KASPERSKY lab

KASPERSKY LAB FERRARI'S CHOICE FOR IT SECURITY



"To protect our sensitive intellectual property, we needed a strong technological partner with a complete, cutting edge IT security solution. Kaspersky Lab delivers exactly what we need."

Vittorio Boero, CIO Ferrari S.p.A



TWO NAMES SYNONYMOUS WITH DRIVING SUCCESS

When you're one of the world's biggest brands and people's safety depends on the accuracy and availability of your data, you can't afford to take risks. That's why Ferrari chose Kaspersky Lab to take care of its IT security.

From its iconic Maranello factory complex, all the way to the chequered flag, Ferrari's systems are secured by the world's endpoint protection specialists, Kaspersky Lab.

Like all great partnerships, this one is built on shared values and vision: passion, innovation, cutting edge technology and a constant desire to succeed are at the core of everything both brands do.

"Although we work in very different industries, Kaspersky Lab together with Ferrari have common values that unite us," said Eugene Kaspersky, chairman and CEO of Kaspersky Lab. "We both aim high and never stop moving forward."

THE NEED FOR SPEED

With global volumes of malware and targeted attacks increasing exponentially, Ferrari were looking for an IT security partner that could not only keep pace with the latest threats, but have the expertise to stay ahead of them.

Performance would also be key: as you'd expect from a high-octane innovator like Ferrari. It operates one of the most sophisticated production lines in the world, where high levels of automation combine with precision techniques, test data and more than 2,000 employees to form a complex, high-value infrastructure with unique security requirements. The company's chosen security partner would have to be capable of integrating with this ecosystem to deliver cutting-edge protection without impacting on system performance.

"To protect our sensitive intellectual property, we needed a strong technological partner with a complete, cutting-edge IT security solution," says Ferrari Chief Information Officer Vittorio Boero. "There have been a few successful intrusions in the past, so you can imagine how important a reliable solution is to our daily operations."

COMPANY:

Ferrari S.p.A.

COUNTRY:

Italy

INDUSTRY:

Automotive

FOUNDED:

1947 (Scuderia Ferrari founded in 1929)

NUMBER OF EMPLOYEES:

2,000+

WEB ADDRESS:

www.ferrari.com

CHALLENGE:

To implement a high-end security solution capable of scaling to meet future needs, while protecting one of the world's most valuable brands and its significant Intellectual Property (IP) holdings. Seamless integration with existing complex infrastructure, including endpoints, industrial technologies and mobile devices.

SOLUTION:

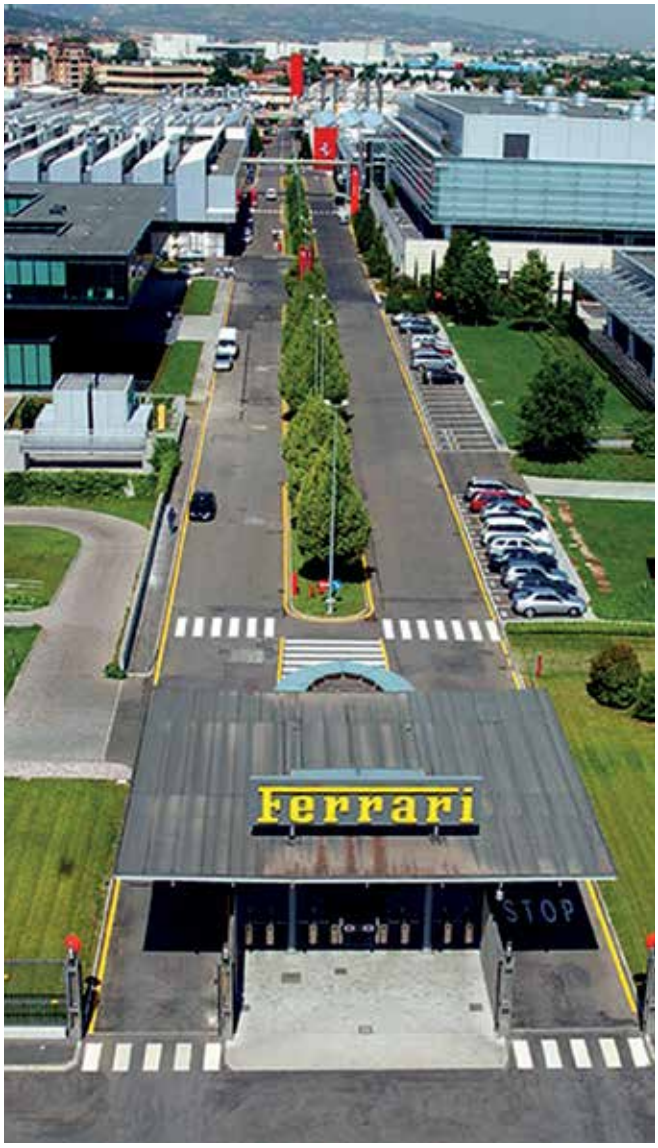
A lengthy benchmarking process followed by close collaboration between Kaspersky Lab and Ferrari's IT teams to implement a seamless, highly-integrated security solution with minimal impact on productivity or sensitive systems and maximal impact on threat detection and protection rates.

