

BRANDEFENSE X

Interview with ENES YILDIZHAN,
Cyber Security Manager



CUSTOMER

Tailwind Airlines



COMPANY SIZE

201-500



INDUSTRY

Aviation-Aerospace



REGION

Türkiye

To manage and understand threats against themselves, Tailwind Airlines needs a comprehensive cybersecurity solution.

1. OVERVIEW

Cybersecurity has become increasingly crucial in today's digital era due to the pervasive integration of internet-connected technologies in both personal and professional spheres. The surge in online activities and digital transactions has amplified the risk of cyber threats, including data breaches, identity theft, ransomware attacks, and espionage.

Tailwind Airlines, with approximately 500 employees, and thousands of customers annually, needs a comprehensive, easy-to-use, and manageable solution to protect its brand around every corner. Also, the aviation industry has specific cybersecurity standards and best practices. With Brandefense, Tailwind Airlines understands that it meets the regulations needed to protect its sensitive customer data, and the reputation of its brand name stays safe.

2. SOLUTION HIGHLIGHTS

Cybersecurity solutions are essential for airlines to protect sensitive data, ensure operational continuity, comply with regulatory requirements, safeguard their reputation, prevent espionage, or sabotage, and meet industry standards. Given the potential consequences of cyber-attacks, investing in cybersecurity is not just a regulatory requirement but a critical business imperative for airlines.

Response Time

Brandefense helps Tailwind Airlines to decrease response time significantly. With Brandefense's proactive approaches, Tailwind's security team focuses on significant end-emerging threats for them.

Low f/p Rate

Brandefense 2.0 extricates incident alerts process from human errors with its automatized structure. In their operational environment, this high accuracy rate brings them a short response time, qualified security measures, and a protected brand.

Dynamic and experienced Analyst Team Support

Brandefense provides its revolutionary solutions with customer-centric approaches. Tailwind Airlines receives actionable insights from Brandefense's expert analysts and customer support teams, enabling their security team to save valuable time.

Proactive Approaches

The solutions that Brandefense serves have real proactive approaches. Tailwind is a company that has one hundred thousand customers every year. The company needs to protect its sensitive data such as names, ID numbers, credit card details, etc. Brandefense's intelligence-based brand protection service provides the necessary security.

SUCCESS HIGHLIGHTS

- Decreased response time at least at one third rate.
- Low f/p rate.
- Automatized structure to prevent human errors.
- Dynamic and experienced analyst team support.
- Real proactive approaches to protect their assets.

CHALLENGES

- Tailwind Airlines needs a DRP solution to manage & protect its digital security and provide regulatory compliance with Brandefense all-in-one services.

3. CHALLENGES

As an airline company, Tailwind needed to protect its sensitive data to safeguard its customers and brand. They also looked for regulatory compliance solutions.



Protection of Sensitive Data

Tailwind has lots of sensitive and confidential data of their customers and their executives, such as names, passport details, or credit card details, to robustly protect.



Compliance with Regulations

The aviation industry is subject to various regulatory requirements related to data protection and privacy, like the General Data Protection Regulation (GDPR) and ISO 27001.



Safeguarding Reputation

A cyber-attack or data breach can severely harm an airline's reputation, causing a loss of customer trust and loyalty.

4. RESULTS AND BENEFITS

Tailwind Airlines, faced significant challenges in protecting sensitive data, ensuring compliance with rigorous regulations, and safeguarding its esteemed reputation in a digitally evolving landscape. Enter Brandefense: a cutting-edge digital risk protection platform tailored to meet the intricate demands of the aviation sector.

By integrating Brandefense, Tailwind Airlines improved its digital defenses and streamlined operations, resulting in increased efficiency. The collaboration between Tailwind and Brandefense stands as a testament to the power of innovative solutions in addressing the unique challenges of the aviation industry, setting a new standard for digital security excellence.



Enes Yıldızhan

Cyber Security Manager, Tailwind Airlines

"Brandefense saves your security team valuable time by getting true-positive information from expert analysts and insightful customer support teams."

5. CONCLUSION

Tailwind Airlines' success story with Brandefense is more than a narrative of overcoming cybersecurity challenges; it is a blueprint for the future of digital security in the aviation sector. In navigating the complexities of regulatory compliance and data protection, Tailwind has not only preserved its reputation but has also elevated its status as a leader in aviation cybersecurity.

As we look to the horizon, Tailwind Airlines' pioneering efforts, underscored by Brandefense's innovative solutions, illuminate the path for others in the industry to follow. With the right partner, like Brandefense, and proactive approaches, airlines can achieve unparalleled digital resilience, ensuring the safety, privacy, and trust of their customers in every flight and interaction.

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.