COSMETICS FIRM DEPLOYS RSA NETWITNESS SUITE TO SURPASS STRINGENT SOUTH KOREAN DATA SECURITY ACT REQUIREMENTS

AMOREPACIFIC

Cho Jae-yoon, AmorePacific's IT security manager, has responsibility for the company's computer emergency readiness team (CERT), incident response, and remote monitoring; focused on protecting both internal and customer data. Troubled by recent trends in cyber security and the damage that attacks are causing, he stated, "Protecting each individual customer is the most important part of my job."

COMPLYING WITH THE KOREAN PERSONAL INFORMATION PROTECTION ACT

In effect since 2011, South Korea's Personal Information Protection Act (PIPA) is one of the strictest personal data-related laws in the world. All customer information must be kept secure. "Ever since PIPA was created, Koreans have become more sensitive to how their details are being handled. In particular, the method of storing all personal information has become a very important issue," noted Jae-yoon.

CUSTOMER PROFILE

AmorePacific Corporation manufactures and promotes 28 brands of health, beauty and personal care products. Founded in 1945, the company is headquartered in Seoul, South Korea; employing nearly 5,000 people locally and another 6,000 overseas. AmorePacific's mission is to inspire and celebrate Asian beauty through its blend of traditional Asian wisdom, pristine ingredients and technology.

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HEADING OFF ATTACKS WITH RSA NETWITNESS SUITE

To be better equipped to respond to unknown and advanced attacks – and provide expedited protection against more common threats – AmorePacific deployed RSA NetWitness Suite. Facilitating the tight connection between security and the company's very specific business objectives, RSA NetWitness delivers immediate identification of high-risk security threats. End-to-end visibility ensures that security processes can be optimized to reduce attacker dwell time. Jae-yoon appreciates the way RSA NetWitness prioritizes the most significant threats and collects data throughout the enterprise across all compute platforms—physical, virtual and cloud—while monitoring multiple capture points, including packets, logs and endpoints.

The security information and event management (SIEM) capabilities of RSA NetWitness Suite combine event data with business insights and threat intelligence, creating a unified analytics engine that detects attacks that might otherwise have proceeded into AmorePacific's infrastructure undetected. The suites' advanced analytics capability applies a unique combination of behavioral analytics and data science techniques—together with machine learning algorithms—to create a baseline for normal system operations. Deviations from the reference profile enable Jae-yoon's team to make rapid identification of a diverse range of attack indicators.

"RSA NetWitness prevents malware from infecting our systems internally and creating zombie PCs that leak personal information," Jae-yoon explained.

RSA NETWITNESS SUITE DELIVERS BUSINESS VALUE

"The value of RSA NetWitness is in the way that it can prevent incidents. When an event does occur, we can see exactly what was happening. We've examined our logs and can see cases where ransomware was blocked even though we know other companies have been infected with that same malware," Jae-yoon observed.

RSA NetWitness Suite has alerted AmorePacific to internal attacks it would not otherwise have discovered. "We had malware attacks—including attempts at instigating data leaks—that we only found with RSA NetWitness. We could not have prevented these incidents without RSA," reflected Jae-yoon.

COVERING THE BIG PICTURE IN SECURITY

Jae-yoon is comfortable that RSA NetWitness Suite is effective in protecting AmorePacific's customer data. "From a customer's viewpoint, I think the greatest benefit of RSA NetWitness is that the personal information we have collected on our customers is kept safe and not publicly exposed," he remarked.

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ABOUT RSA

RSA offers business-driven security solutions that uniquely link business context with security incidents to help organizations manage risk and protect what matters most. RSA solutions are designed to effectively detect and respond to advanced attacks; manage user identities and access; and, reduce business risk, fraud, and cybercrime. RSA protects millions of users around the world and helps more than 90% of the Fortune 500 companies thrive in an uncertain, high-risk world. For more information, go to rsa.com.

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