



Asprey

LONDON

Company
Asprey

Industry
Jewellery &
Accessories

Country
UK

Solution
Panda
Adaptive Defense 360

Licenses
150

“At Asprey we provide only the highest quality products to our customers, and we expect the same from our suppliers.”

Steve Bays
Technical Services Manager
Asprey

Asprey

LONDON

The Jewel In The IT Crown

Asprey, since 1781, have been defining British quality, refinement and innovation in luxury jewellery and accessories.

Managing the IT within a company as dispersed as Asprey, with offices across the globe and stores in the UK, Switzerland, Japan and USA, presents numerous challenges.

“We had in place a multilayered defense against threats - including cloud-based antivirus, email filtering and backup” Technical Services Manager, Steve Bays was worried, *“still I felt we needed more, with infections and hacks on the rise highlighting the weaknesses of traditional security solutions.”*

His concern was warranted when in March 2017 a Cryptolocker ransomware variant slipped past their existing defenses and managed to infect six machines prior to being discovered and stopped.

Luckily the impact was minimal with the network disinfected and files restored from backups over the course of about 4 hours. However Asprey were unable to conduct IT operations or process orders for half a day.

This incident reinforced the need to augment security, so Steve Bays decided to implement the latest Adaptive Defense 360 Endpoint Detection and Response solution from Panda Security to protect against all zero-day attacks and advanced persistent threats moving forwards.

Where a traditional solution will only block what it knows to be bad, letting everything else run, **Adaptive Defense 360** applies a new security model. It actively classifies 100% of all processes prior to letting confirmed goodware run, as a service. Closing the window of opportunity for zero-day malware.

“With Panda Security’s Adaptive Defense 360 we can be confident all our devices are protected and users safe, also our data is kept private as vital part of our GDPR policy.”

Asprey implemented **Adaptive Defense 360** across its entire network within two weeks allowing time for the solution to learn the network operations before implementing Lock mode which only allows the running of goodware, ideal for companies such as Asprey with a ‘zero-risk’ approach to security.

“Having complete visibility of all processes, and being able to see any unknown processes being automatically classified by Panda Security prior to running gave me confidence in the system”, Steve Bays praised the security intelligence capabilities, “without impacting users adversely”.

“With Panda Security’s Adaptive Defense 360 we can be confident all our devices are protected and users safe, also our data is kept private as vital part of our GDPR policy,” Steve Bays highlighted “and the detection activity reports can be fed back to the board to show the efficacy of the solution.”

Implementing the solution in April seems fortuitous as the WannaCry & Petya ransomware epidemics followed shortly after. These attacks infected entire networks, compromising company and client data - without even needing user interaction to open an email or visit an infected website.

Since installation across the Asprey network, **Adaptive Defense 360** has actively classified dozens of malware samples not detected by the signatures or heuristics utilised by traditional security solutions - any one of which could have infected the network.

“Asprey engage world-leading craftsmen to provide only the highest quality products to our customers, and we expect the same from our suppliers” quotes Steve Bays “the fact that Panda Security’s Adaptive Defense 360 receives numerous independent accolades gives us this reassurance”.

Customer’s Profile

Asprey has developed over generations into the finest British jeweller and luxury goods house, and become a name synonymous with refinement and luxury. Each Asprey product is made with the most exacting craftsmanship using only the finest materials. This grand tradition of offering the best craftsmanship, quality, and design continues today at the Asprey workshops and around the globe as timeless treasures are created for the exclusive Asprey clientele.

Asprey has a long and established relationship with British royalty dating back to the 1800s when Queen Victoria awarded the first Royal Warrant. Since then, Asprey has held a Royal Warrant for every British monarch and several other foreign heads of state.

The British Standard Since 1781.

For more information visit:

www.asprey.com

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