

## Manufacturing Sector

*Source: Deloitte Report*



### Case 3

Executive pilfers intellectual property from a competitor

#### Organization

A leading manufacturer of video cameras and other digital cinematography tools.

#### Scenario

The company had valuable intellectual property (IP) stolen by a competing executive. The company was sharing its IP via email with the executive's former employer to explore a possible joint venture, and the executive used old login credentials to gain access to the emails.

#### Attackers and motivation

The attacker was a rival industry executive who wanted to get an unfair advantage over his competitors by using their intellectual property to enhance his own company's products.

#### Techniques used

The executive obtained the login information while working at his former employer, which made the mistake of not removing or deactivating his account after he left for another firm. This allowed the executive to continue accessing his former employer's email and redirect the exchange of intellectual property to his current email account.

#### Business impact

IP theft can lead to a flood of counterfeit products. In this case, the targeted company lost a hard earned competitive advantage derived from years of cutting-edge research and development. After the theft, its products no longer stood out in the marketplace, which weakened its sales and strategic market position.