

How **PinkByte** built an “unhackable” environment. 30-day hackathon. Zero breaches.

Customer:

PinkByte

Industry:

Software development

Endpoints:

1,000+ endpoints

Region:

Canada

Headquartered in Concord, Ontario, PinkByte delivers a modular stack of enterprise-grade technologies engineered for performance, scalability, and future extensibility. Positioned as “the ATM of online secured transactions,” PinkByte powers high-assurance digital services, including its consumer-facing platform, Mazzzing. Security is foundational to everything the company builds. As PinkByte scaled toward more than 1,000 servers worldwide, the team needed enterprise-grade detection and response, continuous monitoring, and a partner able to act decisively the moment risk appeared, without the overhead of building and staffing an internal SOC. After evaluating multiple endpoint protection and MDR vendors, they found that partner in ThreatDown.

5-minute

deployment with zero configuration issues

Seconds

insider threat shut down

0

breaches in month-long hackathon

Products Used

ThreatDown Ultimate,
Premium Support,
DNS Filtering,
Mobile Security

When Giovanni Morelli, CTO at PinkByte, deployed ThreatDown to a single server, the process took five minutes. That experience signaled architectural maturity and operational readiness, not just speed. “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,” Morelli says. ThreatDown MDR now gives PinkByte full SOC-level protection without an internal security team.

That value became clear when a live attack hit while Morelli was mid-flight and completely offline. By the time his plane landed, ThreatDown MDR had already detected the threat, analyzed it, addressed it within seconds, and delivered detailed reporting. **ThreatDown MDR also stopped an insider ransomware attempt in seconds.** The activity went unnoticed internally, even by an experienced in-house security expert. ThreatDown shut it down, then followed up with a full debrief and hardening recommendations.



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.

Giovanni Morelli

CTO
PinkByte

Then PinkByte put its “unhackable” promise to a public test. Code-a-Palooza, a month-long hackathon on the Mazzzing platform, offered a \$50,000 prize for any successful breach. Despite sustained attempts, no participant got in. PinkByte also launched KidZone with enterprise-grade DNS and URL filtering. “As an exec running a fast-growing company, ThreatDown gives us the security strength we need plus the speed to market,” says Patrick Pearce, Chief Strategy and Partnership Officer. “We set up our business and let ThreatDown handle the security.”

Let us take care of your endpoint security. Deploy the solution that delivers **superior defense, easiest to use management, and the best value** for your security investment.

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