



AEFFE

**AEFFE S.p.A.  
conquers  
its fear of  
cyberattacks**

The company, which manages several of the world's biggest fashion brands, opted for Kaspersky Endpoint Security for Business to protect all its endpoints.



## Market Sector:

Fashion

## Key Points:

- Head office located in San Giovanni in Marignano, Italy
- Established in 1988
- Using Kaspersky Endpoint Security for Business

## AEFFE is the parent company of some of the world's biggest fashion brands, including Moschino, Alberta Ferretti and Pollini, and manages 248 stores, including 63 directly-operated stores (DOS).

Listed on the STAR segment of the Italian stock exchange, AEFPE owns major Italian fashion brands that are sold and loved worldwide; it also holds licenses for several international brands. The company has approximately 1,307 employees, 850 of whom are based in Italy, located in four different offices. Almost all employees are supplied with personal computers (mostly desktops, some employees are not office-based and use laptops).

## Challenge

After nine years of using an antivirus solution that was effective but no longer capable of protecting the company from new threats, AEFPE began its search for software that would protect the endpoints used by all employees across the four Italian offices.

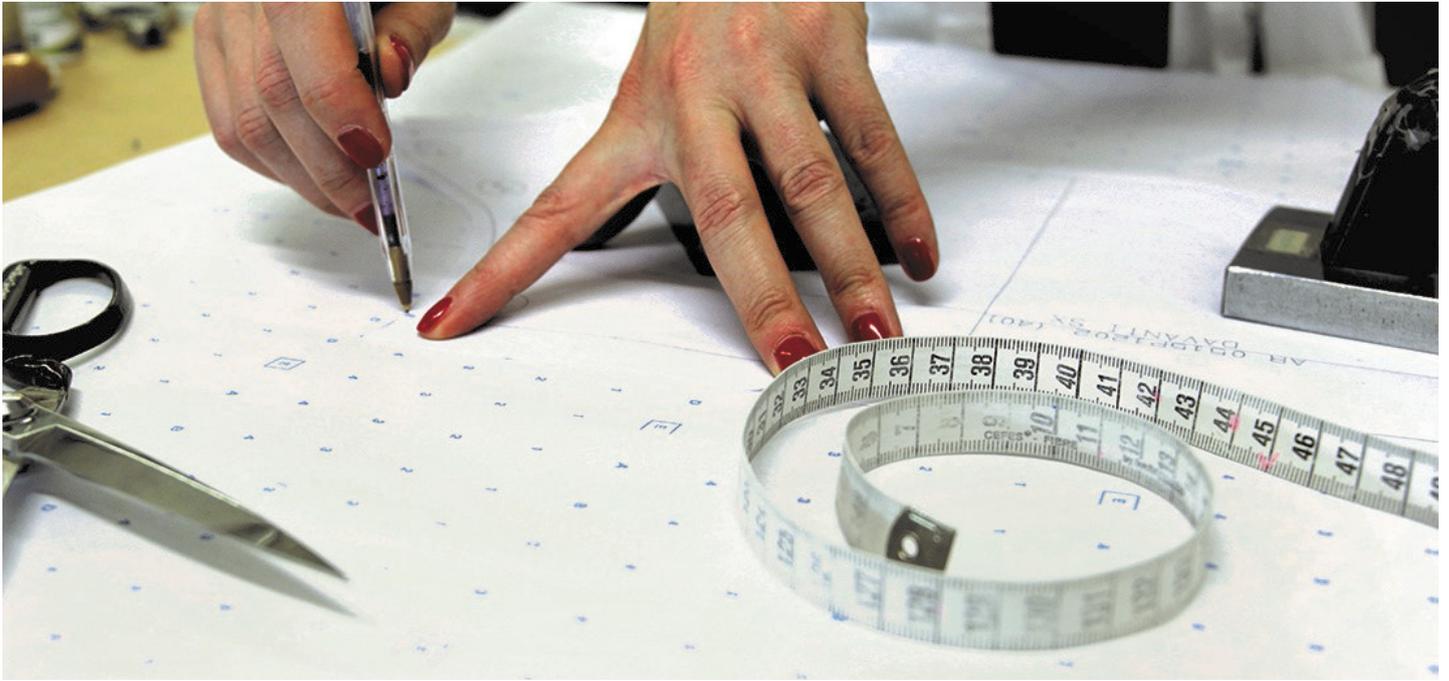
Despite the various layers of protection implemented in the company's IT infrastructure, the AEFPE group was still vulnerable to the most sophisticated phishing attacks, for example those originating from increasingly complex and rapid international communications.

"In view of the increased speed of business and the exchange of information, the old antivirus solution left us open to new attacks," explains Diego Picciani, CIO of AEFPE, "especially increasingly dangerous attacks that exploit zero-day vulnerability. We needed a new, more robust and modern solution, that could also be managed centrally."

AEFFE immediately contacted the major suppliers of antivirus platforms and embarked on a comparative evaluation. The company soon decided that Kaspersky Endpoint Security for Business was the product that best satisfied the group's protection requirements.

**"As an international organization, we feel that Kaspersky Lab's strong points are the support of its global user network and the exclusive holistic protection against CryptoLocker-type threats.**

Diego Picciani  
CIO  
AEFFE S.p.A.



#### **Proactive**

Protection against zero-day and advance threats



#### **Secure**

Holistic approach against CryptoLocker attacks



#### **Controllable**

Centralized management of the solution



#### **Faster**

Rapid and simple migration from the previous solution

## **The Kaspersky Lab solution**

"Kaspersky Lab offered us the opportunity to work directly with their organization," explains Picciani, "to create a proof of concept (POC) with a test server that we used to carry out numerous tests, before requesting a formal proposal from a partner."

AEFFE purchased 850 Kaspersky Endpoint Security for Business licenses. Other tests were then carried out and, over the next three months, the software was rolled out to all the devices used by the company's Italy-based employees.

"The phase of evaluating the various solutions, each with its own specific characteristics," explains Picciani, "concluded with our selection of the Kaspersky Lab product. The main strengths of this product are the peer-to-peer network that connects Kaspersky Lab customers worldwide and provides real-time updates on the threat landscape, as well as the holistic technology that protects against CryptoLocker attacks."

Picciani concludes: "We believe it is important to protect our resources using effective countermeasures based on modern prevention technologies that use machine learning and behavioral analysis techniques, coupled with traditional security solutions, as part of a multi-level approach. We opted for Kaspersky Lab as the efficacy of their solutions has been demonstrated in numerous organizations."

# 312.6

million turnover (2017)

# 4

offices in Italy

# 1.307

employees worldwide, 850 in Italy

## Centralized management

The other essential features for AEFEE were centralized management and a satisfactory performance level associated with a lightweight software engine, given that some of the endpoints were dated and therefore had limited resources in terms of memory or processors.

“Since adopting the Kaspersky Lab endpoint solution, integrated with server software from the same company, and of course with other security technologies,” concludes Picciani, “we have had no problems resulting from direct attacks or threats. We are currently exploring the possibility of rolling out Kaspersky Lab to the company’s mobile devices, representing a total of around 50 endpoints.”

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Cyber Threats News: [www.securelist.com](http://www.securelist.com)  
IT Security News: [business.kaspersky.com/](http://business.kaspersky.com/)

[www.kaspersky.com](http://www.kaspersky.com)

# kaspersky

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THE FUTURE

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