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Volkswagen Group Retail Spain relies on Kaspersky Automated Security Awareness to train its staff on cybersecurity

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Volkswagen Group Retail Spain (VGRS) has belonged to Porsche Holding since 2012; Porsche Holding is an Austrian car distributor that has been part of the Volkswagen AG group since 2011.

Group of dealerships
- Headquartered in El Prat de Llobregat (Barcelona)
- Using Kaspersky Automated Security Awareness

The group employs over 1700 professionals and has 53 sites in Spain's major cities, marketing the brands Audi, Volkswagen, Volkswagen Commercial, SEAT, CUPRA and Škoda.

Volkswagen Group Retail Spain sites sell new and used vehicles and offer mechanical, bodywork, paintwork and spare parts services, all provided to the renowned quality standards of the brands that form the Volkswagen group, in addition to the guarantees of each dealer.

The challenge

Cybersecurity is an important matter in the daily running of VGRS. The company is very conscious of how important it is to guarantee the security of its systems and the continuity of its business processes.

For this reason, VGRS relies on a cybersecurity plan that focuses on three main points: logical and physical perimeter security, information security and raising awareness among employees.

"In order to achieve the objectives of our cybersecurity plan, we have decided to implement monitoring tools and highly redundant systems," says Miguel Blanco, CIO of Volkswagen Group Retail Spain.

"However, we realize that all of this effort needs to be supplemented by designing a Cybersecurity User Awareness plan for all employees to ensure that security best practices are followed in the workplace. No matter how many security measures we implement in the companies, no matter how many steps such as external barriers, services and ethical hackings we have, the main risk lies with the users," adds Sergi Mingo, CISO of Volkswagen Group Retail Spain.

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The Kaspersky solution

After evaluating different options for raising awareness and training staff on cybersecurity, VGRS chose the **Kaspersky Automated Security Awareness** platform for the task.

Miguel Blanco, CIO of Volkswagen Group Retail Spain, explains, "it is true that there are different methods for sharing knowledge, but it has been proven that traditional training programs usually do not succeed in achieving the behavioral changes and motivation expected. This is why we have opted for the **Kaspersky Automated Security Awareness** platform, as it is a solution that enables us to set learning objectives and techniques for all levels of the corporate structure."

The **Kaspersky Automated Security Awareness** platform follows the principles of educational and psychological research. With this in mind, the different types of learning activities take place at specific intervals in a way that helps ensure that the user's skills are not lost over the course of the training and the structure of each lesson follows natural thought processes. In order to avoid boredom and fatigue, each lesson lasts up to 15 minutes.

"We think that it is very important for the user to begin the training plan with the expectation of gaining value-added knowledge and, most importantly, retaining it," highlights Sergi Mingo.

Over 1700
employees

53
facilities

“Raising awareness by providing users with continuous training is the best way to improve the security of our corporate environments.”

Miguel Blanco, CIO of Volkswagen Group Retail Spain.

The benefits

VGRS has carried out the training days in phases. The IT team received the training first, so that they could offer support to the other teams. The training then extended to the Managers and Headquarters group and, lastly, to the different working teams.

Sergi Mingo notes that "the Kaspersky solution has helped us evaluate the main security risks based on user experience and has also enabled us to increase the users' ability to recognize, avoid and flag potential threats that may endanger the systems of the corporate environment."

"The Kaspersky platform fully meets our expectations with regard to content and is easy to run from a management point of view," concludes the CISO of VGRS.

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