



# PROTECTION SECURES FUTURE FOR FASHION BRAND

**KASPERSKY** lab

## IN JUST 30 YEARS COLLEZIONE HAS BECOME ONE OF TURKEY'S LEADING BRANDS, POPULAR WITH YOUNG PEOPLE IN 17 COUNTRIES.



### Retail

- *One of Turkey's leading fashion brands*
- *Operations in Europe, Middle East and Asia*
- *Using Kaspersky Endpoint Security for Business Advanced*

Collezione's collections are creative and colorful, relaxed but elegant. They are renowned for manufacturing quality and for reflecting its brand principles – stylish, independent and accessible.

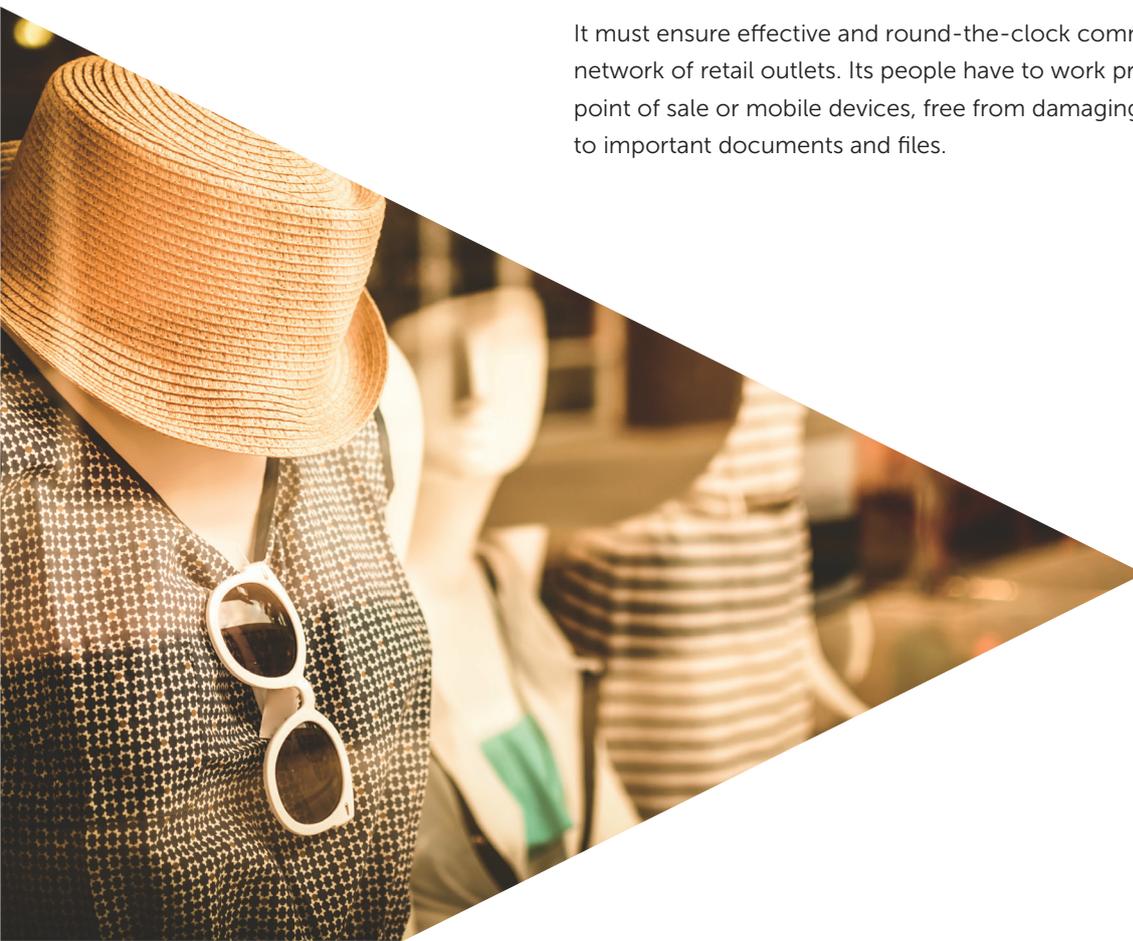
As well as 250 retail outlets throughout Europe, the Middle East and Asia, Collezione has a strong online presence too and has invested in new technology to ensure a fast and satisfying digital experience for its customers.

