



▶ **PROTECTING ONE OF TURKEY'S
MOST SUCCESSFUL RETAILERS**



RETAIL

- No. of employees: 700



Launched in 1999, E-Bebek is now one of Turkey's leading retailers of products for expectant parents, newborn babies and small children.

Unusually, the business began with eCommerce and then moved into the High Street, with stores now opening across the country.

But ebebek.com's website remains one of the largest and most successful web pages in Turkey, with more than a million customers browsing 36,000 individual mother and baby product lines from more than 150 brands.

36,000

products available online

150

brands

37

stores

The company has recently invested in the latest online marketing and customer service solutions to analyse website visitors' browsing and purchasing behaviour. With this smart application, information can easily be directed at targeted individuals about relevant products and services, delivering further increases in web traffic and revenues.

Challenge

For E-Bebek, ensuring business continuity and a smooth, enjoyable experience for customers, whether in store or online, is vital to maintain continued success and growth.

The company relies heavily on its IT systems and equipment to maintain high quality services for customers and they use these systems to manage huge volumes of sensitive company, financial, product and customer data, including payment services infrastructure.



SECURE

Use of Kaspersky's world class products and services is adding additional layers of protection for a highly successful business model



FASTER

A standardised approach to IT security and ongoing technical support ensures that any issues are resolved promptly and efficiently



CONTROL

Centralised control of IT security measures ensures that website and social media activity are closely monitored and restricted

Unfortunately, however, its eCommerce website team and its staff working in the branch network, operating at workstations and with mobile devices, are all exposed to viruses, spam, hackers and other attacks, bringing significant risks of interruptions to business continuity and damage to the performance, income and reputation of the company.

In the three months between January and March 2014, Kaspersky Lab products detected more than 8.7 million Internet-borne malware incidents on the computers its customers use in Turkey. This places Turkey in 17th place worldwide when it comes to the dangers associated with surfing the web.

Although E-Bebek has so far avoided serious IT security breaches, the company was only too aware of the risks it faces. For example, if its eCommerce channel were to go down, this would immediately cut sales by 20%. Therefore it was keen to take all sensible measures to protect itself and to manage the risks to its IT systems and equipment efficiently and effectively.

The Kaspersky solution

Renowned Turkish IT security consultancy businesses Penta and Intera combined to recommend the Kaspersky suite of security solutions to E-Bebek, with a three year partnership commencing in July 2014, covering 550 endpoints.

The comprehensive package included Kaspersky's multi-layered IT security solutions, including advanced anti-malware, data encryption and endpoint controls. Vulnerability scanning, web and device controls, and centralised systems management and tools were all part of the specification, together with ongoing technical support.

Assistance was also provided to establish departmental policies controlling device usage and internet access. Restrictions were imposed to prevent many users from accessing websites with track records of being the sources of attacks, while the use of social media is now also subject to close controls.

Says Cumhuri Memi, Systems and Network Manager at E-Bebek: "It is vital that we ensure complete security. After the demonstrations by Intera we selected Kaspersky because of the high level of protection the products provide for our business, combined with a price that matched our budget and excellent technical support from our partners.

"The solution has a very user-friendly interface and it is very easy to manage the antivirus and web controls and produce internal reports. For example, it is extremely useful to be able to block access to certain websites and to control the use of USB drives out in our store network.



550

Endpoints protected

3

Year licence in place

“Overall we are very satisfied with the performance of Kaspersky technology and we look forward to expanding the use of additional features in the future.”

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Cumhur Memi,
Systems and Network Manager,
E-Bebek



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