



# Automotive Retailer Focuses on Protecting Long-Term Relationships

## FireEye Deployed to Protect Primary Threat Vector

### FACTS AT A GLANCE

#### INDUSTRY



Retail

#### SOLUTIONS

FireEye Email Security - Cloud Edition

#### BENEFITS

Immediate capture, blocking and reporting of malicious messages

In-depth analysis of all mail, including attachments and encrypted files

Accuracy of threat intelligence contributes to team's efficiency and effectiveness

### CUSTOMER PROFILE

Based in North America, this automotive retailer is a group of over 40 automobile and recreation vehicle dealerships. The firm offers 20 automobile brands—including Acura, Ford, Land Rover, Mazda, Porsche, and Volvo—with an inventory of over 10,000 vehicles. It features a simple pricing model and does not charge extra dealership fees, which enables the vehicle shopping experience to be totally free from traditional sales pressures.



Among North American vehicle dealerships this automotive retailer is a recognized leader and has attained this position through its focus on forming long-term relationships with clients and giving back to the local community.

### Protecting Customers' PII

The company has been able to leverage technology to efficiently and effectively engage with customers; enabling them to feel part of the corporate 'family' no matter which location they are visiting. Personally identifiable information (PII)—subject to being secured in compliance with the Payment Card Industry Data Security Standard (PCI DSS)—as well as half a million emails a day comprise a large majority of the digital assets that it leverages and protects to help customers feel cared for.

The firm's director of information technology shared, "We want nothing to inhibit our ability to maintain a strong relationship with our customers. When we began experiencing an increase in phishing attacks and Trojan Horse malware in emails we realized our legacy security stance was not providing sufficient protection and began researching additional options."

“We wanted to partner with a company that really understands the global security landscape, and we felt that FireEye had the most comprehensive perspectives in the industry.”

— Director of Information technology, Major Automotive Retailer

Because the organization relies on the cloud-based Microsoft Office 365 toolset that includes browser-based email, they required a best-in-class cloud-based solution that could pair with it. The staff performed an in-depth investigation of the options and determined that FireEye Email Security - Cloud Edition would best meet the firm's needs.

### World-Class Security

FireEye Email Security not only offers protection against advanced attacks but supplies powerful anti-spam and anti-virus protection. “We wanted to partner with a company that really understands the global security landscape, and we felt that FireEye had the most comprehensive perspectives in the industry,” reflected the director. “FireEye is in the news all the time as the vendor of choice for Incident Response after a major breach, and knowing that knowledge taken from these experiences enhances the protection provided across the entire solutions portfolio made us feel extremely comfortable about approaching the company.”

The auto retailer undertook a proof of concept (POC) trial with FireEye. The director recounted, “The POC showed us where malware had infiltrated our legacy defenses. FireEye Email Security immediately captured, blocked and reported on the malicious code, making us feel much safer and less vulnerable. Configuring the FireEye solution for our environment was extremely simple and straightforward.”

He added, “FireEye Email Security fits well in our cloud-based strategy because it offers us the flexibility to manage everything without the need for additional resources; it's a seamless fit in our environment.”

### An Instant View of Security

The retailer appreciates the ability of the FireEye Email Security to cover a wide variety of challenging file types: “We no longer need

to automatically block every zip file or encrypted traffic because now FireEye examines the contents, determines whether or not they are malicious, and acts accordingly,” the director noted. “This greatly increases our efficiency and ensures that we can conduct business safely without having to worry about the consequences of opening messages.”

His team is pleased with the ease-of-use that FireEye Email Security delivers; the staff quickly discovered the dashboard to be very straightforward to use, and that all alerts contain actionable intelligence with specific mitigation for the reported threat. “The accuracy of the threat intelligence we get from our FireEye subscription is excellent—we've had almost no false positives—and while there was a common belief that most threats arrive from overseas, we've discovered that many of them are being launched much closer to home,” observed the director.

Of particular importance to the director are the practical executive-level reports. He pointed out, “FireEye Email Security makes it easy for me to have a conversation with our executives about the value of this protection in relation to the cost; the risk-avoidance far outweighs the expense.”

### Keeping the Focus on Customers

The director acknowledged that the partnership with FireEye gives the automotive retailer peace of mind. “There's been a lot of press coverage for several high-profile ransomware attacks recently, but because we have such confidence in knowing that FireEye Email Security provides us the protection we are looking for, we don't spend a lot of time fixating on the possibility of an attack. We know they are being successfully stopped in their tracks, enabling us to focus on our customers.”

To learn more about FireEye, visit: [www.FireEye.com](http://www.FireEye.com)

#### FireEye, Inc.

601 McCarthy Blvd. Milpitas, CA 95035  
408.321.6300/877.FIREEYE (347.3393)  
info@FireEye.com

© 2019 FireEye, Inc. All rights reserved. FireEye is a registered trademark of FireEye, Inc. All other brands, products, or service names are or may be trademarks or service marks of their respective owners. CS.AW.US-EN-012019

#### About FireEye, Inc.

FireEye is the intelligence-led security company. Working as a seamless, scalable extension of customer security operations, FireEye offers a single platform that blends innovative security technologies, nation-state grade threat intelligence and world-renowned Mandiant® consulting. With this approach, FireEye eliminates the complexity and burden of cyber security for organizations struggling to prepare for, prevent and respond to cyber attacks. FireEye has over 6,600 customers across 67 countries, including more than 45 percent of the Forbes Global 2000.

