



THE SAN ANTONIO  
**SPURS**

**CASE STUDY**

CASE STUDY

## The San Antonio

# SPURS

**Score a Cybersecurity**

**Slam Dunk with Bitdefender**

In the high-profile world of the NBA, the San Antonio Spurs stand out not just for their impressive achievements on the basketball court, including winning five championships, but also for their unwavering commitment to safeguarding their vast digital ecosystem. Amidst a widening threat landscape, with cyber threats becoming more sophisticated and pervasive, the Spurs proactively sought to fortify their defenses to support their Zero Trust initiative. They turned to cybersecurity leader Bitdefender for managed detection and response (MDR) services to secure their operations and protect their legacy and the trust of their worldwide fan base.

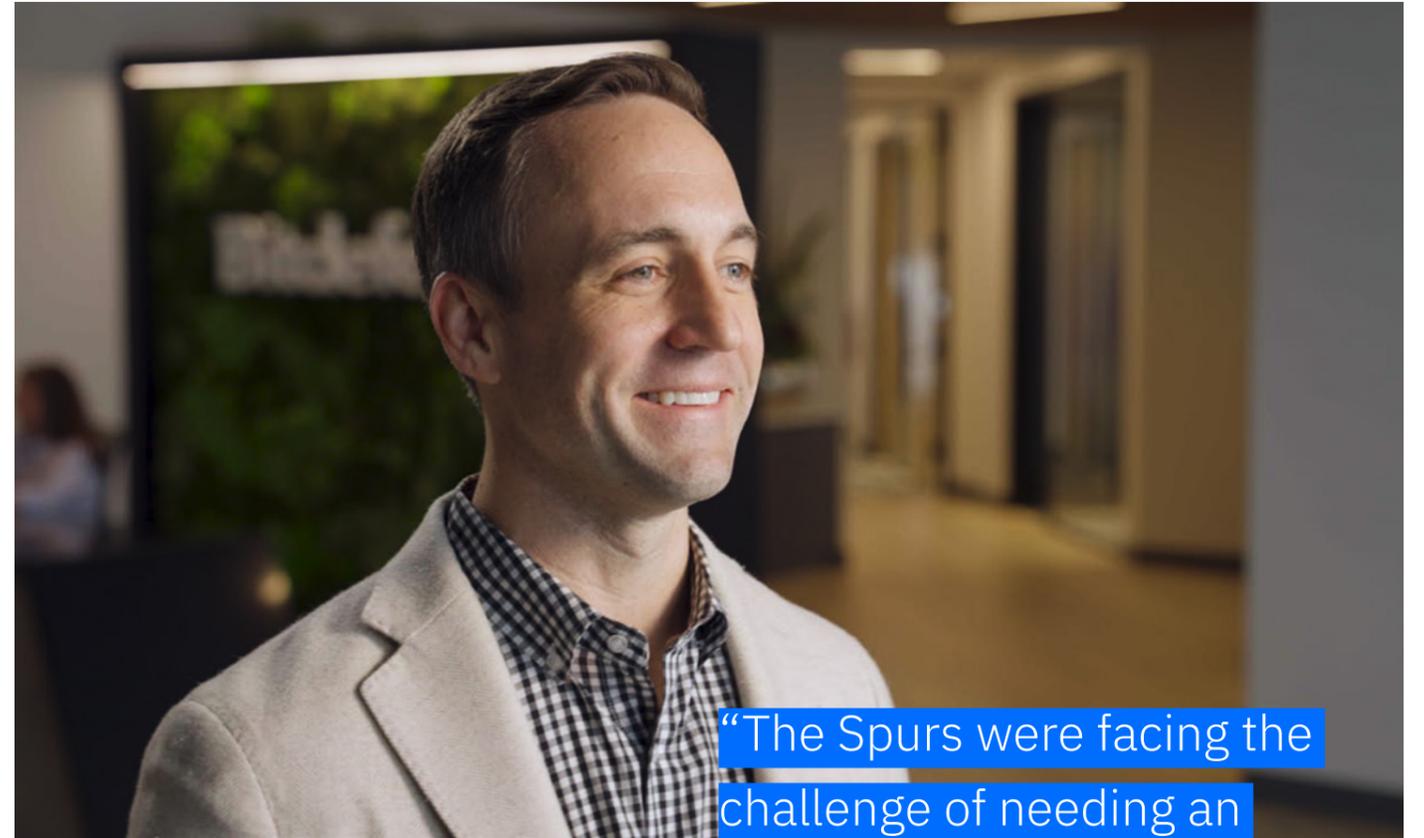
Bitdefender  OFFICIAL PARTNER

## Background: Challenges Building a Championship-Caliber Cybersecurity Program

Professional sports teams have unique cybersecurity challenges. Mike Grabowski, CEO at MDRN TECH, a managed service provider for the Spurs organization, emphasized this, saying, “Professional sports teams like the Spurs have extensive brand recognition and a large fan base, which make them key targets for cyber criminals.” He added, “What’s also unique to professional sports teams is that there’s a lot of inroads to attack; it’s not just the organization itself, it’s also partners and fans on their various digital platforms, so there are a lot of unique variables to contend with from a cybersecurity perspective.”

The Spurs recognized that the rapidly evolving threat landscape demanded a strategic pivot to bolster their defenses and protect their global brand and fan base from cyber threats.

“Before we had Bitdefender as our cybersecurity partner, we were managing the best that we could from a cybersecurity perspective, but we have a small IT staff and it was becoming too much for our team to handle effectively in house,” said Joe Loomis, senior vice president of finance and technology for Spurs Sports & Entertainment.



