

Retailer chooses Barracuda email security for world-class artificial intelligence and one-click incident remediation.

Prénatal

Defending against evolving cybersecurity attacks

Prenatal, the biggest baby-product retailer in the Netherlands, was concerned about the rise in cybersecurity attacks targeting the company. IT manager, Ruud Bronswijk, was seeing the number of attacks rise exponentially and grow in complexity.

“We had to increase our defenses to thwart this new breed of attacks,” Bronswijk said. “With more than 90% of cyber attacks starting with an email, securing that vector with multi-layered protection was critical.”

Concerns about proper data protection, including data backup, file restoration, the rising risk of ransomware, and GDPR compliance, also needed to be addressed.

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Ruud Bronswijk
IT Manager
Prénatal

Profile

- Founded in 1959
- Biggest baby-product retailer in the Netherlands
- 41 stores
- 800+ employees

Challenges

- Develop a comprehensive email-security strategy to prevent, detect, and remediate cyber attacks
- Defend against the persistent threat of spear-phishing attacks and other cybersecurity risks
- Prevent future email-security incidents
- Protect and back up critical data

Solutions

- Barracuda Essentials for Office 365
- Barracuda Sentinel
- Barracuda Forensics and Incident Response

Results

- Best-in-class email security, powered by AI
- Secure backup of Office 365 data
- One-click incident remediation

Developing a comprehensive email-security strategy

Prenatal decided to develop a comprehensive, multilayered protection strategy to reduce susceptibility to email attacks. The goal was to prevent, detect, and respond to attacks, to help better defend the company, data, and people.

“While email gateways block most malicious messages, including spam, large-scale phishing attacks, malware, viruses, and zero-day attacks, gateways fall short of protecting against highly-targeted, complex email attacks that use social-engineering tactics, including spear phishing and business email compromise,” Bronswijk said. “To provide our organization with total email protection from the most complex attacks, we wanted an additional layer of defense—beyond the gateway and at the inbox level—to close the cybersecurity gaps.”

The company chose Barracuda Total Email Protection to meet its cybersecurity requirements.

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Ruud Bronswijk
IT Manager
Prenatal

Preventing, detecting, and responding to threats

With Barracuda Total Email Protection, a complete email-security solution in a single product bundle, it's easier and more affordable for Prenatal to protect against threats.

Barracuda Essentials keeps email safe with award-winning email-filtering, spam blocking, encryption, archiving and backup, ensuring compliance with GDPR, ISO 9001, and ISO 27001. Barracuda Sentinel protects against complex cyberattacks, including targeted spear-phishing attacks and account takeover, with an artificial-intelligence engine that detects the threats traditional email gateways can't. Barracuda

Forensics and Incident Response, with automated, one-click remediation, quickly and efficiently addresses and removes attacks that sneak past traditional defenses.

“With Barracuda, we are simply no longer blind. We have full visibility of the type of attacks that we are facing and are perfectly able to keep these out of the mailboxes of our personnel,” Bronswijk said.

Learn more about Barracuda Sentinel, Barracuda Essentials and Barracuda Forensics and Incident Response

barracuda.com/products/sentinel

barracuda.com/products/essentials

barracuda.com/products/forensics

