

Louis rides to first place with more advanced cybersecurity

Europe's #1 retailer of motorcycle gear streamlines compliance with retail data security regulations and prevents security outbreaks



THE CHALLENGE

With a reputation for style and flair, Louis is the number one brand for motorcycle clothing and accessories in Europe. Keeping stores and the e-commerce site running smoothly are essential to a positive buying experience for Louis customers. Yet, issues with the retailer's prior McAfee security software were impacting productivity of employees in the stores.

The IT department at Louis was getting bogged down responding to nearly daily malware alerts that often turned out to be false positives and unnecessarily alarmed users. In addition, security scans were slowing the performance of workstations, further disrupting employee productivity.

To address these issues, IT evaluated several solutions, including Bitdefender GravityZone Ultra, McAfee Endpoint Protection, and Sophos Intercept X.

Sascha Neuhaus, IT Security Officer, Louis, says, "We chose GravityZone Ultra over the other solutions because it was easier for our administrators to use and manage our endpoints across our Windows, Linux and Apple environments. We also were impressed with the powerful and insightful EDR capabilities of GravityZone."

THE SOLUTION

Louis relies on GravityZone Ultra to provide endpoint protection, detection, and response (EDR) capabilities across more than 1,400 Microsoft Windows, macOS, and Linux Ubuntu workstations, Microsoft Windows servers, and VMware virtual machines. The endpoints reside in Louis' retail stores and data center.

Applications protected by GravityZone at Louis include Microsoft Exchange, terminal services and file shares.

According to Neuhaus, deployment of GravityZone was a breeze: "It was quite easy to roll out Bitdefender to our 1,400-plus endpoints. It took just 14 days to deploy Bitdefender across each department one by one. After that, we only needed to fine-tune the policies."



Louis is the number one brand and retailer of motorcycle clothing and gear in Europe. With more than 80 stores throughout Europe and a sophisticated e-commerce site, Louis provides motorcycle clothing, helmets, and other outdoor and camping accessories, as well as motorcycle parts, service, and repair.

Industry
Retail

Headquarters
Hamburg, Germany.

Employees
2,499 (IT staff, 60)

Results

- Time spent on PCI DSS compliance reduced from two days to one hour per week on average
- EDR insights and automation prevent security breaches and outbreaks
- Endpoints run 20 percent faster
- Average monthly false positive rate decreased from 30 to 12

THE RESULTS

Since implementing Bitdefender, Louis has been secure from an outbreak or breach.

Explains Neuhaus, "Bitdefender regularly detects malware and automatically blocks it. The reports provide us with a lot of insights that help us learn more about potential threats and how to respond in the future."

"GravityZone's EDR capabilities provide us with detailed reporting on how processes were affected across the entire incident chain," Neuhaus continues. "That saves us an immense amount of time on investigating since the manual work is eliminated."

In addition, the average monthly rate of false positives has decreased from about 30 to 12 since Louis deployed GravityZone. Consequently, Neuhaus and his team have more time for higher-value tasks, such as investigations and fine-tuning policies.

As a retailer, Louis must comply with the Payment Card Industry Data Security Standard (PCI DSS). GravityZone streamlines compliance by automatically keeping endpoints and policies up to date according to the latest PCI DSS. Neuhaus estimates the team has reduced time spent on compliance from two days to one hour per week on average.

Using the GravityZone cloud console, Neuhaus and his team have found Bitdefender easy to navigate and manage. He explains, "The cloud-based GravityZone interface is easy to use and let us get a holistic view of our entire environment with a few clicks."

Another advantage of GravityZone is the lightweight footprint. After deploying GravityZone, slow endpoint performance has disappeared and in fact endpoints now run 20 percent faster.

Bitdefender customer support also has been a highlight of the relationship for Louis.

Neuhaus notes, "I've worked with a lot of vendors and Bitdefender's customer support is one of the best. They are quick to respond, and often resolve an issue or policy exception we're requesting in less than a day."

Looking ahead, Louis IT is planning to adopt Microsoft Azure to advance their cloud strategy. Says Neuhaus, "We've had such good results with Bitdefender, it is likely we will use GravityZone to protect our future Azure cloud as well."

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Louis

Bitdefender Footprint

- GravityZone Ultra
- GravityZone Cloud Management Console

IT Environment

- Microsoft Exchange
- VMware vSphere

Operating Systems

- Linux Ubuntu
- macOS
- Microsoft Windows