

High-profile global company empowers cybersecurity team with Trellix

Reinforcing defenses to protect a world-famous luxury retail brand



Retailer gains deep visibility and immediate access into endpoints

Customer profile

Retail Industry

This high-profile luxury goods retailer operates hundreds of stores around the world and enjoys annual revenues totaling several billion US dollars.

Solutions and services

Trellix Helix Security Operations Platform

Trellix Endpoint Security

Trellix Managed Defense

Benefits

- Protection against advanced malware and advanced persistent threats
- 24/7 managed detection and response services from trained cybersecurity professionals
- Support that excels in technical expertise and customer service
- Deep visibility and immediate access into endpoints

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 company 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 effective methodologies of hackers using its existing cybersecurity team head count.

"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 cybersecurity provider to empower our team with enhanced capabilities was a very attractive proposition."

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

— Security Manager, high-profile luxury goods retailer

CUSTOMER STORY

Diversifying security portfolios against both commodity- and advanced-level malware

Whenever a new solution is under consideration, the retailer's cybersecurity 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, it immediately added Trellix to the list of providers to evaluate. "Trellix was already a known quantity for us. Multiple members of our cybersecurity 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 retailer still carefully reviewed Trellix solutions alongside leading competitors.

The disciplined analysis highlighted the value of the frontline intelligence and industry-recognized cybersecurity expertise underpinning the Trellix 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 Trellix 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 Trellix Managed Defense first as it immediately addressed our need for supplemental expertise. Trellix threat analysts 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 Managed Defense, the security manager attested that, "The strong reputation Trellix 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 Trellix. We felt very comfortable expanding our security portfolio to include Trellix Endpoint Security and the Helix security operations platform."



CUSTOMER STORY

Designed for efficient incident response

By deploying the expanded suite of Trellix solutions, the retailer increased the effectiveness of its existing cybersecurity team and enhanced the overall performance of its security posture.

"One thing I really appreciate about 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.

"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 Trellix 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."

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– Security Manager, high-profile luxury goods retailer

Beyond consolidating incident response and simplifying infrastructure management, Helix has significantly reduced false positives, enabling the retailer's cybersecurity team to more efficiently focus on the actionable intelligence gathered by the platform. "We have a lot of confidence and trust in Trellix intelligence. An alert from Trellix 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.

CASE STUDY

Leading the way

Around-the-clock security surveillance of the environment and specialized support in uncovering covert threats delivered by Managed Defense have also helped amplify the impact of the retailer's cybersecurity 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 Trellix team makes it an indispensable asset. The Trellix 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."

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

To learn more about Trellix, visit [trellix.com](https://www.trellix.com).



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About Trellix

Trellix is a global company redefining the future of cybersecurity. The company's open and native extended detection and response (XDR) platform helps organizations confronted by today's most advanced threats gain confidence in the protection and resilience of their operations. Trellix's security experts, along with an extensive partner ecosystem, accelerate technology innovation through machine learning and automation to empower over 40,000 business and government customers.