



HANKOOK TIRE GETS A GRIP ON IT SECURITY

KASPERSKY lab

FOUNDED IN KOREA IN 1941, HANKOOK TIRE'S PRODUCTS ARE NOW AVAILABLE IN MORE THAN 180 COUNTRIES AROUND THE WORLD.

The large number of tires produced by Hankook Tire makes it one of the Top 5 companies in the mass production of tyres.

With R&D centres in Korea, China, Japan, Germany and the United States, a total of seven large-scale production facilities in Korea, China, Indonesia and Hungary as well as offices in 31 different countries, Hankook Tire is a global power player in the tyre industry.

Hankook Tire produces superior quality, high performance radial tyres for passenger cars, 4x4s, SUVs, light trucks, campers, trucks, buses and motorsport vehicles with approximately 21,000 employees around the world.

Hankook Tire is famous for its extensive involvement in motorsports, sponsoring and supplying tires for numerous touring car, rally, endurance and single seater championships and events. Hankook Tire also has various records of developing and testing innovative high-concept technology and products that ultimately find their way into the mass market.

Challenge

Hankook Tire's global headquarters and main research and development centre are located in South Korea, along with a substantial operational network to meet the needs of its fast-paced domestic marketplace. IT security is vital for Hankook Tire in its home territory.



Automotive

- *Founded 1941*
- *Seoul, South Korea*



"We selected Kaspersky both for the quality of its products and for their excellent service record. There's no doubt that Kaspersky's anti-virus software is the global standard, and the company's central platform management console is very easy to use."

Kim Hui Jeong, Hankook Tire's emFrontier Technology team.

Korean businesses face significant malware and virus attacks, with 2014 figures showing that almost 13% of all global spam originated in South Korea. To combat this threat, the South Korean government has been investing heavily in cyber security resources to protect national infrastructure, utilities, power plants and the military.

Hankook Tire's employees work from both offices and remote locations, with employees accessing data 24/7, on PCs, laptops and multiple devices (both corporate and private) in the office, at home and on the move. Hankook Tire is heavily reliant on IT to stay connected and productive in a fast-moving and highly competitive sector, with confidential, business-critical communications and data constantly flowing between employees, offices and third parties.

Its electronic activities are all vulnerable to viruses, spam, hackers, and other attacks, bringing significant risk of interruptions to business continuity and potential damage to the performance, income and reputation of the company.

Soon it became clear that the existing anti-virus software was no longer adequate, and that a much more comprehensive, robust, and flexible IT security solution was required. So Hankook Tire began looking for a partner capable of providing the products, services and infrastructure necessary to meet its increasingly complex business requirements.

The Kaspersky Solution

That partner was Kaspersky Lab, and five years later, Hankook Tire is proud to renew its successful and productive long-term relationship, describing Kaspersky's anti-virus software as "the global standard".

Hankook Tire selected Kaspersky's multi-layered, fully integrated IT security solution, citing its ability to provide robust protection both within and outside the company's corporate boundaries.



SECURE

Kaspersky's security solution protects Hankook Tire employees throughout Korea, whether they are working in offices, production and R&D centers or are on the move



CONTROL

Centralised management and control of the solution is a central element of the solution and a key priority for Hankook Tire

21,000

employees worldwide

The solution combines powerful endpoint controls with security for workstations, along with file servers and provisions for rigorous mobile security. At its heart is Kaspersky's market-leading, advanced anti-malware software, which constantly assesses threats and delivers automatic updates for a rapid response to new threats.

There are separate web, device and applications controls and a centralised management platform which makes it easy to administer security tools across desktop, portable, mobile and virtual endpoints, providing advanced visibility and IT security control for managers.

IT security platform in Korea delivers benefits for global operations

"A major attack could have severe consequences for Hankook Tire, with our entire network potentially being infected, so it is vital that we have robust protection for our network, files, mail and devices," explains Kim Hui Jeong of Hankook Tire's emFrontier Technology team.

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"In addition we receive in-depth quarterly inspections by Kaspersky technical engineers who check the status of entire network, review policies, and investigate error logs to see if there are any underlying problems.

"Hankook Tire also benefits globally from these maintenance inspections carried out in Korea, as they often result in recommendations for actions in other countries too. For example, identifying and dealing with malware that originates in South East Asia can also prevent those programs from having a negative effect on our company's activities elsewhere in the world."

"We particularly appreciate Kaspersky's hacking sensing and deletion as well as its worm-blocking capabilities. We always have ready access to help and advice from Kaspersky's experts, and that makes our job much easier.

"We've been working with Kaspersky for a long time now. We see them as our partners, so communication between our two organizations is open and supportive. We fully trust them to protect us and our interests."



**MOST TESTED.
MOST AWARDED.
MOST PROTECTIVE:**

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