

# Customer Success Story: Agriculture

How one of the nation's largest agriculture collectives uses PIXM to stop zero day phishing in the browser.

## CUSTOMER QUOTE

"I honestly love the product. PIXM stops the threat before there is a problem"

Security Manager, North American Organic Food Collective

AI-POWERED BROWSER PROTECTION

AGRICULTURE & FOOD PRODUCTION

## DEPLOYMENT SNAPSHOT

**900**

Windows  
workstations

**101%**

Industry increase in  
cyberattacks

## WHY PIXM

**Seals gaps** missed by email, RBI and EDR

**Catches zero day** phishing attacks

**Non-disruptive** to end users

## THE NEED

### Phishing represents a high risk for agriculture

PIXM recently deployed to one of the nation's largest agriculture collectives. Phishing represents a high risk for agriculture given the diverse employee base and time sensitivities. 2025 further saw a record 101% increase in cyberattacks across the sector. We talked with their security manager about their particular needs. "Phishing and social engineering have always been our top priority. When we learned about PIXM, we already had several security tools in place, including an email solution, awareness training, and remote browser isolation." But, attacks still found their way through and were getting clicked. "In our business, it only takes one phishing incident for there to be a serious problem". The team knew they needed an additional layer of protection that could work in the browser to catch zero day attacks in a way that didn't disrupt the end user.

## THE SOLUTION

### PIXM's visual AI protection in the browser

"When I first saw a demo of PIXM's visual AI protection in the browser, I immediately recognized that none of my tools could do this, and that this technology could seal our gaps." They initially tested the browser extension on a few devices and loved how easy it was to install and how seamless the experience was. "It deploys behind the scenes and leaves users alone until there is a problem", the manager said. When PIXM detects a phishing page, it immediately blocks the page and presents a clear, visual explanation of the risk so users understand what is happening without needing to call IT. "I honestly love the product. PIXM stops the threat before there is a problem."

## THE IMPLEMENTATION

### We pushed PIXM out to 900 Windows workstations

After a small initial test deployment, we pushed PIXM out to 900 Windows workstations. "It was simple. We loaded our PIXM MSI into our Group Policy and it took just a minute." Once PIXM is deployed, it protects users via a lightweight AI-powered browser extension. The great part is that no updates are necessary—they are all handled automatically by the browser. "Users just go about their business and PIXM silently protects them."

## THE VALUE

### The proof is in the results

Following the deployment, PIXM threat data can be seen in the online portal to see what pages are getting clicked and blocked. "Within the first couple of weeks, PIXM started detecting and surfacing zero day phishing clicks that made it past every other detection layer. We were surprised that many of these got past email protection, RBI and EDR, but PIXM seemed to be finding phishing that evaded all these defenses, including non-email channels like SMS and business applications. This has really changed how we see the phishing landscape and our strategy. The proof is in the results. It only takes one or two bad clicks for there to be a major disruption, particularly if the role interacts with payment, HR, or control systems. Even if only one of these makes PIXM a no brainer."

## FINAL WORD

### PIXM is an easy yes

"If you're serious about phishing and identity risks, I'd say at least run a trial," he continued. "Once you see real attacks being blocked and how simple the solution is, I think you'll come to the same conclusion we did: PIXM is an easy yes."

## AT A GLANCE

- One of the nation's largest agriculture collectives
- 900 Windows workstations protected via PIXM browser extension
- Deployed in minutes via Group Policy

## KEY OUTCOMES

- Additional browser-based layer catching zero day phishing attacks
- Blocks phishing that made it past email protection, RBI, and EDR
- New visibility into phishing from non-email channels like SMS and business apps

## NEXT STEPS

Explore how PIXM can protect your diverse workforce and time-sensitive operations from phishing attacks across email, SMS, and web applications.

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Powered by PIXM's AI-driven computer vision platform, protecting credentials where it matters most: in the browser.

PIXM • ZERO-DAY PHISHING PROTECTION