

Bitdefender



CASE STUDY

Bitdefender Supports Ferrari with Advanced Threat Intelligence to Improve Detection and Response to Cyber Threats





Ferrari's history of innovation goes back more than 75 years. Founded in 1947 by Enzo Ferrari and headquartered in Maranello, Italy, today, Ferrari is a leading luxury brand with approximately 5,000 employees around the globe. Ferrari is world-renowned for its high-performance sports automobiles and Scuderia Ferrari Formula One racing team that has millions of fans worldwide.

With such an iconic brand to protect, cybersecurity is paramount. According to Silvia Gabrielli, Chief Digital & Data Officer for Ferrari, "*IT security is critical for us because protecting our information is key to keeping our business sustainable in the long run and helps us maintain the same innovation and progress that has made Ferrari distinctive for more than 75 years.*"

The cyber threat landscape has become increasingly sophisticated, and as Luca Pierro, Head of Cybersecurity for Ferrari, points out, "*The trends in the industry are certainly concerning as reports of successful cyberattacks are on the rise, which can bring organization's operations to a halt. What's more, we used to deal with individuals, but now the threat comes from organized criminal organizations with tremendous resources.*"

Because of this, Pierro added, "*When it comes to cybersecurity, we believe it's not a matter of 'if' but 'when', we will be attacked.*" Ferrari's team of IT and cybersecurity experts takes the mission of protecting Ferrari's key assets and data extremely seriously. Known for its iconic supercars, and F1 racing team, Ferrari is a clear target for cybercriminals – but they have a formidable foe in Ferrari. Pierro added, "*Being ready to handle an adverse event encapsulates the mission of the Ferrari cybersecurity team.*"

Bitdefender Partners with Ferrari



In September 2022, Bitdefender announced a multi-year partnership with Scuderia Ferrari. For Bitdefender, partnering with Ferrari was a natural alignment. Bitdefender CEO and Co-Founder Florin Talpes shared, *"Bitdefender and Ferrari are leaders in their respected fields with decades-long histories and a focus on innovation and performance. We have both spent years perfecting the technologies and "engines" needed to handle the challenges of the racetrack/ cyberthreat landscape – and always keep innovating."*

The Bitdefender logo is prominently featured on two of the most critical safety elements designed to protect F1 drivers — the helmets of Ferrari Drivers Charles Leclerc and Carlos Sainz, and on the halo of their race cars. Talpes added, *"The positioning of our logo on these key safety elements symbolizes Bitdefender's commitment to protecting our customer's intellectual property from cybercrime."*



Bitdefender Integrates Advanced Threat Intelligence into Ferrari Cybersecurity Ecosystem for Faster Threat Detection and Response

In May 2023, Ferrari and Bitdefender announced that Ferrari expanded the partnership by integrating Bitdefender Advanced Threat Intelligence into its operations to detect and respond to threats faster.

The pressure to keep pace with threats is high and for Ferrari it's imperative that they have access to the most up-to-date and accurate threat intelligence to gain visibility into the global threat landscape and increase efficiency of their security operations.

Racing and cybersecurity have similarities, especially when it comes to speed. Pierro stated, *"The world of racing is similar to the cybersecurity industry, because even a tiny difference of a thousandth of a second can be the*

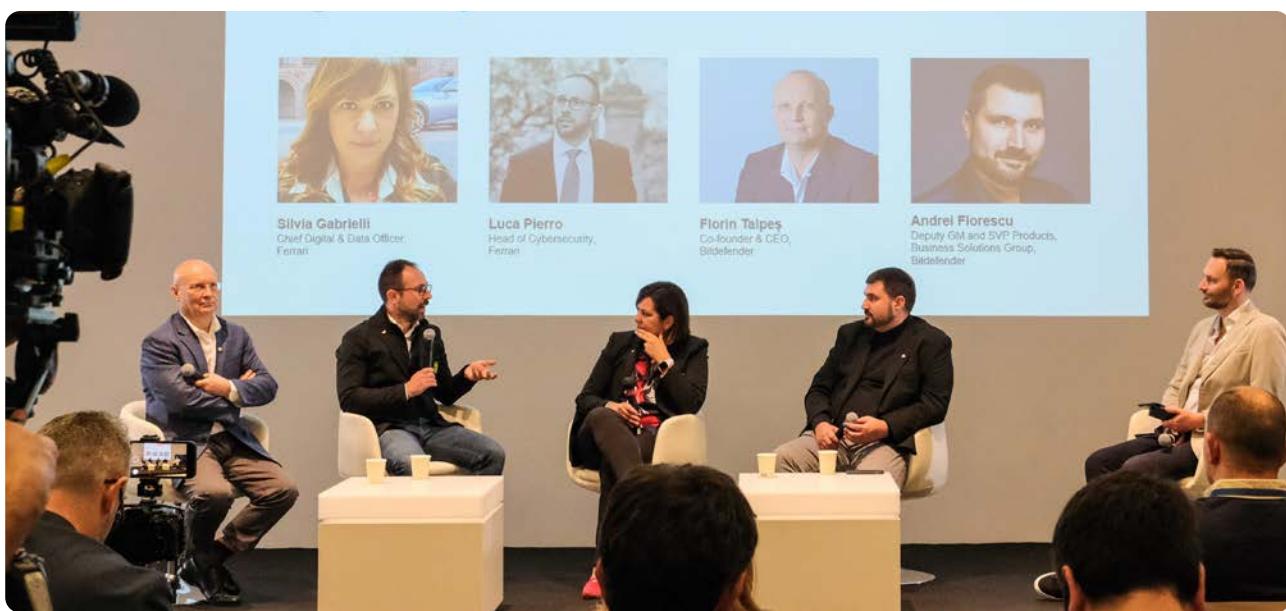
deciding factor. When it comes to cyber, it's critical to act fast to deal with threats that come your way, so that you can contain the situation and prevent consequences for the company."

