



# Cyber security for a world-class brand

**kaspersky** BRING ON  
THE FUTURE



# Kaspersky is proud to support Ferrari. It is one of the world's most iconic brands and a byword for quality and speed, driven by the most successful team in Formula 1 history.

With a decade side-by-side, Kaspersky continues to provide Ferrari with high levels of safety.



## Automotive

· Headquartered in Maranello, Italy

## If we mention the name Ferrari everyone knows exactly what we're talking about.

### Challenge

Formula 1 (F1) represents the ultimate sporting challenge, an elite level where excellence is taken for granted, and success and failure are determined by the finest of margins. It's a battleground where data and analytics provide the ammunition in the fight to shave milliseconds off lap times.

"The IT technology growth trend is exponential," explains Antonio Tornatore, Head of IT, R&D, Supply Chain and Operations at Ferrari.

"However, I think the last three years have been particularly interesting, as several technologies named under the Industry 4.0 umbrella have found real applications in enterprise systems. Ferrari's requirements have evolved accordingly, always aiming to get the best out of opportunities that the latest technologies offer.

"Formula 1 IT systems are quite advanced and specific, ranging from simulation to car performance measurement systems and they exploit multiple technologies, from high-performance computing to internally developed software. The more custom the applications, the more tailored the security solution has to be to protect our data."

F1 is big business with big budgets, so it's no surprise that it's an ongoing target for increasingly sophisticated cybercriminals. Today's hackers now have the ability to develop bespoke tools for highly targeted attacks on new areas of vulnerability.

Ferrari operates one of the most sophisticated production lines in the world. High levels of automation combine with precision techniques, test data and thousands of employees in a complex, high-value infrastructure with unique security requirements.

During a single race weekend, more than 60Gb of data per car is collected and with multiple, real-time simulations using that data at the track, there's a lot at stake.

Alessandro Sala, Head of IT, Security and Compliance, Ferrari, says: "The threat landscape has evolved from lone-wolf-actions to structured and organized threats with real organizations behind them, capable of moving a lot of resources to reach their goals, with a definite increase in risk profile."

Antonio Tornatore agrees: "The sophistication of cyberattacks has evolved together with the technology. But what we know is that the organization behind the attacks has also got more sophisticated, from single attackers to networks of resources."

**"Kaspersky has assisted Ferrari to respond to evolving requirements and threats by creating innovative and high performing products, together with advanced cyber security services."**

Alessandro Sala, Head of IT, Security and Compliance, Ferrari



## Kaspersky solution

From its world-famous factory in Maranello, Italy, to the F1 circuits around the world, more than 5,000 Ferrari endpoints and systems globally are secured by Kaspersky.

As both companies' technological vision and innovation extend to connected cars, Internet of Things and a constantly evolving web presence, Kaspersky is deepening its technology partnership with Ferrari, delivering protection that extends beyond devices to the data itself, 24 hours a day, seven days a week.

"Though we work in very different industries, we're united by the same core business values: technological leadership and a passion for innovation and getting forever better at what we do," says Kaspersky Founder and CEO, Eugene Kaspersky.

In addition to protecting traditional areas of company technology such as endpoints, enterprise resource planning (ERP) and product lifecycle management (PLM), Kaspersky also works with Ferrari to protect its digital world in a multitude of ways, including:

- On-demand PC scanning with minimal performance impact
- Protection for Operational Technology systems
- Complete confidentiality in reporting

Kaspersky has assisted Ferrari to respond to evolving requirements and threats by creating innovative and high performing products, together with advanced cyber security services that we repeatedly use," says Alessandro Sala.

"Kaspersky is also assisting Ferrari by putting tailored services beside the products. It's proactively supporting us and sometimes even anticipating our needs," adds Antonio Tornatore.

Looking to the future, Ferrari's Chief Information Officer, Antonia Casamassima, sees lots of opportunities for Kaspersky and Ferrari to further expand their collaboration.



Website:  
ferrari.com

“We are deploying embedded system security to protect some specific systems for which standard security solutions didn't fit. There is potential to increase the partnership value between Ferrari and Kaspersky further in the protection of operational technology or in the training area, where I think Kaspersky solutions are very interesting for Ferrari.”

## Unique solutions

Kaspersky Chief Business Officer, Alexander Moiseev, concludes: “Today we live in an ultra-connected world and the new digitalized business environment requires a specific approach, not just to cybersecurity, but to the very process of accessing cybersecurity. The latter includes not only finding cost-effective security technology that performs well in security tests, but also understands what kind of protection a particular business needs.

“It's important for us to listen more to what clients are looking for, and that's why we put our knowledge about cyberthreats into the context our clients are living in. This means creating specific, tailored and unique solutions to protect businesses from the threats they really risk facing. We understand the objectives Ferrari is aiming for, and Kaspersky is ready to provide expertise-based, business-needs driven and unique solutions in order to achieve its goals.”

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Cyber Threats News: [www.securelist.com](http://www.securelist.com)  
IT Security News: [business.kaspersky.com](http://business.kaspersky.com)  
[www.kaspersky.com/fraudprevention](http://www.kaspersky.com/fraudprevention)

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