Source Defense Case Study
Hollywood Bowl

EXECUTIVE SUMMARY

Hollywood Bowl Group plc (HBG), the UK's largest ten-pin bowling operator with £230.4 million in annual revenue, successfully transformed their eSkimming security posture by implementing Source Defense's patented platform. Facing mounting pressure to comply with PCI DSS 4.0.1 requirements 6.4.3 and 11.6.1, while managing a complex third-party script ecosystem across their ecommerce operations, HBG achieved complete visibility and control over their digital supply chain within days of deployment.

The implementation delivered immediate compliance readiness, eliminated manual script review processes, and provided real-time protection against eSkimming and Magecart-style attacks, all without impacting website performance or user experience.

COMPANY DETAILS

- **Company:** Hollywood Bowl Group plc
- **Industry:** Entertainment & Leisure
- **Annual Revenue:** £230.4 million
- **Employees:** ~2,800
- **Digital Ops:** Browser-based ecommerce platform processing advance lane bookings, party packages, and gift card sales

THE CHALLENGE
Third-Party Script Complexity in a High-Risk Environment

Expanding Digital Supply Chain Risk

As the world's second-largest ten-pin bowling operator, Hollywood Bowl Group's digital transformation created significant operational value but introduced complex security challenges. Their ecommerce platform, processing both cardholder data and customer PII, relied on an extensive ecosystem of third and fourth-party scripts covering:

- Advanced analytics and user behavior tracking
- Marketing pixels and conversion optimization
- A/B testing platforms
- Affiliate tracking systems
- Tag management infrastructure

> *"Changes landed daily via our tag manager, spawning fourth-party calls we could neither inventory nor police,"* explained HBG's security team. *"The browser was effectively a blind spot: we had no automated way to see which scripts were running, what data they touched, or where they sent it."*
>
> - Dan Burborough, Head of IT Security and Compliance

Regulatory Pressure & Compliance Gaps

The introduction of PCI DSS 4.0.1 requirements 6.4.3 and 11.6.1 created urgent compliance obligations that traditional security measures couldn't address. Hollywood Bowl Group faced several critical challenges:

SCRIPT INVENTORY MANAGEMENT	PAYMENT PAGE PROTECTION	AUDIT PREPARATION
Manual tracking of dynamic third-party scripts became unscalable, with tag manager changes deploying daily without comprehensive oversight.	New PCI DSS requirements demanded automated monitoring and protection of scripts executing on payment pages capabilities that existing security infrastructure couldn't provide.	Without automated script inventory and behavioral monitoring, preparing compliance evidence for QSA reviews required extensive manual effort and delayed marketing initiatives.

Elevated Risk Profile

While HBG had not experienced an eSkimming attack, external threat intelligence indicated that similar leisure and retail brands were increasingly targeted by cyber crime groups. This intelligence elevated their residual risk assessment to "red" status on the 2023 risk register, triggering board-level concern and demanding immediate action.

> *"We had not suffered an actual breach, but external threat-intel showed similar leisure and retail brands being hit by eSkimming. This elevated our residual risk to 'red' on the 2023 risk register and triggered board-level concern."*
>
> - Dan Burborough, Head of IT Security and Compliance

THE SOLUTION
Strategic Partnership with Source Defense

Comprehensive Vendor Evaluation

Hollywood Bowl Group conducted a formal evaluation comparing Source Defense against alternative approaches, including Reflectiz and an in-house Content Security Policy implementation. The evaluation criteria focused on:

- Real-time threat prevention capabilities
- Fourth-party script visibility and control
- Deployment simplicity and operational overhead
- Compliance reporting and audit readiness
- Performance impact on customer experience

WHY SOURCE DEFENSE WON

Source Defense's patented approach delivered superior capabilities across all evaluation criteria:

01
REAL-TIME SANDBOXING TECHNOLOGY

Unlike monitoring-only solutions, Source Defense's patented JavaScript sandboxing provided immediate threat prevention without requiring manual intervention.

02
COMPLETE SUPPLY CHAIN VISIBILITY

The platform's ability to trace and control fourth-party script connections addressed Hollywood Bowl Group's core challenge of digital supply chain blindness.

03
ZERO-CODE DEPLOYMENT

Implementation required no development resources or checkout flow modifications, enabling rapid deployment without business disruption.

