



Luxury Retailer Reinforces Defenses to Protect its World-Famous Brand

High-Profile Global Company Empowers Cyber Security Team with FireEye

FACTS AT A GLANCE

INDUSTRY



Retail

SOLUTIONS

FireEye Helix

FireEye Endpoint Security

FireEye Managed Defense

BENEFITS

Protection against advanced malware and advanced persistent threats

24/7 managed detection and response services from trained cyber security professionals

Support that excels in technical expertise and customer service

Deep visibility and immediate access into endpoints

CUSTOMER PROFILE

This high-profile luxury goods retailer has opened hundreds of stores around the world and enjoys annual revenues totaling several billion U.S. dollars.



From the high-end storefronts of Europe to the showrooms of designer boutiques in Asia and beyond, this global brand has amassed an affluent, fashion-forward clientele who treasure the retailer's goods as modern emblems of luxury and style. Having served the extravagant tastes of consumers for more than 100 years, the high-profile brand collects and safeguards an enormous amount of precious data: making the retailer a prized target for any hacker.

A security manager from the company stressed the importance of protecting this data, "As a global name with a high-profile customer base, we place tremendous value and effort into securing our customers' personally identifiable information, as well as our own intellectual property and brand name."

Between costs, scalability and innovation, the retailer saw opportunity to enhance its security posture. The luxury brand, however, was faced with the all too familiar challenge of having to defend against the evolving, increasingly

“FireEye is a trusted, strategic partner that has been great to work with from a technical, sales and a solutions perspective. I would absolutely recommend FireEye to any of my peers, 100 percent.”

— Security Manager, High-Profile Luxury Goods Retailer

effective methodologies of hackers using its existing cyber security team headcount.

“Despite the universal appeal of our brand, it’s still difficult to find talented, qualified individuals to fill the positions we need to adequately protect our environment,” admitted the security manager. “It quickly became evident that using services and solutions from a world class cyber security provider to empower our team with enhanced capabilities was a very attractive proposition.”

Diversifying Security Portfolios Against Both Commodity- and Advanced-level Malware

Whenever a new solution is under consideration, the retailer’s cyber security team completes a structured evaluation before adopting the proposed technology. “To find best-of-breed security components we define success metrics for a proof-of-concept [POC] with top-contending vendors to make an ‘apples to apples’ comparison of the solutions before forming a final decision on a vendor,” explained the security manager.

When the retailer started the POC process for new security solutions, FireEye was immediately added to the list of providers to evaluate. “FireEye was already a known quantity for us. Multiple members of our cyber security team, including myself, had hands-on familiarity and knew the company’s reputation for continually delivering industry-leading solutions,” acknowledged the security manager.

Despite the previous positive exposure, the FireEye solutions were still subjected to objective review alongside leading competitors. The disciplined analysis highlighted the value of the frontline intelligence and industry-recognized cyber security expertise underpinning the FireEye solutions.

“We have traditional antivirus products and firewalls in our environment that excel at stopping commodity malware but we wanted to add diversity and breadth to our security portfolio. The solutions from FireEye provide a sense of comfort in their ability to protect against zero-day malware and advanced persistent threats,” recounted the manager.

He continued, “We decided to onboard FireEye Managed Defense first as it immediately addressed our need for supplemental expertise. The threat analysts from FireEye conducted a detailed investigation of our infrastructure that made us aware of potential vulnerabilities within our coverage and offered guidance on how best to address the possible deficiencies.”

After going live with FireEye Managed Defense, the security manager attested that, “The strong reputation FireEye has for providing both high-quality technical expertise and excellent customer service is true. We had such a positive experience launching Managed Defense and working with sales, service and the technical members from FireEye. We felt very comfortable expanding our security portfolio to include FireEye Endpoint Security and FireEye Helix.”

Designed for Efficient Incident Response

Deployment of the expanded suite of FireEye solutions has enabled the retailer to increase the effectiveness of its existing cyber security team and enhance overall performance security posture.

“One thing I really appreciate about FireEye Helix is that the solution is specifically designed from the perspective of an incident responder,” enthused the security manager. “Other security information event management [SIEM] tools tend to be very generic and aren’t tailored to the unique needs of the people that will be using them most.”

“Having immediate access to a pool of resources such as malware analysts, intel analysts and incident responders with the unmatched frontline experience of the FireEye team makes it an indispensable asset.”

— Security Manager, High-Profile Luxury Goods Retailer

“FireEye Helix is extremely valuable to me for investigating and managing incidents. The platform provides easy, immediate access and deep visibility into every endpoint across the enterprise,” observed the security manager. “From the Helix dashboard, I can seamlessly communicate with FireEye Endpoint Security to pull forensic data or extract a complete activity timeline from any machine we’re investigating. Using that information, we can then rapidly contain devices that may have a potential malware issue. Having the ability to use a unifying portal to manage and protect our environment is very efficient and extremely convenient compared to the time-consuming, manual processes of the traditional tools that we had been using.”

Beyond consolidating incident response and simplifying infrastructure management, FireEye Helix has significantly reduced false positives, enabling the retailer’s cyber security team to more efficiently focus on the actionable intelligence gathered by the platform. “We have a lot of confidence and trust in FireEye intelligence. An alert from FireEye is not something we take lightly; as soon as a notification arrives, the message is escalated quickly and resolved as fast as possible,” shared the manager.

Around-the-clock security surveillance of the environment and specialized support in uncovering covert threats delivered by FireEye Managed Defense also has helped amplify the impact of the retailer’s cyber security team. The security manager explained, “Having immediate

access to a pool of resources such as malware analysts, intel analysts and incident responders with the unmatched frontline experience of the FireEye team makes it an indispensable asset. The FireEye experts have a broad, hands-on understanding of what’s happening across the global threat landscape that is invaluable in identifying the emerging strategies of attackers.”

Leading the Way

“A lot of FireEye successes are very public. As a cyber security professional who follows trends and news in the industry, I’m always paying attention to who the trusted partners are that are called to actively respond to the biggest security breaches. FireEye is consistently at the forefront of these remediation efforts,” commented the retailer’s security manager.

Reflecting on the company’s five-year relationship with FireEye, the manager concluded, “FireEye is a trusted, strategic partner that has been great to work with from a technical, sales and a solutions perspective. I would absolutely recommend FireEye to any of my peers, 100 percent.”

To learn more about FireEye, visit: 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.LR.US-EN-022019

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.

