



## Giunti – Major Italian Publishing House



### Overview

#### Industry

- Publishing

#### Challenge

- Sophisticated cyber-attackers and fast-evolving threats
- Safeguard sensitive customer data
- Limited network visibility

#### Results

- Real-time threat detection, including 'unknown unknowns'
- Ability to respond efficiently to potential cyber-attacks and mitigate risk
- 100% network visibility

### Business Background

Giunti Editore is the second Italian publishing house. It publishes early childhood books, school books, children's books, and books on a variety of other topics, including psychology, music, art, literature, history, science, crafts, leisure, tourism, food, health and alternative medicine. The company has expanded to all fields of traditional publishing; as well as books, it also develops content for new offline and online media with the aim of giving full satisfaction to all of its readers. Headquartered in Florence, Giunti takes in annual revenues of nearly €200 million, manages 1,000 employees, and runs 191 owned book stores and a number of printing warehouses throughout Italy.



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**Raffaello Ghilardi, CIO**

### Challenge

As a major publishing house, Giunti works with a number of authors, editors and graphic designers, and therefore manages valuable intellectual property and critical data, including its customers' sensitive information.

Giunti places high importance on protecting the integrity of its critical assets whilst providing a flexible working environment for its employees. As such, the company was looking to bolster its cyber defense strategy with innovative cyber security technology.

Today's threat landscape, characterized by sophisticated attackers and insider threat, and the extensive damage a data breach could cause, further highlighted Giunti's need for an innovative technology, capable of detecting the subtlest indications of threat and providing complete network visibility, to complement its existing security tools.

## Solution

During a 4-week 'Proof of Value' ('POV') trial period, the Enterprise Immune System immediately alerted Giunti to a number of existing anomalies in its network, clearly demonstrating the efficacy of the technology in achieving real-time threat detection and complete network visibility.

Darktrace's technology is powered by machine learning and mathematics developed by specialists from the University of Cambridge. Its self-learning capability allows the technology to model the behaviors of all users, devices and the network as a whole to establish a 'pattern of life' specific to Giunti.

This dynamic understanding of 'self' allows the technology to automatically detect any anomalous behavior that deviates from the norm and, therefore, may be indicative of a cyber-threat. Giunti decided to permanently deploy Darktrace across its network as its core defense technology.

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The Threat Visualizer is straightforward and easy-to-use.

Raffaello Ghilardi

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## Benefits

The Enterprise Immune System was installed permanently into Giunti's network in under an hour. Darktrace's Threat Visualizer, a 3D graphical and topological interface, provides the company with 100% network visibility and an improved understanding of its employees' behavior, as well as the network as a whole.

Moreover, Giunti is alerted to potential cyber-attacks via the Threat Visualizer interface as soon as the first indications of threat occur, allowing the company's security team to carry out further investigations and mitigate any risk posed.

“Darktrace's Enterprise Immune System has transformed our cyber defense strategy. We now have complete visibility into our network thanks to the Threat Visualizer, which is straightforward and easy-to-use,” said Raffaello Ghilardi, CIO, Giunti. “Darktrace's ability to inform us about unusual activity as soon as it occurs is unique and has given us much more confidence in our ability to stop cyber-attacks, before any damage is done.”

With Darktrace, Giunti is able to keep ahead of the most sophisticated cyber attackers and even 'unknown unknown' threats that have never been encountered before, allowing it to protect its most critical assets, sensitive customer data and reputation.”

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