04
AUDIT-READY COMPLIANCE

Out-of-the-box reporting directly mapped to PCI DSS 4.0.1 requirements 6.4.3 and 11.6.1, providing immediate QSA-acceptable evidence.
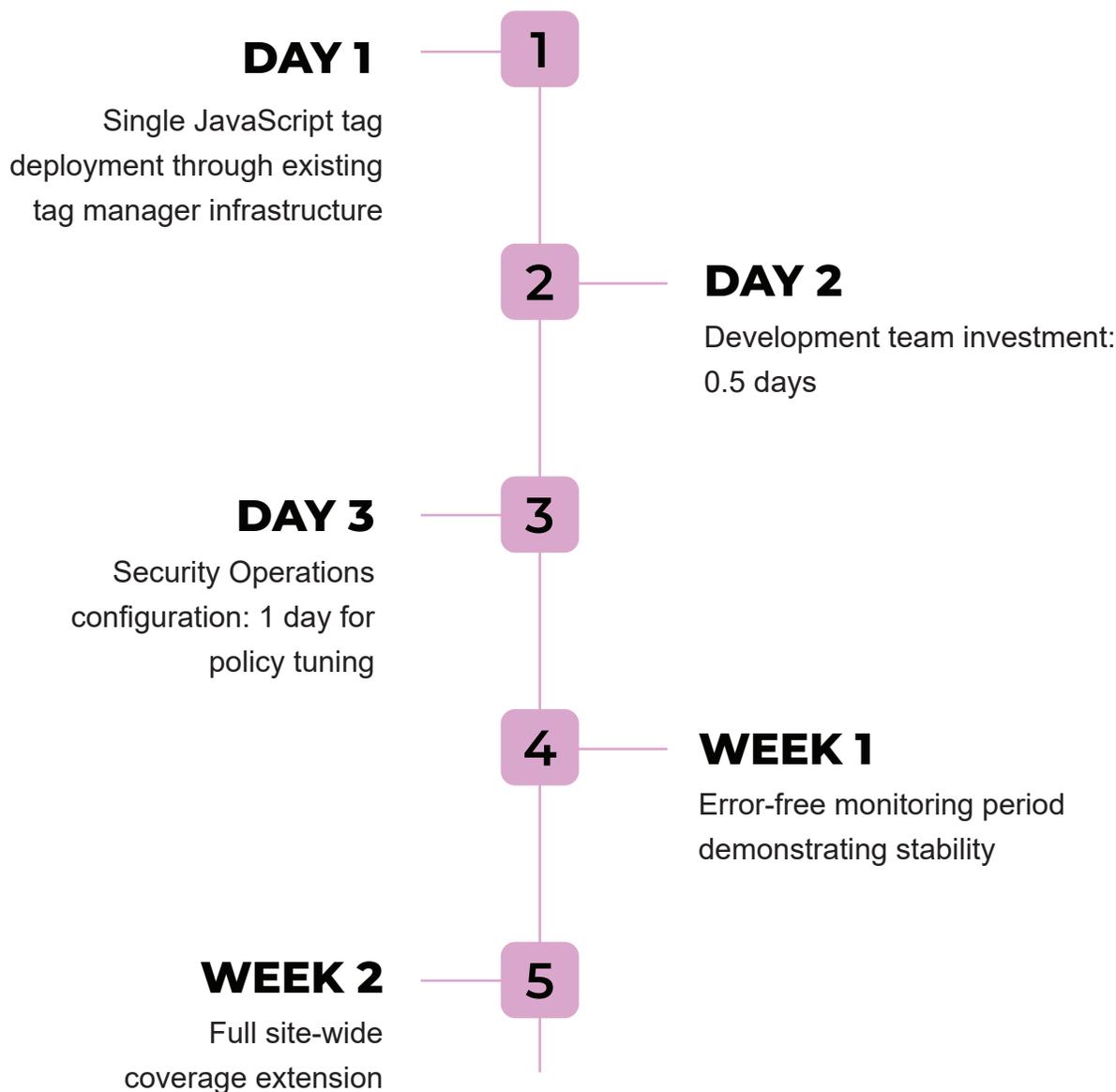
05
COMPETITIVE PRICING

Source Defense offered enterprise-grade capabilities at a price point that delivered clear ROI through reduced audit preparation costs and risk mitigation.

SEAMLESS DEPLOYMENT AND IMMEDIATE VALUE

Rapid Technical Implementation

Source Defense's deployment model exemplified the platform's core value proposition of minimal operational overhead:

DAY 1 — **1**

Single JavaScript tag deployment through existing tag manager infrastructure

2 — **DAY 2**

Development team investment: 0.5 days

DAY 3 — **3**

Security Operations configuration: 1 day for policy tuning

4 — **WEEK 1**

Error-free monitoring period demonstrating stability

WEEK 2 — **5**

Full site-wide coverage extension

"Deployment was a single JavaScript tag dropped into our existing tag-manager container, with a manual fallback on one legacy template. Dev invested about half a day; SecOps one day to tune policies."

- Dan Burborough, Head of IT Security and Compliance

Integration Excellence

The platform's seamless integration with Hollywood Bowl Group's existing infrastructure delivered immediate operational benefits:

WORKFLOW INTEGRATION

Daily alerts and weekly compliance digests integrated directly into existing security mailboxes

POLICY AUTOMATION

Pre-configured security policies provided immediate protection while allowing customization

MONITORING CONTINUITY

24/7 monitoring commenced immediately without requiring additional staffing

THE RESULTS
Measurable Security & Compliance Improvements

Quantifiable Threat Intelligence

Source Defense's deployment provided unprecedented visibility into Hollywood Bowl Group's eSkimming security posture:

