, drinking—beer is of utmost importance. “At the end of the day, Carlsberg is a manufacturing company. If you boil it down to the bare essentials, we make beer—pure and simple. That means we have the same issues as any other large manufacturing company. We have a very large and complex infrastructure, with factories all around the world. It’s my job to keep everything up and running, and SafeBreach helps me do that,” he said.

## Beyond Traditional Security Validation Tools

After having some experience with BAS technology in a previous role, Arad quickly recognised the value BAS could provide as a part of Carlsberg’s security stack when he joined the company in 2021. “During my onboarding, I was carrying out exhaustive technical reviews to better understand Carlsberg’s security posture. At that time, I was working with a consultancy firm that suggested I do more than just red team exercises or penetration tests and run a breach and attack simulation. They specifically suggested SafeBreach,” he said.

Arad took their recommendation and set up an initial engagement with SafeBreach to run an extensive, one-time pilot check. He found a few misconfigurations and was impressed with the platform, so once he felt Carlsberg’s security posture was mature enough to properly utilize the more continuous nature of BAS, Arad brought on SafeBreach as a permanent fixture.

## A Deeper Level of Insight & Continuous Visibility

Now, Carlsberg uses SafeBreach in three key ways: to verify existing security tools, compare prospective security solutions, and identify security gaps they may not have been aware of. According to Arad, “We’re looking for security gaps we would have never identified without BAS. This doesn’t just mean ensuring our security tools are effective, although that is part of it. It’s more about discovering entirely new angles we wouldn’t have even thought to defend against.”

Protecting an organization as large and complex as Carlsberg requires a deep level of insight. Arad was dissatisfied with traditional security tools, like vulnerability scanners and penetration testing, because they only provided a focused snapshot of Carlsberg’s infrastructure layer.

“Tools like SafeBreach provide a continuous picture of how well you’re protecting yourself. Vulnerability scanners miss the mark, penetration testing doesn’t go far enough, and compliance tools only provide an isolated, often subjective snapshot of your security posture. SafeBreach, however, provides continuous insight while accurately replicating real-world attack scenarios.”

Tal Arad  
CISO & Head of Technology, Carlsberg

## A Customer-First Approach

But it isn’t just SafeBreach’s technology that impressed Arad. The entire team at SafeBreach—including the CISO, the product and customer success teams, and other technical resources—has played a hands-on role in making sure Carlsberg has been able to achieve its strategic goals and has the data they need to clearly report back to their board about results and level of protection.

And, SafeBreach’s no-pressure approach has been a benefit as well. “In the past, I have used big consultancies to test an organization’s security posture, but they are much more expensive and you often get the sense they’re trying to sell you something. The results aren’t necessarily tainted, but there’s another interest there—they’re trying to nudge you into buying another product. You don’t get that with SafeBreach. It’s a totally unbiased review,” he said. Arad also appreciates that “SafeBreach doesn’t come across as a sales-driven organization. They’re more interested in providing accurate, tangible information than pushing another component.”

## Looking to the Future

Going forward, Carlsberg will continue to leverage the SafeBreach platform to gain continuous visibility into their security posture, but they also see another potential opportunity: to gain greater visibility into the security posture of breweries they plan to acquire.

Mergers and acquisitions (M&A) are a huge part of Carlsberg's business model. Through M&As with local breweries, the Carlsberg brand has spread across the world, catering to the unique tastes of beer drinkers everywhere. From a security perspective, the M&A process can be a complicated task that comes with inherent risks—the last thing anyone wants is to be surprised by unknown security gaps or a backlog of cleanup and remediation projects after a commitment is made. However, Carlsberg's experience with SafeBreach has proven that a BAS platform could be deployed in the due diligence phase to help ease that pain by providing insight into a prospect's security posture before the onboarding process.

Overall, Carlsberg's experience underscores the need for organizations with complex security environments to leverage tools like BAS that provide accurate, actionable insights to effectively navigate the ever-changing security—and business—landscape with confidence.