



Transforming Security Operations: How Lemonade Accelerated Efficiency with Dropzone AI

Lemonade

Company Profile

Lemonade, an AI-powered insurance company based in the United States, was founded in 2015. It offers various insurance products using AI technology to process claims and manage policies through an intuitive app. With a mission rooted in social impact, Lemonade has donated over \$12 million to non-profit organizations via its Giveback program. As a rapidly growing tech company, Lemonade faced the challenge of managing security alerts efficiently without expanding its team or resources.

“It’s not a surprise that Dropzone is a Top 10 RSA Innovation Sandbox Finalist list, the potential for the product is high. Dropzone is further along than other GenAI cybersecurity products I have seen.

Jonathan Jaffe
CISO, Lemonade

Challenges

Lemonade’s initial security setup involved manual alert management, which was both time-consuming and resource-intensive. They faced numerous challenges including:

High Volume of Security Alerts

With the increasing number of security alerts generated by Lemonade’s systems, the security team found it burdensome to keep up. The volume of alerts required regular monitoring and manual investigation, which was not suitable for a company determined to automate everything.

Time-consuming Manual Processes

Investigating each alert manually was a labor-intensive process that consumed time and effort from the security team that could be better used engineering proactive solutions to prevent issues from arising in the first place. Analysts had to sift through data to identify potential threats, leading to delays in response times and increased chances of missing critical alerts.

Need for Continuous 24/7 Monitoring

Ensuring continuous monitoring was important for Lemonade due to the nature of its business and the data it handles. However, maintaining a 24/7 vigilance with a human-only team would be challenging and costly.

Resource Constraints:

Lemonade’s security team was intentionally smaller than similarly situated peers, and expanding the team to handle the increasing workload is antithetical to Lemonade’s strategy of automating everything. Lemonade wanted an efficient solution to multiply the team’s capabilities without requiring additional headcount.

Limited Bandwidth:

The security team wasted time with redundant tasks that consumed bandwidth, leaving it with less time to focus on security engineering. The repetitive nature and low intellectual value of these tasks would potentially contribute to burnout and reduced efficiency.

Inconsistent Analysis and Decision-Making:

Without a standardized approach to investigating alerts, the quality and thoroughness of the analysis varied. This inconsistency impacted the overall security posture and led to potential vulnerabilities being overlooked.

Difficulty in Handling Complex Threats:

The increasing complexity of threats required a level of thoroughness and analysis that required increasing effort to achieve manually. The team found it distracting to manually keep up with evolving threats and ensure that all potential risks were mitigated effectively.

High Rate of False Positives:

Manual processes often resulted in false positives, further burdening the team. People spent time investigating alerts that turned out to be non-issues, reducing their ability to focus on genuine threats.

Selection & Implementation

The selection criteria included autonomous AI investigative capabilities, ease of integration, cost efficiency, and the ability to provide continuous monitoring while reducing the manual workload. The decision-making process was led by the CISO and involved the security team and other stakeholders.

The onboarding process was smooth and quick, with minimal configuration required. Dropzone AI seamlessly integrated with Lemonade's existing systems, including AWS, Google Workspace, and Okta. The team began seeing benefits within weeks, thanks to Dropzone AI's functionality.

Dropzone relieves your team from dealing with as many redundant tasks which no one wants to do. It gives you an accurate analysis of data sources that you may not have thought of looking through. It allows you to solve important problems that your team wouldn't have the bandwidth to solve otherwise.

Jonathan Jaffe
CISO, Lemonade

Benefits Realized with Dropzone AI

**Efficiency and Time Savings**

Reduced manual workload, allowing SOC analysts to focus on higher-value tasks.

**Continuous Monitoring**

24/7 vigilance ensured that no alerts were missed, providing a higher degree of vigilance compared to human-only teams.

**Improved Confidence**

Higher degree of confidence in alert investigations and decision-making.

**Cost Savings**

Reduced need for additional headcount and resources, leading to substantial cost savings.

See what Lemonade has gained through working with Dropzone AI, in their own words:

Dropzone's investigation report summaries are useful. They provide a summary analysis, broken down by detailed individual analysis sections. These thorough summaries allow me to get to the details when needed. This wouldn't happen with human analysis. There would just be a general summary with a few bullet points.

Dropzone's technology is a timesaver. It helps SOC analysts get through more problems in less time. The AI SOC analyst delivers thoroughness and decision defensibility that would take too much effort for humans to do at scale.

Jonathan Jaffe
CISO, Lemonade

Key Performance Indicators (KPIs) and Results:

Detailed Investigation Reports:

The detailed report summaries provided by Dropzone AI enabled a granular level of analysis, reducing the time spent on routine investigations and improving accuracy.

Reduction in False Positives:

The testimonials highlight a reduction in false positives, which allowed the team to focus on genuine threats, enhancing overall efficiency.

Increased Accuracy in Threat Detection:

The AI SOC analyst's thoroughness and detailed reports contributed to more accurate threat detection and response.

Clear ROI Reporting

Provided clear ROI reports tailored to real business costs, demonstrating substantial savings and efficiency.

The ROI reports have been valuable, demonstrating substantial savings and reinforcing the importance of proactive brand protection.

Jonathan Jaffe
CISO, Lemonade

Reinforcements have arrived

Dropzone AI's agents make SOC's fast, scalable, accurate, and proactive. With Dropzone AI autonomously handling routine Tier 1 alert triage, organizations can spend less time on reactive security and more time on proactive security. The Dropzone AI SOC Analyst replicates the techniques of elite analysts and is trusted by more than 100 enterprises and MSSPs, including CBTS, Pipe, UiPath, Zapier. Learn more at www.dropzone.ai.

Request a Demo