Delivering Wins for Employees, Partners, and Fans with a High-Performing IT Team

Kroenke Sports and Entertainment (KSE) brings its A-game to fans through sporting events and shows. KSE owns the Denver Nuggets, Colorado Avalanche, Colorado Rapids, and Colorado Mammoth; operates three Denver-area venues; and works with local nonprofits on their fundraisers. Securing KSE's ecosystem is critical to maintaining employee, fan, and partner trust.

Although the company had Microsoft 365 for standard email threats and a secure email gateway (SEG) to address advanced attacks, phishing and name impersonation emails were getting through. With IT focused on email, there wasn't much time for other security initiatives. KSE sought to replace their SEG with a more effective email security solution that would work well with Microsoft. One of their security vendor partners recommended Abnormal.

Together, Abnormal and Microsoft provide a robust, efficient security solution with no advanced threats reaching inboxes. "Abnormal took 10 minutes to set up," said Vincenzo Baldin, Executive Director of IT Infrastructure. "It learned the organization pretty quickly. Abnormal is one of those few products in IT that actually does what it says it's going to do. It stands out because of its efficacy. I'm a big fan because it's given my people a lot of their time back."

> "Abnormal has delivered significant time savings. I've gained 75% of my time back that I used to spend on email and now I can focus on other aspects of cloud security."

Robert Woods
Cloud Computing Director

KSE
Kroenke Sports & Entertainment

Industry
Spectator Sports

Location
Denver, Colorado

Protected Mailboxes
2,100+

CHALLENGES

- Spoofing and BEC attacks put organization, partners, and customers at risk of scams.
- Too much time spent on email investigations and remediation, less for other security initiatives.
- SEG not delivering expected value for money.
- Sought a solution that would work well with Microsoft 365.

BUSINESS IMPACT

- No missed email attacks over 15 months, protecting the company, partners, and customers.
- Freed up the majority of IT's email management time for other security programs.
- Allowed KSE to eliminate SEG expense.
- Integrated with Microsoft 365 via API within 10 minutes.

75% less time spent on email investigations and remediation.

SECURITY ENVIRONMENT

Microsoft 365 → Λ →

Attacks Prevented by Abnormal, the Past 15 Months

Phishing	BEC & Impersonation	Malware	VEC	Fraud
4,063	135	140	93	222