

Canali Minimizes Email Risk and Makes Management Easier With Proofpoint

CANALI

The Challenge

- Protect email, infrastructure and employees
- Improve email system and streamline management
- Block email fraud and phishing attempts

The Solution

- Proofpoint Enterprise Protection
- Proofpoint Targeted Attack Protection
- Proofpoint Threat Response Auto-Pull

The Results

- Advanced email protection strengthens security
- Automation reduces time for administration and verification
- Intuitive, easy-to-use interface helps IT stay productive

The Organization

For Italian fashion leader Canali, innovation and attention to detail are part of a long tradition. These values extend to its IT team, which is dedicated to keeping employees productive and free from risks and distraction. When Canali needed to strengthen its email security, Proofpoint stepped up to meet the challenge.

The Challenge

Optimize communication and collaboration

Since 1934, Canali has represented classic Italian elegance. Specializing in men's luxury, tailored and leisure garments, the company has five production centers in Italy and more than 1,500 employees worldwide. In addition to its 190 boutiques, the brand can be found in over 1,000 retail stores in more than 100 countries across the globe.

Like most companies, Canali relies on email for communication with its employees, suppliers and customers around the world. But digital transformation and the global pandemic have caused email traffic—and its risks—to grow. Cyber criminals are seizing the opportunity to create more sophisticated threats to exploit email, and then use that as the main access channel into companies.

Canali has a small IT team to manage its IT infrastructure and security worldwide. The team is dedicated to keeping email safe for employees, so they can operate with total peace of mind. IT also focuses on minimizing disruptive cyber threats to ensure business continuity across the production chain.

“Since email is a critical component of our business, we were concerned about the high volume of spam and phishing attempts affecting our employees. It became increasingly difficult for us to block them. And we faced a high risk of exposing ourselves to dangerous malware and ransomware attacks,” said Matteo La Porta, ICT security manager at Canali.

The IT team needed more effective protection against known and unknown email threats. The solution would not only need to be simple to manage, but fast and easy for employees to set up and use.

“Since we have been using the Proofpoint solution, we have been effectively protected from cyber attacks. What’s more, our employees can work with greater peace of mind while improving their productivity.”

Matteo La Porta, ICT security manager, Canali

The Solution

Advanced email threat protection

The Canali team considered several solutions. It chose Proofpoint as the best one to strengthen protection of its corporate accounts and optimize management of the email system.

At the heart of the solution is Proofpoint Targeted Attack Protection (TAP), which detects, analyzes and blocks attacks like ransomware and zero-day threats before they reach users’ inboxes. “The messages are properly filtered and classified with great accuracy according to how dangerous they are,” said La Porta. “The system has never made an assessment error. It always recognizes risky emails quickly and intuitively.”

Proofpoint Threat Response Auto-Pull (TRAP) was another key part of the solution. It lets messaging and security administrators analyze and recall emails. It also quarantines malicious or unwanted emails immediately after delivery. And it helps the team handle false positives and monitor forwarded emails with fast, intuitive tools.

“We chose Proofpoint for its extremely effective solutions that help us save time on investigations, accelerate inquiries, and prioritize threats,” said La Porta. “They also help us automate the analysis and remediation of messages reported by our users.”

Installation went smoothly. And Proofpoint works seamlessly with Canali’s latest email systems.

“The speed and simplicity when implementing the solution in the new email environment were added benefits that convinced us to choose Proofpoint,” said La Porta. “The deployment process was agile and rapid, and it didn’t interfere with our users’ work.”

The Results

Reduced risk and improved IT productivity

With Proofpoint, Canali is able to improve its email detection, protection and remediation. And this reduces the company's risk of exposure to malware. "We saw an 80% drop in alerts sent by our employees, thanks to the effectiveness of the message analysis and filtering capabilities," said La Porta.

Proofpoint also helps Canali's IT team focus on managing its global IT infrastructure, without having to spend excess time and effort on email administration. Now employees have peace of mind knowing they can do their jobs confidently, with minimal risk.

"With Proofpoint, we have dramatically improved our overall security," said La Porta. "And this means we reduce the risk of breaches and compromises that could cause serious damage to our productivity, reputation and customer trust—while providing us with the multilayered control we need."

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For more information, visit proofpoint.com.

ABOUT PROOFPOINT

Proofpoint, Inc. is a leading cybersecurity and compliance company that protects organizations' greatest assets and biggest risks: their people. With an integrated suite of cloud-based solutions, Proofpoint helps companies around the world stop targeted threats, safeguard their data, and make their users more resilient against cyber attacks. Leading organizations of all sizes, including 75 percent of the Fortune 100, rely on Proofpoint for people-centric security and compliance solutions that mitigate their most critical risks across email, the cloud, social media, and the web. More information is available at www.proofpoint.com.

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