18	**1M+**	**226**	**28**	**0**
NEW SCRIPT EVENTS	**USER SESSIONS**	**ACKNOWLEDGED EVENTS**	**PAYMENT-PAGE SCRIPTS**	**SCRIPTS PENDING**
Flagged across six scripts	Monitored for suspicious activity	Across 25 scripts continuously monitored	Maintained in-policy status	Reviewed or blocked

PCI DSS 4.0.1 Compliance Achievement

The platform delivered immediate compliance readiness for PCI DSS 4.0.1's most challenging requirements:

Requirement 6.4.3 - *Script Inventory and Authorization*

- Automated script discovery and classification
- Real-time inventory updates as scripts change
- Documented authorization workflow for new scripts
- Comprehensive audit trails for QSA review

Requirement 11.6.1 - *Tamper Detection*

- Continuous monitoring for unauthorized script modifications
- Real-time alerting for suspicious script behavior
- Automated detection of unauthorized script additions
- Comprehensive integrity verification reporting

> *"We anticipate our FY25 PCI assessment to close faster because QSAs can accept Source Defense reports in lieu of manual tag reviews. Script inventories and tamper-alerts now satisfy controls 6.4.3 and 11.6.1 automatically."*
>
> -   Dan Burborough, Head of IT Security and Compliance

Operational Security Enhancement

Beyond compliance, Source Defense transformed Hollywood Bowl Group's security operations:

PROACTIVE THREAT RESPONSE

Security teams now respond to predictive alerts rather than reactive incident tickets, significantly improving threat response times.

ZERO ESKIMMING INCIDENTS

Since implementation, HBG has recorded zero eSkimming breaches or near-miss events, demonstrating the platform's preventive effectiveness.

STREAMLINED AUDIT PROCESS

Automated compliance reporting eliminated manual script review requirements, reducing audit preparation time and costs.

BUSINESS IMPACT
Security Without Compromise

Performance and User Experience

Critical to Hollywood Bowl Group's digital business model, Source Defense delivered comprehensive security without impacting customer experience:

01	02	03
PERFORMANCE METRICS	**CUSTOMER EXPERIENCE**	**BEHIND-THE-SCENES PROTECTION**
Website load times and conversion rates remained unchanged	Users experienced no additional prompts, slowdowns, or friction	All security enforcement occurred transparently in the browser

> *"Performance metrics and conversion rates remain unchanged; customers see no slowdown or extra prompts. Protection happens entirely behind the scenes."*
>
> - Dan Burborough, Head of IT Security and Compliance

Stakeholder Adaptation and Acceptance

The implementation required minimal organizational change while delivering significant risk reduction:

- **Marketing Team Adaptation:** Initial workflow adjustments to incorporate script pre-approval became accepted business practice within weeks.

- **Board-Level Confidence:** Executive leadership gained quantifiable risk reduction metrics, transforming risk register status from "red" to controlled.

- **Security Operations Enhancement:** Teams achieved comprehensive eSkimming visibility for the first time, closing a critical security gap.

INDUSTRY RECOMMENDATION & VALIDATION

Based on their comprehensive experience, Hollywood Bowl Group provides unqualified endorsement of Source Defense's eSkimming security platform:

> *"It closes the browser-side blind spot, delivers PCI DSS 4.0.1 evidence out-of-the-box, and does so with minimal development effort and zero customer friction – a rare combination of security, compliance and commercial sense."*
>
> - Dan Burborough, Head of IT Security and Compliance

CONCLUSION
Transforming eSkimming Defense for the Entertainment Industry

Hollywood Bowl Group's partnership with Source Defense exemplifies how leading organizations can simultaneously achieve regulatory compliance, enhance security posture, and maintain operational excellence. By addressing the critical blind spot of eSkimming security, HBG transformed a significant risk exposure into a competitive advantage.

The implementation delivered measurable value across multiple organizational objectives:

- **Immediate PCI DSS 4.0.1 compliance** for requirements 6.4.3 and 11.6.1
- **Comprehensive threat prevention** against Magecart and digital skimming attacks
- **Operational efficiency gains** through automated compliance reporting
- **Enhanced security visibility** across the entire digital supply chain
- **Preserved customer experience** without performance degradation

For organizations in the entertainment, leisure, and retail sectors facing similar eSkimming security challenges, Hollywood Bowl Group's experience demonstrates that comprehensive protection and regulatory compliance can be achieved without compromising business objectives or customer experience.

As eSkimming attacks continue to evolve and regulatory requirements become more stringent, proactive security measures like those implemented by Hollywood Bowl Group will increasingly distinguish market leaders from organizations struggling with reactive security postures.

About Source Defense
Source Defense is the pioneer and market leader in eSkimming security, protecting over $100 billion in annual revenue and preventing billions of compliance violations yearly. Our patented real-time prevention technology secures the most vulnerable attack surface in modern web applications, helping organizations worldwide achieve PCI DSS 4.0.1 compliance while defending against sophisticated eSkimming threats.

As a member of the **PCI Board of Advisors**, a **PCI Participating Organization** and the pioneer in eSkimming security, Source Defense plays a leadership role related to the requirements for web security found in PCI DSS 4.0.1.

Schedule a Demo with a Security Expert Today!
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