Bitdefender®

CASE STUDY

Bruce Automotive Group Revs Up Multi-Layered Cybersecurity

Expanding dealership network delivers more effective and efficient threat detection and resolution across workstations, servers, networks and email

bruce auto group

Founded in 1927, Bruce Automotive Group is comprised of ten dealerships, as well as tire, leasing, and collision centers. The company is committed to providing customers with an optimal buying and maintenance experience for the following brands: Hyundai, Kia, VW, Chevrolet, Buick, GMC, Honda, Ford, Mazda, Chrysler, Dodge, Jeep, and Nissan.

Industry
Automotive Sales

Headquarters
Nova Scotia, Canada

Bitdefender Footprint
→ GravityZone Business Security Enterprise
→ GravityZone XDR Network Sensor
→ GravityZone Security for Email

IT Environment
→ Docker
→ Google Cloud
→ VMware ESXiOperating

The Challenge

Keeping an entrepreneurial spirit alive as a business grows comes with advantages and risks. At Bruce Automotive Group, a network of dealerships across Nova Scotia, employees use a wide variety of software and online tools, including graphic design software, video and photo editing suites and social media, to help market and retail vehicles. This freedom increases the challenge of achieving cybersecurity across dealerships. Previously, not only did the absence of a centralized security strategy increase risk at Bruce Automotive Group, but the IT department was burdened by delivering security administration and troubleshooting on-site across multiple locations.

Paul Jobson, Director of IT Strategy, Bruce Automotive Group, says, "As cybersecurity threats increased and our business grew, we needed a unified security framework that would remotely monitor employee devices across our dispersed dealer locations. Because we previously had multiple security solutions installed across our dealer network, we saw first-hand how Bitdefender performed side-by-side with other solutions. Bitdefender was more aggressive about warning us about risks that the other solutions missed and provided more in-depth reporting. Bitdefender GravityZone was the clear choice for standardizing our security strategy."

The Solution

Bruce Automotive Group depends on Bitdefender GravityZone Business Security Enterprise to protect nearly 300 endpoints with integrated endpoint detection and

response (EDR), threat prevention, protection, and risk analytics. The company's endpoints monitored by GravityZone include Linux, macOS, and Microsoft Windows workstations and servers. Bruce Automotive Group also uses GravityZone to safeguard application and cloud environments, such as Docker, Google Cloud, and VMware vSphere.

In addition, the company uses GravityZone eXtended Detection and Response (XDR) Network Sensors, which integrate with Bitdefender's advanced detection and prevention technologies. The XDR Network Sensors expand visibility into the attack lifecycle and automatically correlate and consolidate security signals into extended incidents, which provide actionable insights into potential attacks.

GravityZone Security for Email also protects Bruce Automotive Group from email threats, including impersonation attacks, CEO fraud, phishing, ransomware, and business email compromise (BEC).

The Results

The combination of GravityZone solutions for endpoints, networks, and email provides Bruce Automotive Group with multi-layered, intelligence-based protection.

"With security across multiple vectors, Bitdefender GravityZone can detect subtle threats with several points of attacks," explains Jobson. "By adding GravityZone XDR Network Sensors, we can consolidate cues across our network and endpoints to gain a more complete view of risks and respond to threats quickly. It's like adding more buoys off the coast to better predict storm surges."

Jobson credits GravityZone with helping IT respond better and more efficiently to threats: "The GravityZone dashboard is well organized and shows a real-time risk score and executive summary. We can remotely and centrally view vulnerabilities, such as printers without the latest firmware, misconfigurations, or user behavior risks and prioritize them by risk level."

In fact, Jobson notes that GravityZone's risk management capabilities have enabled the IT organization to keep its team small and effective. "Even as cybersecurity risks have grown and we've increased from 180 to nearly 300 employees, we have maintained the size of the IT team," Jobson recalls. "We've shifted from spending 60 percent of our time on firefighting to 40 percent, giving us more time for proactive fire prevention work, such as updates, optimization, and implementing improved security."

GravityZone Security for Email has contributed to an improved user experience since it scans all emails and quarantines any suspicious links or attachments.

Jobson states, "We estimate 80-90 percent of threats are embedded in emails. GravityZone Security for Email is a powerful tool because it reduces dangerous and suspect links, as we know that it is hard to stop users from clicking on links. Users also like that GravityZone doesn't slow down their devices. We used to get three to five calls weekly from users affected by viruses and slow device performance. Those calls have disappeared."

According to Jobson, Bitdefender is helping the company expand and secure financing: "As we acquire more dealerships, we're able to assure our key stakeholders, including our employees, auto manufacturers, suppliers, and financial partners, that Bitdefender helps secure our business. This security also enables us to deliver a networked enterprise-wide strategy that protects our customers' privacy and business assets. There will always be new risks, so we have to be vigilant. Bitdefender is a powerful tool that helps Bruce Automotive Group minimize unnecessary risks and allow us to focus on our clients and day-to-day business."