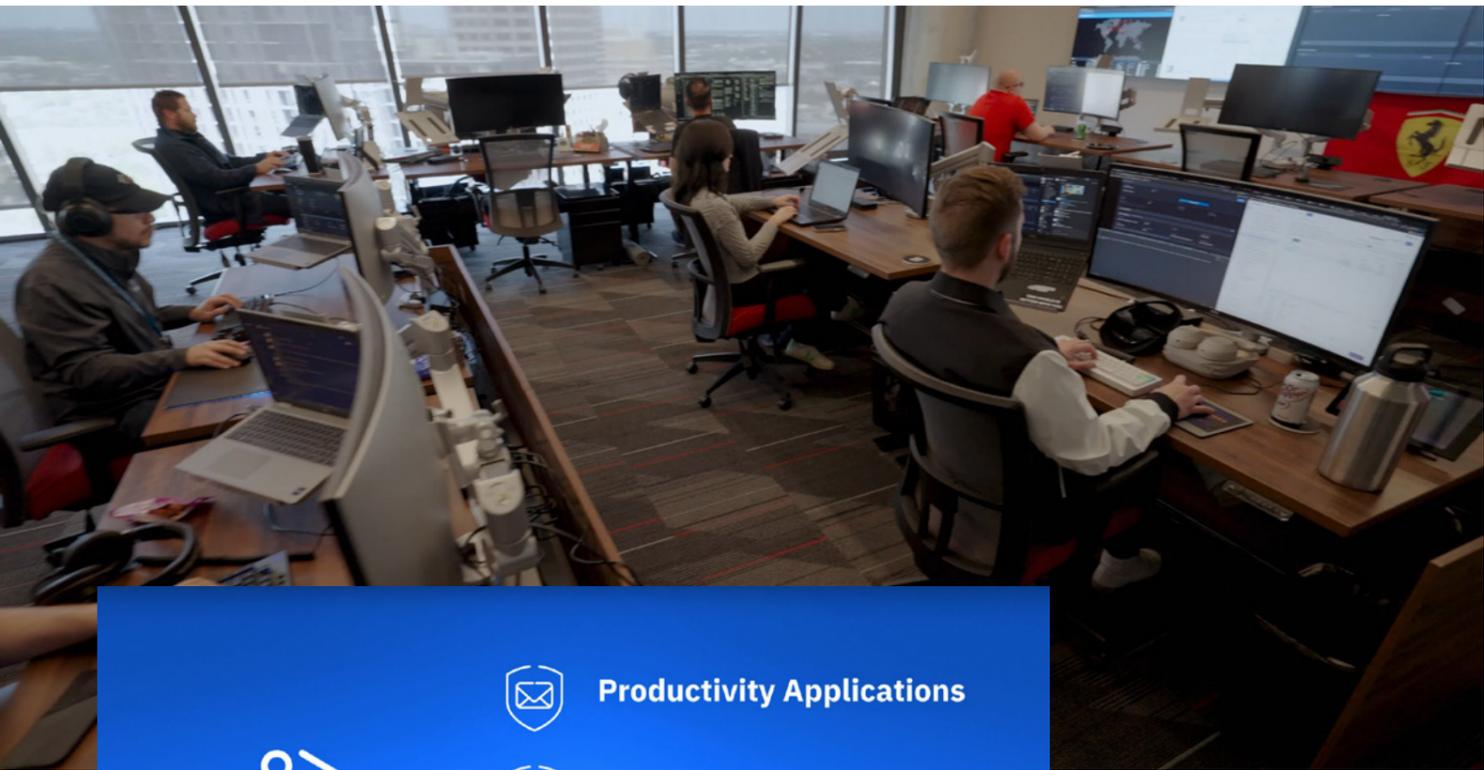
**MIKE GRABOWSKI**  
CEO at MDRN TECH

“The Spurs were facing the challenge of needing an additional layer to know their environment was protected and monitored.”



The small team faced the colossal task of defending against an ever-expanding array of cyber threats, from ransomware and phishing attacks to emerging AI-driven threats. The desire to streamline their cybersecurity operations and consolidate various solutions into a single comprehensive platform underscored their search for a new cybersecurity partner.

