



How PinkByte Built an “Unhackable” Environment with ThreatDown MDR

PinkByte stops insider threat in seconds, proves “unhackable” claim in public hackathon, and scales globally with ThreatDown MDR.

PinkByte, headquartered in Concord, Ontario, delivers a modular stack of enterprise-grade technologies engineered for performance, scalability, and future extensibility. Positioned as “the ATM of online secured transactions,” PinkByte enables high-speed, high-assurance digital services, including its consumer-facing platform, Mazzzing, which is powered by the PinkByte infrastructure stack. For PinkByte, security is foundational to everything they build.

As a fast-growing company scaling toward 1,000+ servers worldwide, PinkByte needed a security partner who could match their ambition, velocity, and high-stakes mission. They needed enterprise-grade detection and response, continuous monitoring, and a partner with the expertise to act decisively the moment risk emerged. They found that partner in ThreatDown.

If a vendor gets the basics right during deployment, it's a good vote of confidence that they're going to get the hard parts right too. **ThreatDown's 5-minute deployment** delivers on that confidence.

Giovanni Morelli
Chief Technology Officer

From startup to secure

As PinkByte evaluated endpoint protection and MDR vendors, the team needed confidence that any security platform they adopted would scale cleanly, integrate smoothly, and avoid introducing friction into production environments.

Among the three products PinkByte evaluated, ThreatDown quickly rose to meet their requirements. Giovanni Morelli, Chief Technology Officer at PinkByte, deployed ThreatDown to a single server in just five minutes—without any complex configuration steps. For Morelli, the experience was less about speed alone and more about what that speed represented: architectural maturity, operational readiness, and a product designed to work in real-world environments.

PinkByte

Customer-at-a-glance

Customer - PinkByte
Industry - Software development
Country - Canada

ThreatDown Solutions

ThreatDown Ultimate, including:
 Endpoint Protection
 Endpoint Detection & Response
 Managed Threat Hunting
 Managed Detection & Response
 Firewall Management
 Vulnerability Assessment
 Patch Management
 DNS Filtering
 Mobile Security
 Premium Support

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Chief Strategy and Partnership Officer, Patrick Pearce, noted that beyond technical execution, the company wanted a vendor that would operate as a long-term partner:

"The team, the professionalism, the communication. We knew right away this was a vendor we could trust. As an exec running a fast-growing company, ThreatDown gives us the security strength we need plus the speed to market. We set up our business and let ThreatDown handle the security," explained Pearce.

 **The speed, the detail, the communication — ThreatDown MDR took care of everything before I even landed.**

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Chief Technology Officer

ThreatDown quickly proved that trust was well-placed

Morelli was mid-flight when an attack hit their environment. Completely offline at 30,000 feet, he had no visibility into what was happening. By the time his plane landed, ThreatDown MDR had already detected the threat, analyzed it, addressed it within seconds, and sent detailed reports documenting exactly what happened, how it happened, and the steps taken to remediate it.

Morelli scrolled through the notifications while picking up his luggage. "I saw the emails and thought, 'Oh my gosh, something happened.' But then I read through the reports and realized it was already handled. The speed, the detail, the communication — ThreatDown MDR took care of everything before I even landed," said Morelli.

That moment crystallized the value of MDR for PinkByte. They gained a full SOC partner without staffing one internally. Even when the staff are in the sky, offline, or enjoying the weekend, the environment stays protected.

Insider threat stopped in seconds

External attacks represent one class of risk. Insider threats present another. During operations, there was an insider threat involving a ransomware attack against its environment. The activity was subtle enough that even PinkByte's in-house security expert—a hacktivist with years of experience—did not initially detect it.

ThreatDown MDR identified the behavior within seconds.

"ThreatDown MDR caught it and shut it down within seconds. Then they proactively reached out with a full debrief, walked us through exactly what happened, and gave us recommendations for hardening. That's the level of expertise and attention you want from a security partner," said Morelli.

Results

- **Deployed in 5 minutes** with zero configuration issues
- **Live attack detected** and remediated before CTO landed from a flight
- **Insider ransomware attempt stopped** in seconds
- **KidZone launched** with enterprise-grade DNS and URL filtering
- **Month-long hackathon** with a \$50,000 prize resulted in zero successful breaches
- **Full SOC-level protection** without building an internal security team

A \$50,000 hackathon with zero winners

The company's brand promise to customers is bold: an unhackable environment for enterprise-grade infrastructure. That promise carries weight, so, they decided to invite the world to try to break in.

Mazzzing, the consumer-facing platform powered by PinkByte, hosted Code-a-Palooza: a multi-tier hackathon designed to challenge participants to breach the Mazzzing platform. The event featured five escalating tiers and a \$50,000 prize for any successful breach.

Ahead of launch, the team assessed their readiness to put the platform and underlying infrastructure to a public test. Morelli's response was direct: "We're good. No one's getting in. We've got ThreatDown."

The results validated that confidence. After the first day, 80% of participants gave up. By the end of a month, the remaining 20% also exited. No participant successfully breached the system.



We're good. No one's getting in. We've got ThreatDown.

Giovanni Morelli
Chief Technology Officer

PinkByte closed the event publicly with a statement confirming the outcome: "Thank you to everyone who tried to hack into our system. After running Code-a-Palooza for just over one month, we have remained successful in our status of being unhackable. Better luck next time."

For PinkByte, the hackathon served as external validation of their security model and the role ThreatDown MDR plays in sustaining it. "ThreatDown is a strategic partner that helps us consistently deliver the level of trust, reliability, and security our customers expect," said Pearce.

Launching kid-safe product with ThreatDown DNS Filtering

The company has been growing rapidly since its launch, and PinkByte was ready to expand into family-safe digital services. The initiative required a tightly integrated combination of a secure application environment and safe content controls, including DNS filtering.

For Morelli and Pearce, the challenge was not simply adding controls but finding a way to bring a well-designed product to market quickly—without compromising on quality or maturity. When PinkByte raised these requirements with ThreatDown, the response was immediate: the capabilities were already available.

During a working session, ThreatDown showed DNS Filtering functionality that aligned precisely with what PinkByte had envisioned—and then went further. The solution reflected a level of completeness and readiness that was a perfect fit for PinkByte's go-to-market strategy.

"As a CTO, you spend a lot of time thinking about how to design the right product and bring it to market the right way. When we met with ThreatDown and saw what they already had in place for DNS Filtering, it was exactly what we wanted—and it was already mature and ready," explained Morelli.

ThreatDown DNS Filtering enabled PinkByte to deliver a fully realized secure device and content protection offering that supports a kid-safe environment for families. The result was a faster path to market and a new category of services delivered on the same security-first foundation that defines the PinkByte platform.

A security partner for the long haul

PinkByte's leadership returns to the same theme repeatedly: peace of mind. "ThreatDown plays a critical role in our security posture, which helps us sleep well at night. That confidence matters, because you can't put a price on avoiding the fallout of a breach," noted Morelli.

That confidence extends beyond the executive team. PinkByte built their business on a promise of enterprise-grade security delivered at \$5 per desktop. Every product they launch, every server they add, every customer they onboard depends on that promise holding up. ThreatDown MDR gives them the foundation to scale without second-guessing their security posture.

"ThreatDown delivers enterprise-caliber security, and that carries forward to our customers. That's the power of it. Enterprise protection for every consumer who touches our platform," said Pearce.

For PinkByte, ThreatDown is more than a vendor. They're the security backbone behind an unhackable brand.



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