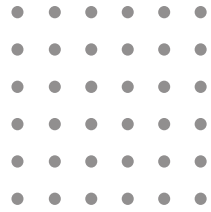


Leading athletic apparel and footwear client establish data center network infrastructure life cycle prioritization criteria along with financial modeling



Situation

Customer heavily operating on a robust and secure network infrastructure to support its business operations. To ensure optimal network performance and minimize downtime, customer need a systematic approach to prioritizing its network assets based on their potential business impact.

Impact

This outlines a framework for prioritizing network assets using a risk-based approach. The primary objective is to: Prioritize network assets based on their potential to disrupt critical business functions in the event of a failure.

Prioritization Criteria:

- ▶ Risk of Revenue Loss
- ▶ Security Risk
- ▶ Resiliency
- ▶ Productivity/Collaboration

Financial Modeling:

- ▶ Lost revenue due to downtime
- ▶ Costs associated with data recovery or remediation efforts
- ▶ Productivity losses incurred by employees
- ▶ Reputational damage

Resolution

Network assets will be ranked based on a combination of the following factors, with Asset LDoS (Loss of Denial of Service) status receiving the highest overall priority. Based on the risk assessment of each asset, a financial model will be developed to estimate the potential cost associated with its failure.

By combining the risk assessment with the financial modeling, Customer can prioritize its network assets strategically, focusing resources on mitigating risks associated with high-impact assets. This will optimize network security, minimize downtime, and ultimately protect Nike's revenue streams and overall business operations.



Nike, a leading global athletic apparel and footwear company, relies on a secure and reliable network infrastructure to support its critical business functions.

The Need

Nike needed a systematic approach to prioritizing its network assets based on their potential business impact. The goal was to minimize downtime and ensure optimal network performance.

Goals/Initiatives

- ▶ Prioritize network assets based on their potential to disrupt critical business functions.
- ▶ Develop a risk-based framework to identify and mitigate risks associated with high-impact assets.
- ▶ Optimize network security and minimize downtime.
- ▶ Protect revenue streams and overall business operations.

The Solution

Nike implemented Fabrix.ai, an asset intelligence platform, to build dashboards for:

- ▶ **Prioritization criteria:** These dashboards identified high-priority assets based on factors like LDoS status, risk of revenue loss, security risk, resiliency, and productivity impact.
- ▶ **Financial modeling:** The platform estimated the potential cost associated with asset failure, considering lost revenue, data recovery costs, productivity losses, and reputational damage.
- ▶ **Lifecycle prioritization:** Fabrix.ai provided a holistic view of asset risk throughout its lifecycle, enabling informed investment decisions for upgrades or replacements.

Findings

The Fabrix.ai platform enabled Nike to:

- ▶ Identify high-impact assets vulnerable to LDoS attacks.
- ▶ Quantify the potential financial impact of asset failures.
- ▶ Prioritize network investments based on risk and potential cost savings.

Benefits

- ▶ **Reduced downtime:** By focusing resources on mitigating risks associated with high-impact assets, Nike minimized network disruptions.
- ▶ **Enhanced security:** The risk-based approach helped Nike identify and address security vulnerabilities, protecting sensitive data and critical applications.
- ▶ **Improved financial performance:** By optimizing network investments and minimizing downtime, Nike achieved significant cost savings.
- ▶ **Increased productivity:** By ensuring network availability for critical business functions, Nike improved employee productivity and collaboration.

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Fabrix.ai's asset intelligence platform has been instrumental in helping us prioritize our network assets and make data-driven decisions about network security and investment. The platform's dashboards provide clear insights into asset risk and potential financial impact, enabling us to optimize our network for both performance and cost-effectiveness.