

# BRANDEFENSE X DeFacto

Interview with Onur İmamoğlu,  
Information Security & IT Governance Unit Manager



CUSTOMER  
Defacto



COMPANY SIZE  
17K



INDUSTRY  
Retail



REGION  
Turkey

## STRENGTHENING A DEFACTO'S PREPAREDNESS AGAINST EMERGING THREATS

Defacto, a well-known fashion and retailer, is dedicated to ensuring the safety of its critical infrastructure and customer data. To achieve this goal, the company has turned to The Brandefense 2.0 Platform. Using this platform, Defacto can measure the effectiveness of its security controls at any given time and take quick action against existing and emerging threats. This proactive approach allows the business to safeguard its assets and optimize the performance of its security controls.

### SUCCESS HIGHLIGHTS

- Decreased response times from days to minutes.
- Eliminated human errors in data collection.
- Simplified and accelerated collaboration.
- Fast response from the Customer Support Team.

### CHALLENGES

- Effectively reduce risk and scale operational efficiency across hybrid IT environments and teams.

### OVERVIEW

In an era where cyber threats evolve at an unprecedented pace, staying ahead of the curve is crucial for any organization. Defacto, a leading global retail company, understood the need to fortify its cybersecurity measures against emerging threats. Their journey to enhance their security posture led them to Brandefense 2.0, a cutting-edge cybersecurity solution.

An organization like Defacto with 30M customers and 17K employee data, you have to verify 100% accuracy of the incoming intelligence. Defacto had to take action very quickly, especially at a time when customer passwords were widely sold on the dark web. For this reason, they chose Brandefense to measure the speed of incoming notifications, increase their accuracy rate and protect customer/employee data, and they saw what a right decision they made in this choice.

## SOLUTION HIGHLIGHTS

Brandefense 2.0, promised a comprehensive suite of cybersecurity tools tailored to *Defacto's* unique needs. **The solution's highlights included:**

### Rapid Response Time

Brandefense's integration resulted in a remarkable reduction in response times, transforming *Defacto's* ability to address security incidents. What used to take days can now be accomplished within minutes, ensuring swift and effective actions against both existing and emerging threats.

### Error Elimination and Data Accuracy

*Defacto* successfully eliminated human errors in their data collection processes. This achievement has significantly enhanced the accuracy and integrity of customer and employee data, contributing to a safer and more reliable operational environment.

### Streamlined Collaboration and Operational Efficiency

The adoption of Brandefense 2.0 has streamlined collaboration across *Defacto's* hybrid IT environments and diverse teams. This not only simplified complex workflows but also accelerated processes, ultimately resulting in improved operational efficiency. This newfound efficiency has helped *Defacto* reduce risks associated with cybersecurity and scale their security measures effectively in a constantly evolving threat landscape.

## CHALLENGES

**Defacto faced several challenges that necessitated an upgrade in their cybersecurity measures:**



### Rapidly Evolving Threat Landscape

The company operated in an industry where new cyber threats emerged daily, making it challenging to stay protected with traditional security solutions.



### Data Sensitivity

As a retail company, *Defacto* handled vast amounts of sensitive data. Any breach could lead to severe consequences, including financial losses and damage to their reputation.



### Employee Awareness

Ensuring that employees were well-informed about cybersecurity was a significant challenge, given the size and global presence of *Defacto*.



Brandefense 2.0 has transformed our cybersecurity strategy. It's like having an army of cyber guardians constantly watching over our data. Our team is now better equipped to handle emerging threats, and our clients can trust us with their most sensitive information.

## RESULTS AND BENEFITS

After using Brandefense 2.0, Defacto experienced remarkable improvements in their cybersecurity posture:



### Enhanced Threat Detection

Brandefense 2.0 successfully detected and mitigated several emerging threats, preventing potential data breaches.



### Zero-Day Vulnerability Mitigation

The solution's zero-day vulnerability protection kept *Defacto* secure despite previously unknown threats.



### Improved Compliance

*Defacto* was better able to meet regulatory requirements related to data protection, bolstering their trustworthiness in the eyes of clients and partners.



### Decreased Response Times

With the integration of Brandefense 2.0, *Defacto* witnessed a dramatic decrease in response times, from days to mere minutes. This swift response time was made possible by the presence of a fast support team at Brandefense, ensuring that potential threats were addressed in real time, safeguarding both customer and employee data.

## Onur İmamoğlu

Information Security & IT Governance Unit Manager, Defacto



*"Brandefense, a leading player in the Digital Risk Protection Services market, demonstrated their exceptional capabilities when they rapidly responded to our needs. Their prompt and effective response played a key role in addressing our challenges. In today's dynamic and rapidly evolving landscape, Brandefense's ability to react quickly and deliver results has set them apart as a strategic partner in our digital risk protection efforts."*

## CONCLUSION

*Defacto's* journey to strengthen its cybersecurity preparedness with Brandefense 2.0 illustrates the importance of staying ahead of emerging threats in today's digital landscape. By embracing advanced threat detection, zero-day vulnerability protection, and employee training, *Defacto* has fortified its defenses, ensuring a secure environment for its operations and maintaining the trust of its customers. In an era of evolving cyber threats, proactive measures like these are essential for businesses aiming to thrive in the digital age.

### ABOUT BRANDEFENSE

Brandefense is a proactive digital risk protection solution for organizations. Our AI-driven technology constantly scans the online world, including the dark, deep and surface web, to discover unknown events, automatically prioritize risks and deliver actionable intelligence you can use instantly to improve security.