Ferrari has integrated Bitdefender Advanced Threat Intelligence into its security operations center (SOC) to help Ferrari security analysts more quickly validate and triage alerts, improve threat hunting and speed incident response.

The automotive leader benefits from Bitdefender Operational Intelligence Feeds, which deliver full threat context and indicators of compromise (IoCs) surrounding advanced persistent threats (APTs), phishing and fraud,

malicious IP addresses, domains, URLs and file hashes used to propagate malware in the wild, vulnerability exploits, command-and-control (C2) servers, and much more.

Ferrari security analysts also gain access to the Bitdefender Operational Intelligence API, a query service that provides actionable intelligence not only about cybersecurity threats themselves, but also contextual information surrounding them such as the threat actors and their TTPs, malware families, victim profiles (industry, country, platform), confidence, severity, popularity scores, vulnerabilities, and exploits, and more.



Announcement of the technology partnership between Bitdefender and Ferrari, May 18, 2023,
Museo Ferrari, Maranello, Italy



Luca Pierro, Head of Cybersecurity, Ferrari

Talking about some of the benefits of leveraging Bitdefender Threat Intelligence, Pierro said,

"Bitdefender Threat Intelligence not only helps us with the difficult challenge of detecting and preventing contact with hidden threats 'in the wild' and therefore helps us respond faster to attacks, but it also increases our awareness of the tactics used by attackers."

He added, *"Our main aim is to make sure that our security perimeter is integrated with Bitdefender Threat Intelligence. Thanks to the information we receive, we can broaden our understanding of attempted attacks by gaining more context, for example attackers' motivation. With this extra information, we can get a clearer picture of the threat and concentrate our effort on protecting the targets from a specific attack."*

Bitdefender, Business Solutions Group, Deputy General Manager and SVP of Products, Andrei Florescu elaborated on some of the core capabilities that Ferrari strengthens with Bitdefender Threat Intelligence, *"Through Bitdefender Threat Intelligence, organizations gain relevant, timely and actionable insights and visibility into the global threat landscape. Bitdefender Threat Intelligence combines three unique elements: the cybersecurity expertise of our Labs organization, the insights provided by all Bitdefender technologies deployed worldwide to customers and technology partners, and results of investigations conducted through our tight collaboration with global law enforcement organizations. By employing Bitdefender Threat Intelligence in their day-to-day SOC activities, Ferrari strengthens their detection and response capabilities."*



Why Ferrari Chose Bitdefender Threat Intelligence

For Ferrari, having cybersecurity partners they can trust is critical. Pierro noted, “Having strong relationships and carefully choosing your partners you can trust, especially when it comes to keeping information confidential, is extremely important.”

For Gabrielli, partnering with innovative companies is also a must,

“The importance of having reliable partners is true for all our partners, and in particular for cybersecurity. We look for a partner that is committed to innovation because in this field you must be at the forefront of cybersecurity to be able to manage the challenges. For us, working in close collaboration with a partner like Bitdefender makes us stronger in managing the complexity, the risks, and the challenges of cybersecurity for our business.”

Both Bitdefender and Ferrari are committed to this expanded partnership and a strong future together.



Silvia Gabrielli, Chief Digital & Data Officer, Ferrari

Gabrielli said, “We have started collaborating with Bitdefender and we are very excited because from what we see there are all the conditions for a strong and collaborative relationship, and we will rely on Bitdefender’s professionalism, experience and reliable tools to bolster Ferrari’s cybersecurity strategy.”

Bitdefender CEO Florin Talpes added, “I believe trust is not given, it is earned over time. We’re committed to supporting Ferrari through the changing cybersecurity landscape – and look forward to continued collaboration to help them safeguard what matters most.”

Bitdefender



FERRARI
TEAM
PARTNER

Cybersecurity Partner of Ferrari



Bitdefender is a cybersecurity leader delivering best-in-class threat prevention, detection, and response solutions worldwide. Guardian over millions of consumer, business, and government environments, Bitdefender is one of the industry's most trusted experts for eliminating threats, protecting privacy and data, and enabling cyber resilience. With deep investments in research and development, Bitdefender Labs discovers over 400 new threats each minute and validates around 40 billion daily threat queries. The company has pioneered breakthrough innovations in antimalware, IoT security, behavioral analytics, and artificial intelligence, and its technology is licensed by more than 150 of the world's most recognized technology brands. Launched in 2001, Bitdefender has customers in 170+ countries with offices around the world.

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