



CUSTOMER SUCCESS STORY

How SBA Communications Strengthened Cyber Resilience and Efficiency with the Deepwatch Guardian MDR Platform™

“Deepwatch has become an extension of our team. The level of collaboration and technical depth they bring to our security operations is second to none.”

— Ryan Hay, Director, IT Security & Compliance, SBA Communications

CHALLENGE

Growing Complexity and a Fragmented SOC Ecosystem

Before partnering with Deepwatch, SBA relied on a small, regional security operations provider. While functional, the model lacked the sophistication and scale needed to manage a rapidly expanding infrastructure.

“We were one of their biggest customers, but the reporting and technical depth weren’t where we needed them to be. We were spending too much time chasing false positives and not enough time strengthening our defenses,” Hay explained.

SBA’s security team also faced:

- Alert fatigue from excessive, low-value notifications.
- Limited visibility across hybrid environments.
- Gaps in tuning and detection maturity.
- High operational overhead for manual investigations.

As the business grew, so did the need for a modern MDR partner capable of integrating with existing workflows, aligning with NIST and MITRE frameworks, and improving time-to-detection and response across the enterprise.

SOLUTION

Deepwatch MDR as an Extension of the Security Team

After a careful evaluation process, SBA selected the **Deepwatch Guardian MDR Platform™ (Deepwatch MDR)** for its transparency, collaboration model, and technical maturity.

“Deepwatch MDR wasn’t about nickel-and-diming us for every feature,” said Hay, “They worked with us to build an integrated program that scaled with our needs.”

The Deepwatch MDR team partnered closely with SBA to strengthen operations through:

- **Full MITRE ATT&CK® alignment** across internal ticketing systems for visibility into tactics, techniques, and sub-techniques.
- **Bidirectional ticketing integration** to ensure unified case management and response tracking.
- **Proactive tuning and detection assessments** that improved signal quality and reduced noise.
- **Executive-level reporting** for GRC and board communications.

“The reporting and insights we get now are night and day compared to where we started, We can trend threats, correlate data, and show measurable progress to leadership.”

— Ryan Hay, Director, IT Security & Compliance, SBA Communications

ENTERPRISE DETAILS

Industry: Telecommunications Infrastructure / Real Estate Investment Trust (REIT)

Services: Wireless communications infrastructure, towers, DAS, and small cells

Revenue: \$2.7B

Employees: 1,800

Security Team Size: 10 FTEs

Deepwatch Partner: GuidePoint Security



OVERVIEW

Building a Scalable Security Foundation for a Global Enterprise

SBA Communications Corporation is a leading independent owner and operator of wireless communications infrastructure across the Americas. With operations in North, Central, and South America as well as Africa, the company's security environment spans on-premises data centers, Azure cloud workloads, and thousands of distributed assets supporting the world's wireless networks.

When Ryan Hay, Director, IT Security & Compliance, joined SBA, he was tasked with creating a cybersecurity and compliance program from the ground up. Over time, his team grew to support the organization's global operations, but as SBA expanded, so did its exposure to risk.

"We're responsible for protecting a large, complex environment across multiple regions and technologies. We needed a partner who could give us visibility, speed, and confidence—not another vendor just selling tools."

— Ryan Hay, Director, IT Security & Compliance, SBA Communications

CUSTOMER TESTIMONIAL

"Over the years, Deepwatch has grown into a true strategic partner. The transparency, consistency, and technical depth they bring have made a measurable impact on our operations and overall security posture."

— Ryan Hay, Director, IT Security & Compliance, SBA Communications

CYBER OUTCOMES

Stronger Security Posture and Fewer Incidents

"In the last two years, we haven't had a single event that required declaration. That speaks volumes about how well-tuned and stable our environment is now."

Through consistent tuning, MITRE-based mappings, and rapid alert triage, SBA significantly reduced false positives and improved overall detection fidelity.

Efficiency Gains and Time Savings

By leveraging Deepwatch MDR's engineering and automation guidance:

- **Bulk ticket** closures and automation workflows now save the team dozens of hours per quarter.
- **Splunk tuning and detection optimization** reduced manual investigation workload and analyst fatigue.

"Without Deepwatch MDR, we'd be manually tuning and querying data every day," noted Hay, "Their team has become the technical backbone for our detection strategy."

Industry-Leading Security Index Performance

SBA achieved a **9.64 Security Index score**, outperforming both the **industry average (7.96)** and the **overall Deepwatch customer average (8.99)**.

"We've consistently been ahead of the curve because of the enablement, insights, and partnership we have with Deepwatch MDR."

Tangible ROI Through Reduced Risk and Cost

Deepwatch MDR coverage helped SBA demonstrate advanced threat detection, ransomware readiness, and overall maturity during insurance renewals—contributing to lower cyber insurance premiums.

"Our insurer specifically acknowledged our MDR coverage and ransomware attestations as key factors in reducing our premium."

Looking Ahead: Advanced Visibility and Board-Level Insight

SBA continues to modernize its environment with broader cloud adoption, Microsoft Defender integration, and automation initiatives. In recent strategic discussions, Deepwatch introduced its **Continuous Threat Exposure Management (CTEM)** capabilities, which SBA views as a potential future enhancement for quantifying risk exposure and communicating material threats at the board level.

"Our board constantly asks, "What are our biggest risks?" explains Hay, "That's where something like CTEM will help us move from qualitative updates to quantifiable insights our executives can act on."

SBA views this as a future area of exploration, aligning with its mission to strengthen governance, automation, and proactive defense.



ABOUT DEEPWATCH

Deepwatch® is the leader in Precision MDR powered by AI and humans. We amplify human expertise with AI insights to reduce the risks that matter most to your business. Our protection is proactive, preemptive and responsive, tuned to your business, with no black boxes, and watched by experts 24/7/365.

CONTACT US

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