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 cybersecurity and the damage that attacks are causing, he states, “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,” notes Jae-yoon.

HEADING OFF ATTACKS WITH RSA NETWITNESS PLATFORM

To be better equipped to respond to unknown and advanced attacks—and provide expedited protection against more common threats—AmorePacific deployed RSA NetWitness Platform. 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 Platform 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 Platform’s 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 explains.

**RSA NETWITNESS PLATFORM 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 observes.

RSA NetWitness Platform 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,” reflects Jae-yoon.

**COVERING THE BIG PICTURE IN SECURITY**

Jae-yoon is comfortable that RSA NetWitness Platform 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 remarks.

“One of the most significant things for me is the scope of what RSA is doing for AmorePacific. We’re now able to ensure that our security measures fully align with, and support, the company’s key business goals,” concludes Jae-yoon.

**ABOUT RSA**

RSA offers business-driven security solutions that provide organizations with a unified approach to managing digital risk that hinges on integrated visibility, automated insights and coordinated actions. RSA solutions are designed to effectively detect and respond to advanced attacks; manage user access control; and reduce business risk, fraud and cybercrime. RSA protects millions of users around the world and helps more than 90 percent of the Fortune 500 companies thrive and continuously adapt to transformational change. For more information, go to rsa.com.

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