



# FIRM FOUNDATIONS FOR BUSINESS SUCCESS

# FROM ITS ORIGINS IN A SMALL HARDWARE SHOP IN ROME, 35 YEARS LATER BRICOFER IS NOW ONE OF THE LARGEST DIY STORE GROUPS IN ITALY.



## Manufacturing & distribution

- *Established in 1979*
- *62 stores countrywide*
- *Headquartered in Rome, Italy*
- *Using Kaspersky Endpoint Security for Business Advanced*

With a business model combining direct store ownership and franchising, Bricofer now operates 62 stores throughout the country, from the Swiss border in the north to Sicily in the south, creating a powerful buying group to secure highly advantageous prices for the benefit of its customers.

A typical Bricofer outlet provides the raw materials for a huge range of DIY improvement projects for the home and garden, including interior design and decoration, lighting, furniture and essential items for cars and motorcycles.

### Challenge

Executives at Bricofer's Rome headquarters are in constant contact with the store network, managing a complex and geographically dispersed national business, generating turnover of more than €100 million each year.

Early in 2015 IT Manager Vittorio Cimin recommended that the company invest in new, centralised IT systems and technologies, with the implementation to be organised and managed by a trusted and experienced partner, with long and close relationships with the world's leading technology companies.



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*“The Kaspersky Lab platform is a total security solution that we feel sure will play a key role in the next phase of the Bricofer story.”*

**Vittorio Cimin, IT Manager, Bricofer**

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“The Bricofer brand is now well known throughout Italy and growing all the time so it is vital that we protect our brand and all of the data within our enterprise, especially in business areas like sales and HR,” said Vittorio Cimin, IT Manager, Bricofer. “Much of our existing technology was outdated and inefficient and it was recognised that, to protect our current business operations, and to help facilitate the next phase of Bricofer’s expansion, we needed to upgrade and reorganise our IT infrastructure and apply best practice processes and solutions.”

### **The Kaspersky Lab solution**

After a detailed competitive tender process Bricofer appointed Rome-based IT infrastructure and security specialists Atinet, a highly respected business providing expert services to customers throughout the country.

Atinet spent time with Bricofer executives to understand its current and future business requirements, before drawing up its specification for new, centralised IT infrastructure and systems – including Kaspersky Lab’s advanced threat protection and endpoint security platform, covering Bricofer headquarters in Rome and the entire store network, up and down the country.

Once fully implemented, the Kaspersky Lab platform will deliver unrivalled IT security and management capabilities. Bricofer now has a comprehensive, multi-layered defence against malware and other cyber attacks, with constant and automatic vulnerability scanning and patch management.



## **SECURE**

*Enterprise-wide solution ensures business continuity*



## **COST**

*Automated systems free up valuable management time  
Robust data protection guards against expensive security breaches*



## **CONTROL**

*Central console enables swift and easy administration and management*

# 700

Employees

# 50,000

Product lines

# 400

Suppliers

And for the first time, Cimin can view performance and control multiple security and administration functions from an easy-to-use, integrated management console, all without needing to leave his office in Rome.

### **Total security solution**

"Atinet had no hesitation in recommending the Kaspersky Lab solution to us and, even though it is still only a short time since implementation, we are already very pleased with the results so far," said Cimin.

"We now have endpoint and server security, with much reduced downtime and therefore related costs, and much reduced risk of expensive and damaging data loss and theft.

"These risks will be further reduced when we make full use of the important encryption and mobile device management elements of the Kaspersky Lab platform.

"We have been impressed by the way updates are managed and that so many background tasks are completed automatically, enabling me to simply review progress and respond to specific issues as they arise, saving lots of time.

Cimin expressed "Previously, it was impossible for us to efficiently control and manage our IT security measures. The Kaspersky Lab platform is a total security solution that we feel sure will play a key role in the next phase of the Bricofer story."

### **Kaspersky Lab Partners**

Atinet is a company founded in 2001 by an experienced team that managed several IC&T projects about Data Security, and Data Center design and implementation. Our mission is to provide innovative solutions that deliver valued results for our customers, reducing costs and consolidating existing investments. Atinet operates in Italy and supports customers with internal employees with high-level skills.



**MOST TESTED\*  
MOST AWARDED\*  
KASPERSKY LAB  
PROTECTION**

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