This is where MDRN TECH played a crucial role in identifying and articulating the team’s needs. Grabowski highlighted the necessity for an added layer of protection and monitoring, capable of real-time responses to incidents. “The Spurs were facing the challenge of needing an additional layer to know their environment was protected and monitored,” Grabowski explained.



- Productivity Applications
- Identity
- Cloud
- Network

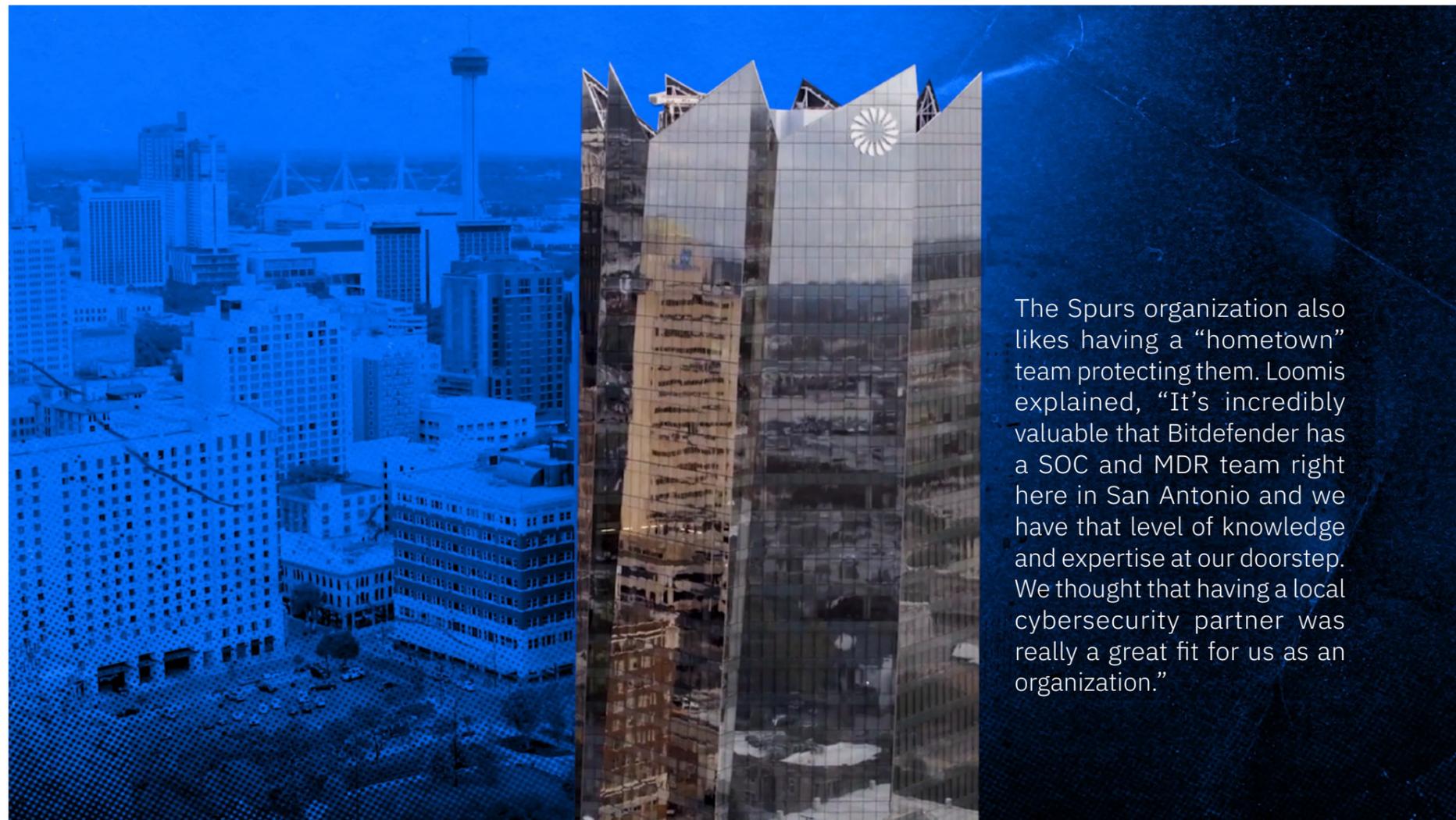
“In our search for a new cybersecurity partner, we were looking for a new vendor that was trusted, respected in the industry, and that was aligned with our value to help us achieve our goals.”



