

# Leading Fashion Corporation

## Success Story

**Industry**  
Retail/ Fashion

**Product Sold**  
Threat Intelligence



### CUSTOMER PROFILE

- The client is **one of the biggest fashion group in the world**, operates **over 6,600 stores** worldwide in over **87 markets** and over **6,300 shops**. It is made up of almost a hundred companies dealing in activities related to textile design, production, and distribution.
- The Organization employs over **129k people** and fiscal year revenue in 20 14 was over **€18.12billions**.

### CUSTOMER NEEDS

- The retail sector is currently one of the main targets for **Brand Abuse, Carding or Credential Theft** due to the exponential growth of the e-commerce; a part from other types of cyberattacks such Phishing or Malware.  
This type of threats are conducted through the sale of counterfeit products and services, by the unauthorized use of the legitimate Organization's brand, as well as the personal information theft for its late commercialization.
- Therefore, our client needed to be able to effectively **detect and respond against** these **threats** in order to reduce the impact for its customers and its Trademark's image and Reputation.
- **Real-time monitoring of its Brands**, aiming to detect illegal use of them, product sales through unauthorised channels as well as any other malicious activities that may pose a threat (hacktivist attack, confidential leaks, etc).
- **Monitoring of news and events**, such as the release of a campaign, a press conference or the publication of the brand's annual statistics, that may result in a higher cyberthreat.

### TELEFÓNICA SOLUTION OVERVIEW

- Telefonica's **CyberThreats** service **provides its comprehensive capabilities** offering an agile detection and effective Response against Brand Abuse and other types of cyberattacks which might affect its customers as well as its own reputation.
- Also the Service **provides the company in-depth customized reports**, showing its position in social media providing peak activities, identification of high- impact posts and detailed analysis of their repercussion and consequences for its Trademark image.
- In addition, the **Service simplifies the understanding and management of the Organization's security state**, through daily briefings, summarizing the most significant threats, a dedicated team of intelligence analysts and a Service Portal, providing an updated overall view of the CyberThreats monitoring and handling, as well as conducting a direct communication channel with the customer.
- CyberThreats service, operated from the **TAGS in a 24x7 + 4 dedicated analysts in a 12x5** configuration.
- **Agile and effective detection** of Brand Abuse and other types of cyber threats that can affect your customers, as well as your own reputation.
- **Response capability** to carry out shutdowns of fraudulent websites and other cyber threats that are detected.
- A **dedicated team of intelligence analysts**, who contextualise the technological and non-technological events detected, to support the customer in taking the decisions derived from these events, with analyses derived from an Intelligence process. In turn, they simplify the understanding and management of the security status of the client, through daily briefings, customised reports, ad-hoc analysis and special monitoring.

If you have any questions or would like to find out more, please:

[→ CONTACT US](#)

**Telefónica Tech**  
We are here to help.

 @TefTech\_EN

 Telefónica Tech

 Telefónica Tech

 [Telefonicatech.com](https://www.telefonicatech.com)