



**neo** o b p o

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# Partnership thrives with trust and confidence

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# Brazilian customer experience specialist NEO embraces comprehensive Kaspersky cybersecurity solutions to protect itself and its clients – and meet government data regulations.

NEO helps leading retailers, financial services, utilities and telecoms businesses deliver the ultimate connected customer experience.



## Business Process Outsourcing

- Brazil
- Kaspersky Endpoint Detection and Response Optimum and Kaspersky Sandbox (as part of Kaspersky Optimum Security)
- Kaspersky Endpoint Security for Business Advanced, Kaspersky Hybrid Cloud Security and Kaspersky Maintenance Service Agreement
- 16,000 employees
- 12,600 endpoints protected

**“We value Kaspersky’s comprehensive solutions, reliability and prompt service and support. They are guaranteeing the availability of our IT environment.”**

Marcelo Mendes  
CISO, NEO

Based in São Paulo, with operations across Brazil that employ more than 16,000 people, NEO deploys the latest digital solutions including artificial intelligence, automation, cognitive computing and robotics to help its clients get closer to their customers than ever before.

By analyzing every touch point between client and customer, NEO devises comprehensive, customer-centric business strategies that ensure great service is at the heart of its clients’ culture and day-to-day operations.

## Challenge

A major contributor to NEO’s success is its commitment to innovation and, in particular, its investment in the digital technologies that help transform its clients’ relationships with their customers.

As its use of technology grows, so too do the risks of attacks by cybercriminals. Research by Kaspersky showed that there was a 23% increase in attacks in Brazil during the first eight months of 2021, with phishing campaigns a favorite tactic of the criminals.

With this in mind, NEO is constantly reviewing its security arrangements to keep its activities, and the work it does for its clients, safe from attack.

In addition, it takes its responsibilities to the Brazilian General Data Protection Law, or LGPD, extremely seriously and does all it can to safeguard all personal data within its systems.

To help achieve its cybersecurity goals, in 2019 NEO contracted with Kaspersky, initially for endpoint protection. “Our concern is focused on the control and protection of the NEO environment and the management of access, awareness and endpoints,” explains IT Director, Andre Prevedel.

“We were looking for a solution to protect us against digital threats, viruses and malware. After running proof of concept exercises with market leaders identified by Gartner, the Kaspersky solution was the most robust and cost effective.”

More recently the partnership has developed, embracing other solutions and support, as the partners have identified how working together more closely can provide the additional protection and peace of mind that NEO seeks.

## The Kaspersky solution

Today, Kaspersky’s growing contribution to the achievement of NEO’s cybersecurity vision is based on a comprehensive package of measures contained within Kaspersky Optimum Security combined with additional products and service, specifically designed and created to protect Latin American technology businesses.

Kaspersky Hybrid Cloud Security is delivering a complete range of award-winning, industry-recognized security technologies to support and simplify NEO’s IT environment, securing its migration from physical to virtual, and to the cloud, while visibility and transparency guarantee flawless security orchestration.

Kaspersky Endpoint Security for Business Advanced is protecting 12,600 endpoints throughout NEO’s Brazilian operations. NEO selected this version to take specific advantage of its comprehensive range of features, including automated patch and encryption management.

Also included is Kaspersky Endpoint Detection and Response Optimum, delivering added protection through the sharing of live threat intelligence and proactive threat detection and prevention measures.



#### Protection

Multiple solutions safeguarding NEO's environment



#### Compliance

Kaspersky ensures NEO meets LGPD responsibilities



#### Cost Effective

Kaspersky solutions are world-class and highly competitive



#### Support

Weekly review meetings ensure cybersecurity is a top priority

Based on advanced detection mechanisms, including machine learning, enhanced behavior analysis and indicator of compromise scanning, Kaspersky EDR Optimum provides robust root cause analysis and investigation tools, providing deep visibility into threats and an automated response. Users can see the threat across the whole network, understand it, reveal its full scope and instantly respond, defending every endpoint and preventing business disruption.

A key feature for NEO is the use of Kaspersky Sandbox, a system for threat detection that runs a suspicious object in a virtual machine to detect the object's malicious activity by analyzing its behavior as it executes.

By running sandboxing in a virtual machine, this ensures that the suspicious object is kept away from real business infrastructure. Sandboxing also rates files and URLs as malicious or benign, contributing to the creation of detection rules and algorithms.

Embracing all of Kaspersky's contributions to NEO's cybersecurity stance is a Maintenance Service Agreement. This not only provides ongoing support for the company's IT team but also enables weekly review meetings, opportunities to assess the performance of Kaspersky's solutions and to look at the threat landscape, and explore ideas and potential additional measures to bolster NEO's cybersecurity defenses.

## Proactive protection

"We value Kaspersky's comprehensive solutions, reliability and prompt service and support," says NEO's CISO, Marcelo Mendes. "The company is providing control and protection, while not interfering with the performance of our IT. In fact, Kaspersky is guaranteeing the availability of our IT environment.

"We like the simplicity and usability of the management tool and we can generate management reports very easily.

"We're concerned with the evolution of growing threats, for example the new ransomware attacks that have occurred. Kaspersky has been helping us to strengthen our protection against these threats in our dynamic computing environment, with developed tools focused on analysis and response and that proactively prevent potential evasive attacks."

The automation of cybersecurity measures within Kaspersky's solutions, such as endpoint protection, patch management and encryption, is saving time for NEO's IT team.

And Kaspersky's Brazilian team, backed by global expertise and research, has gained the trust and confidence of NEO to provide sound advice about emerging threats and additional protection measures.



“Kaspersky originally helped us by providing a free vaccine to eliminate contamination from the WannaCry attack, efficiently eliminating this threat from our environment,” explains Prevedel.

“And during the COVID-19 pandemic Kaspersky once again supported us with Kaspersky Endpoint Security for Business Advanced and sandboxing tools, enabling remote support and secure use of virtual desktops.

“After our renewal, we started implementing Kaspersky Endpoint Detection and Response Optimum, creating another layer of protection for our computing environment. We see a strong future for our partnership, consolidating the solutions already in use and studying new tools and techniques with our colleagues at Kaspersky.”

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IT Security News: [business.kaspersky.com](http://business.kaspersky.com)  
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