

Sophos increases cybersecurity maturity of Brazilian Agricultural Industry Association, boosting peace of mind and confidence

Agro Comercial AFUBRA LTDA, the Tobacco Growers' Association of Brazil, is a public utility entity representing the interests of rural tobacco producers in Brazil. Founded in 1955 to help tobacco farmers mitigate damage to their fields caused by hailstorms, the organization has grown significantly in size and scope over the years. Today, it provides additional types of aid, including greenhouse reconstruction, typhoon aid, and funeral aid. AFUBRA also hosts an annual exposition, which provides farmers with information on crop diversification, sustainability, and industry innovations.

CUSTOMER-AT-A-GLANCE



Agro Comercial AFUBRA LTDA

Industry
Agriculture

Number of Users
1.300

Sophos Solutions

- Sophos Endpoint Detection and Response (EDR)
- Sophos Extended Detection and Response (XDR)
- Sophos XGS Firewall
- Sophos Managed Detection and Response (MDR)

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Paulo Guedes, IT Manager, Agro Comercial AFUBRA LTDA



Challenges

- › Protecting the organization's reputation and revenue by ensuring business continuity
- › Increasing the cybersecurity maturity of the rapidly growing organization
- › Integrating the organization's infrastructure
- › Monitoring the environment 24/7 to prevent attacks and disruptions
- › Freeing up the IT team to focus on other, more strategic priorities

What security challenges drove the need for Sophos at the growers' association?

One of the largest organizations of its kind in the world, Agro Comercial AFUBRA LTDA's, the Tobacco Growers' Association of Brazil, rapid expansion caused it to outgrow its previous cybersecurity solutions.

The public utility, which represents interests of rural tobacco producers in Brazil, had grown significantly in size and scope. Going beyond its original goal of helping tobacco farmers mitigate damage to their fields caused by hailstorms, it now also aided in greenhouse reconstruction, typhoon recovery and funeral expenses.

Because of this expansion, it urgently needed to adopt a more robust security platform that provided a higher level of cybersecurity and integrate with its existing IT infrastructure. That's where Sophos came in.

The IT team at AFUBRA said it chose Sophos as its primary cybersecurity vendor because of its operational agility, simplicity of management, and business continuity. AFUBRA knew that, if it suffered any operational interruptions, it would result in revenue losses for its members and negatively affect the association's reputation, which it had worked so hard to build up over the years.

“The partnership with Sophos provided us with exactly what we were looking for: A monitored 24/7/365 environment by a highly qualified team, ready to act in the face of any incident. This robust structure gives us the peace of mind to focus on business growth, with the certainty that we have reliable and specialized technical support.”

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What was the association’s overall vision for its cybersecurity?

With thousands of transactions and business operations performed daily, AFUBRA was looking for peace of mind and confidence that its business would continue uninterrupted. It needed the support of a reliable, highly qualified, and specialized managed security services team to act on its behalf in the background. With a 24/7 threat hunting and monitoring service, AFUBRA ensured that security incidents would be responded to with agility and precision. In the context of such an environment, AFUBRA’s IT team could turn its focus and effort toward supporting the association’s business growth.

How does Sophos help an industry organization achieve its cybersecurity goals?

Sophos provided AFUBRA with a robust portfolio of cybersecurity solutions and tools that enable a unified, real-time view of its entire IT environment, combined with the support of a team of experts monitoring its assets around the clock to provide an extra layer of protection and peace of mind.

AFUBRA deployed Sophos endpoint protection with EDR and XDR, Sophos Managed Detection and Response (MDR), and Sophos XGS Firewall. Its Sophos products are also integrated with the incumbent Tenable platform for enhanced vulnerability management capabilities.

Sophos EDR and XDR give AFUBRA the ability to analyze and correlate events so it can preempt risks and act proactively to detect and block potential threats. Its Sophos next-generation firewall ensures solid and intelligent protection for the entire network perimeter, with advanced security policies and traffic control. And Sophos MDR provides a 24/7 team of experts who detect and neutralize threats 96% faster than the industry average for internal security operation center (SOC) teams—the average time to remediation with Sophos MDR is just 38 minutes. Since the vast majority of ransomware attacks occur outside normal business hours, a managed security service like MDR is needed to stop threats before they disrupt business operations.

"The Sophos platform was key to helping us achieve our vision of continuous security, operational resilience, and scalability," said IT Manager Paulo Guedes.

What are the positive outcomes that Sophos delivered?

Since deploying Sophos, AFUBRA significantly boosted its cyber maturity, reduced its expenses, and simplified management. Guedes said that Sophos exceeded his expectations in terms of both cybersecurity and operational efficiency, which resulted in benefits for his entire IT team.

With the enhanced visibility and continuous monitoring that Sophos provides, AFUBRA was able to renegotiate the terms of its cyber insurance policy and reduce its premium costs. With the breadth and effectiveness of Sophos' solutions, AFUBRA was able to phase out several legacy vendors and tools from its security ecosystem, significantly reducing expenses and simplifying management.

With Sophos MDR operating in the background, Guedes shared that his IT team has been freed

from the burden of incident response. "The implementation of Sophos brought immediate gains to the department. Now our team can approach security more strategically and proactively, significantly reducing the time and effort involved in incident resolution," he said. By gaining back time, his team now can focus on growing the association's business.

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In addition, he pointed out that the increase in stability and cybersecurity has directly increased the quality of service AFUBRA delivers to its customers—strengthening its trust and reputation in the industry. These gains will benefit AFUBRA well into the future.

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