### Challenge

Collezione works hard to deliver a consistent and enjoyable shopping experience for all of its customers, whether in store or online.

Supporting the creativity of its people, the selection of its desirable clothing ranges and excellent customer service, the company relies on robust IT systems and equipment for continued success and growth.

It must ensure effective and round-the-clock communications with its dispersed network of retail outlets. Its people have to work productively at their PCs, point of sale or mobile devices, free from damaging downtime or loss of access to important documents and files.



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*“We have built a first-class business and so we needed to deploy a first-class security solution to match – and that’s what we have with Kaspersky Lab.”*

Gökhan Zengin, IT Manager, Collezione

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Its website must be easily accessible and functioning smoothly. Crucially, Collezione must keep the substantial amounts of sensitive company, financial, product and customer data free from attack, including the all-important payment services infrastructure and systems.

Both its ecommerce website team and its staff working in-store, operating at workstations and with mobile devices, are all vulnerable to viruses, spam, hackers and other attacks. These risk interruptions to business continuity and damage to the performance, income and reputation of the company.

Although the company had protection for its systems already in place, it was having difficulties monitoring and managing the performance of its dispersed assets. And it had ongoing concerns about vulnerabilities to ransomware, one of the fastest growing and most damaging classes of malicious software, thought to have cost businesses more than \$325 million in 2015.

“We were severely tested by the Cryptolocker virus,” recalls Gökhan Zengin, Collezione’s IT Manager. “The attack was via an authorized user and it infected and encoded 47,000 files. Thanks to our backup procedures, all of our files were retrieved, but it imposed a severe IT workload burden on us.”

### **The Kaspersky Lab solution**

To deliver the desired level of protection and security, Collezione’s IT partner, Istanbul-based Corpupp, recommended Kaspersky Lab’s comprehensive endpoint security platform. After a rigorous procurement procedure, and extensive testing by Penta, the leading Turkish technology distributor, Collezione selected 300 licenses for the advanced version, to take full advantage of a spectrum of security features.

“There were many reasons for selecting Kaspersky Lab,” says Gökhan Zengin. “We liked the easy-to-operate management console, which enables us to monitor performance without impacting the user, and gives us the ability to install and configure protection remotely.



## **SECURE**

*Securing vital assets of a successful and growing business*



## **AWARENESS**

*Peace-of-mind, especially from the threat of ransomware*



## **COST**

*Protection from costly data, sales and productivity losses*



## **CONTROL**

*Central console enables constant monitoring of assets and performance*

# 1,500

Employees

# 250

Outlets in 17 countries

"We liked the inventory management and reporting capability and prompt support. In particular we were impressed that the protection against ransomware proved successful in all of our tests.

"Corpupp demonstrated that the Kaspersky Lab solution provides multi-layer protection and high performance at a price which suited our budget.

"We have built a first-class business and so we needed to deploy a first-class security solution to match – and that's what we have with Kaspersky Lab.

We now feel reassured that we are not going to have our files locked up and ransomed, or threatened by any other virus or loss of data."

### High-value solution

Corpupp's Business Manager, Fahri Kirman, added: "Kaspersky Lab's three point security has been developed to protect businesses like Collezione against these threats.

"Its patch management, file encryption, remote desktop and inventory management and other controls provides IT managers like Gökhan, who are using multiple software, a wide range of high quality services from a single platform.

"And if we consider the savings in licensing costs, then it is quite clear that Kaspersky Lab is among the leaders in the field of triple protection, offering a readymade, high-value solution."



### Kaspersky Lab Partners

Corpupp Information Technologies offers customers end-to-end IT solutions by keeping trust, quality and service at the forefront of everything it does. The company specializes in security solutions, backup, PDKS and penetration testing and has customers in the finance, health, public sector and retail industries.



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

\*kaspersky.com/top3

# KASPERSKY

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