

SUCCESS STORY

Betsson Strengthens Proactive Security with TrendAI Vision One™

Betsson Group betssongroup.com

Global; Europe; Latin America | Gaming, media, entertainment | 2,900 employees

TrendAI Vision One™ solutions: Cyber Risk Exposure Management (CREM), Endpoint Security, Cloud Security

The Challenge

Rapid expansion and regulatory complexity demanded a smarter security strategy

Betsson is a Nasdaq-listed iGaming powerhouse founded in 1963, with roots in Sweden. With operational headquarters in Malta the Group manages several brands, including Betsson and Betsafe, offering everything from slots and live casinos to sports betting and poker. Growth has been driven by acquisitions and expansion into new markets. With growth also comes increasing risk. Betsson Group operates under multiple gambling licenses, each subject to rigorous compliance standards. Protecting customer data, ensuring uptime, and meeting framework requirements like ISO 27001 and PCI DSS is essential.



“Our cybersecurity strategy is to enable the business to achieve its goals by ensuring that security is a quality and design characteristic in our products.”

Stefan Saliba
IT Operational Security Manager,
Betsson Group

The Group’s previous cybersecurity solution was insufficient for a global operator managing thousands of servers, real-time betting platforms, and regulatory audits. They needed to expand their visibility, boost their speed, and work with a partner that could keep pace with their rapid business growth.

The solution

Proactive risk management with TrendAI Vision One™

Partnering with TrendAI™ and empowered by TrendAI Vision One™, Betsson Group can visualize, prioritize, and mitigate risk across its sprawling infrastructure. Instead of juggling fragmented tools, the Group established a more proactive and resilient security posture with and real-time risk insights.

“TrendAI Vision One™ gives us peace of mind by consolidating security operations and enabling proactive risk management.”

Stefan Saliba
IT Operational Security Manager, Betsson Group

Attack surface risk visualization, prioritization, and mitigation

TrendAI Vision One™ became Betsson Group’s cybersecurity hub, streamlining threat monitoring, risk scoring, and compliance.

Powerful cyber risk exposure management capabilities within the platform enable its 24/7 security operations center (SOC) to anticipate, adapt, and act quickly. Prioritized alerts and dedicated workbooks help to further reduce response times and complexity, allowing the team to focus on what’s critical and protect what matters most. “TrendAI Vision One™ Cyber Risk Exposure Management gives me a prioritized list of what I need to address first within the platform,” says Saliba.

Security posture and compliance management without the headaches

Through TrendAI Vision One™, Betsson Group—including their executive leadership—can track their security posture and stay ahead of risk with automated, informative dashboard reporting. Integrated compliance management capabilities simplify audits and help them adhere to relevant regulatory and industry frameworks. In addition, the TrendAI™ Zero Day Initiative™ (ZDI) bug bounty program delivers threat intelligence and vulnerability insights to address new risks.

Results

Gaining clarity, cutting noise, and staying ahead of threats

TrendAI Vision One™ has reshaped how Betsson Group runs its security operations. The team has moved from reacting to issues to taking control of risk before it escalates. For a company grounded in trust and fair play, that shift from reactive to proactive security is critical to maintaining operational resilience and customer trust.

By consolidating tools and data, the Group has cut alert noise, simplified workflows, and sped up decision-making. Compliance reviews are far easier as well, with evidence available in just a few clicks. With comprehensive threat intelligence and virtual patching, Betsson Group stays ahead of zero-day exploits and protects their millions of players around the globe. “TrendAI Vision One™ allows me to approach my work proactively rather than constantly putting out fires,” says Saliba.

Customer service as a differentiator

TrendAI™ empowers the team at Betsson Group

From the beginning, TrendAI™ has been more than just a vendor for Betsson Group. TrendAI™ experts provide immediate support and guidance, tailored to their needs. This close collaboration ensured smooth solution rollouts and a rapid response to emerging threats.

“I consider the TrendAI™ team an extension of my cybersecurity team,” says Saliba.

Empowered by proactive security and a strong partnership with TrendAI™, Betsson Group is well positioned to stay ahead of critical threat actors. The team is now positioned to focus on strategic priorities, scale and operate securely, and drive innovation.

Transform your cybersecurity approach

Learn how companies like Betsson Group are empowered to AI Fearlessly with TrendAI Vision One™.

Learn more today.

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About TrendAI™

TrendAI™, the global AI security leader and enterprise business unit of Trend Micro, empowers organizations with full AI visibility and consolidated security that inspires confidence, drives innovation, and eliminates risk. Trusted by the largest enterprises and governments across 185 countries, TrendAI™ secures the entire organization, from identities to infrastructure to data.

AI Fearlessly. Learn more at trendaisecurity.com