BENEFITS:

Proactive protection and high speed performance, along with flexibility and greater control.

"Kaspersky Lab's ability to intercept malware not detected by other players and its flexibility to adapt to Ferrari's requirements make for a compelling and innovative roadmap for future years."

Vittorio Boero
Ferrari Chief Information Officer



Kaspersky Lab's security solutions will protect office endpoints as well as computers controlling Ferrari production lines

KASPERSKY LAB: FROM FASTEST QUALIFIER TO POLE POSITION

Ferrari had taken a strategic decision to impose more stringent IT security measures to protect both its production processes and to ensure driver safety. They also needed a solution capable of combining easy management with total control over complex systems, keeping a control on the operational costs associated with implementing and using new software.

As you'd expect from an organisation with a track record like Ferrari's, a selection of vendors were put through their paces before any decision was made. "We analysed what was available on the market, conducting a deep investigation into other solutions to see if they provided superior security and performance to what was then in place, not only in Gestione Industriale (Ferrari's factory complex) but also our Formula 1 business, Gestione Sportiva," says Boero.

"The thing that initially impressed Ferrari most about our technology was the malware detection rate," said Eugene Kaspersky. "They trialled our software on some of their machines and were amazed at the things we picked up that their installed product was missing. That made them want to take the conversation further."

More than six months of rigorous testing and benchmarking ensued. Kaspersky Lab's core team of expert developers and engineers worked to overcome performance and latency challenges, while coming up with a solution that would integrate seamlessly with Ferrari's highly complex infrastructure.

The technical expertise of Kaspersky Lab's team was a significant factor in Ferrari's decision. "Our teams collaborated really well," said Eugene Kaspersky. "We built relationships with all the different aspects of the business, from support teams through to developers. We were able to customise and develop some of our unique features to work the way Ferrari needed them to – and that impressed them."

"Ferrari didn't want a complex infrastructure shift or transfer of technology. They needed a smooth transition. We worked very closely with them to ensure that we could install around their existing set up without impacting on productivity or sensitive systems."

Eugene Kaspersky
Chairman and CEO of Kaspersky Lab



PARTNERING FOR SUCCESS

In April 2013, Ferrari announced that Kaspersky Lab's IT security technology would be installed on more than 2,500 endpoints across the business by the end of the year. Additional rollouts are continuing to take place in 2015, aiming to cover mobile devices and, eventually, infrastructure servers.

This commercial decision marks an evolution in a relationship going back to 2010, when Kaspersky Lab became a sponsor of the Ferrari F1 team. Both partners are now looking forward to a future of shared collaboration.

"We're looking forward to further developing our partnership in the technological field and hope that this five-year deal is just the first stage," says Ferrari CIO Boero. Kaspersky Lab's Marketing Director for Europe, Aldo del Bo' says the partnership reflects the beginning of new developments and opportunities for next-generation products, as smart technologies become more widespread in high-end vehicles.

But, even more importantly, says Del Bo': "Ferrari is one of the most valuable brands in the world. And Kaspersky Lab is protecting it. You can only begin to imagine how this partnership will evolve, as we begin to innovate and combine our technologies and values with those of Ferrari."





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Kaspersky Lab HQ,
39A/3 Leningradskoe shosse,
Moscow, 125212, Russian Federation
sales@kaspersky.com
www.kaspersky.com

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