**JOE LOOMIS**  
Senior vice president of finance and technology for Spurs Sports & Entertainment

Global coverage and deep expertise in critical areas such as ransomware and phishing protection were also essential criteria for the Spurs, reflecting their growing international presence and the inherent risks of operating on a global stage.

“Our team makeup has always been international with the players that we’ve had on our roster, and we leveraged that on the business side to expand internationally – particularly in areas like Mexico, and in Europe and with a focus in France.” Loomis said, discussing global expansion as a goal for the Spurs. “International growth is definitely important for us, and so having a cybersecurity provider with a large global presence was also an important criteria for us,” he noted, underscoring the value of Bitdefender’s expertise in navigating the complex cybersecurity landscape.



The Spurs organization also likes having a “hometown” team protecting them. Loomis explained, “It’s incredibly valuable that Bitdefender has a SOC and MDR team right here in San Antonio and we have that level of knowledge and expertise at our doorstep. We thought that having a local cybersecurity partner was really a great fit for us as an organization.”



— Bitdefender Technology used by San Antonio Spurs

**Managed Detection and Response (MDR)**  
**Extended Detection and Response (XDR)**  
**Threat Detection**  
**Threat Hunting**



## Bitdefender's Managed Detection and Response Services: A Game Changer for the Spurs

The partnership between the Spurs and Bitdefender emerged as a strategic response to these challenges. Bitdefender's Managed Detection and Response (MDR) service, coupled with its Extended Detection and Response (XDR) capabilities, offered the comprehensive, all-encompassing solution the Spurs were seeking.

The Bitdefender Managed Detection and Response (MDR) service was identified as the linchpin to elevate the Spurs' cybersecurity posture. The service ensures that the Spurs can anticipate and mitigate cyber threats before they impact the organization's operations or reputation.

"Our MDR service is designed to offer a 360-degree view of the threat landscape, providing continuous monitoring and rapid response capabilities," explained Tyler Baker, senior manager of Global Security Operations for Bitdefender.

Grabowski of MDRN TECH highlighted the synergy between the Spurs' needs and Bitdefender's offerings, stating, "The Spurs required a solution that was not just reactive but preemptively safeguarded their organization against potential cyber incidents. Bitdefender's MDR service, with its emphasis on anticipation and rapid response, was perfectly aligned with these requirements."

The implementation of Bitdefender's MDR services was a collaborative process, tailored to fit the unique needs and operational landscape of the Spurs. Deploying Bitdefender's solutions was a seamless experience. Their team worked closely with the Spurs team to ensure the MDR services were integrated without disrupting day-to-day operations.

Thanks to the elite SOC team that leverages threat intelligence tools to constantly monitor the global threat landscape, Bitdefender has a baseline of the Spurs environment, enabling the team to proactively stay ahead of threats given the full picture it has of the Spurs environment.

The Spurs also utilize Bitdefender XDR, which provides added visibility and protection. This takes the full picture of the Spurs environment to the next level, allowing Bitdefender to detect and have extra visibility into the network layer, but also dive deeper into areas like email where most attacks are taking place.

"The Spurs required a solution that was not just reactive but preemptively safeguarded their organization against potential cyber incidents. Bitdefender's MDR service, with its emphasis on anticipation and rapid response, was perfectly aligned with these requirements."

**MIKE GRABOWSKI**  
 CEO at MDRN TECH

## Bitdefender Global SOC Operations Provide Peace of Mind and a Direct Line of Communication

“When the Spurs team came to the SOC and saw our MDR service and our world-class technology, we believe that we demonstrated that they would be treated like more than a just a customer, but also as a collaborative partner in their ongoing cybersecurity journey.”

### TYLER BAKER

Senior manager of Global Security Operations for Bitdefender

Discussing how the MDR service and relationship with Bitdefender is going, Will Scott, IT director for the Spurs, noted that he appreciates the direct line of communications to Bitdefender. The Spurs have dedicated account managers and a customer success team, so any time there is an incident or need for response, the Spurs have a direct person that they can talk to in the SOC at all hours, 365 days a year. He explained, “The relationship is going great; any questions or concerns we have about an alert or our environment, our customer service manager answers right away.”

A major benefit that the Spurs have identified with Bitdefender MDR is the valuable time saved by their internal IT security team. Scott remarked, “Bitdefender’s MDR services help take the guesswork out, and we find that many manual processes we were previously doing are eliminated. We have a lot of peace of mind that our internal team can now focus on strategic initiatives rather than constantly firefighting digital risks.”

Tyler Baker commented on the partnership, “When the Spurs team came to the SOC and saw our MDR service and our world-class technology, we believe that we demonstrated that they would be treated like more than a just a customer, but also as a collaborative partner in their ongoing cybersecurity journey.”

The dynamic nature of the cyber threat landscape necessitates continuous adaptation and evolution. The Spurs and Bitdefender are committed to staying ahead of the curve, leveraging the latest technologies and strategies to safeguard the organization’s digital domain.

“As we look to the future, our focus remains on leveraging technology and innovation to protect our organization and our fans. With Bitdefender by our side, we’re confident in our ability to navigate the digital domain securely,” Loomis concluded.

The collaboration between the San Antonio Spurs, MDRN TECH, and Bitdefender symbolizes a forward-thinking approach to cybersecurity, recognizing the need for advanced technologies and a trusted partnership to navigate the challenges of protecting a world-renowned sports organization. This partnership not only fortifies the Spurs' cybersecurity defenses, but also reinforces their dedication to maintaining the trust and safety of their fans worldwide, ensuring that the team can continue to focus on excellence both on and off the court.

The Spurs organization has a vast ecosystem of physical and digital assets to protect. Their cybersecurity needs span beyond just basketball operations, to concerts, soccer matches and many other events at their facilities.

## 500

full-time employees

## 1000

part-time employees for different events at the building

Romania HQ  
Orhideea Towers  
15A Orhideelor Road,  
6th District,  
Bucharest 060071  
T: +40 21 4412452  
F: +40 21 4412453

US HQ  
3945 Freedom Circle,  
Suite 500, Santa Clara,  
CA, 95054

[bitdefender.com](https://bitdefender.com)

Bitdefender is a cybersecurity leader delivering best-in-class threat prevention, detection, and response solutions worldwide. Guardian over millions of consumer, business, and government environments, Bitdefender is one of the industry's most trusted experts for eliminating threats, protecting privacy and data, and enabling cyber resilience. With deep investments in research and development, Bitdefender Labs discovers over 400 new threats each minute and validates around 40 billion daily threat queries. The company has pioneered breakthrough innovations in antimalware, IoT security, behavioral analytics, and artificial intelligence, and its technology is licensed by more than 150 of the world's most recognized technology brands. Launched in 2001, Bitdefender has customers in 170+ countries with offices around the world.

All Rights Reserved. © 2024 Bitdefender. All trademarks, trade names, and products referenced herein are the property of their respective owners.