Rapid Global Expansion Spurs Skincare Company to Build a Holistic Cloud and Endpoint Defense With Sophos.

Headquartered in Long Beach, California, HydraFacial has been at the forefront of the skincare industry for more than 22 years, providing innovative solutions for consumers and practitioners. The company recently developed a patented, non-invasive skin treatment consisting of machines that remove impurities, along with revitalizing serums. The equipment and consumable products are sold to aestheticians, spas, dermatologists, and plastic surgeons. Over the past year, the innovative company has experienced 80% growth and has expanded to Europe, Asia, and other regions. Next year, it expects to achieve 90% growth.

CUSTOMER-AT-A-GLANCE

hydrafacial®

Hydrafacial

Industry
Medical devices and life sciences

Website
www.hydrafacial.com

Number of Users
500

Sophos Solutions
Sophos Intercept X Advanced
Sophos Intercept X Advanced for Server
Sophos Mobile Advanced
Sophos Central Device Encryption
Sophos Phish Threat

Challenges

‣ Safeguarding onsite and remote endpoints – servers, laptops, and mobile devices as well as intellectual property from advanced threats, including ransomware

‣ Implementing security that addresses a 100% cloud environment

‣ Providing data and privacy protection to enable full compliance with global, regional, and sector regulations

‣ Centralizing security management to service a fast-growing organization with an international footprint

‣ Cultivating a security-conscious corporate culture through education and awareness

How does a fast-growing, cloud-based company architect a comprehensive security program?

HydraFacial's head of IT, Wil Craig—the company's first IT hire—joined the company almost a year ago to oversee and scale up HydraFacial's technology infrastructure. Prior to Craig's involvement, HydraFacial outsourced all its technology functions to various managed service providers. But with its current global footprint, security became a top priority.

Craig now manages a team of 21 IT professionals, most of whom work out of the Long Beach offices, and oversees the U.S., EU, U.K., and Asia locations.

When Craig first joined HydraFacial, the environment was completely siloed. At the time, security was not the main priority. "Our most critical asset is our intellectual property (IP) – we have a device no one else can build and everyone wants – but, at the time, we didn't have a holistic solution to protect this sensitive information," he asserts. "We were concerned about losing data and virus infections. Encryption and tools to prevent ransomware and other threats simply were resources we definitely needed."

What's the first line of defense against today's advanced threats?

Craig and his team initiated an in-depth evaluation of HydraFacial's environment, conducting exhaustive penetration testing to assess the company's security posture, specifically focusing on the endpoint. At the time, endpoint defenses consisted of disparate point products, which proved ineffective against today's sophisticated attacks.

In addition to needing a more consistent and robust way to secure endpoints, such as laptops, mobile devices, and servers, he needed assurance that data privacy would be enforced in order to maintain compliance with GDPR, PCI, HIPAA, and other mandates relevant to the skincare sector, including HydraFacial's medical providers.

'Unlike other vendors, where add-ons have to be 'bolted on,' with Sophos, it's seamless and easy to integrate multiple protections.'

Wil Craig
Head of IT
HydraFacial

'The Sophos team has been great to work with. Sophos is our number one endpoint security vendor, and this will be the case for the foreseeable future.'

Eno Essen
Senior Account Manager
PCM

How does Sophos Central simplify security management and improve security posture?

Working closely with PCM, HydraFacial's trusted advisor and MSP, Craig evaluated multiple vendors. With the help of PCM, he concluded that Sophos was the best choice based on its cloud-based, single-pane-of-glass Sophos Central management console, with its comprehensive, integrated approach to security.

"Unlike other vendors, where add-ons have to be 'bolted on,' with Sophos, it's seamless and easy to integrate multiple protections. And now that we are 100% cloud and depend on applications and platforms like Microsoft Office 365, Salesforce, and Azure every day, we have a solution that can address this environment," says Craig. "Out of all the other endpoint protection providers out there, Sophos has figured this out. With Sophos, everything is clean, clear, and concise. We can utilize Sophos Mobile and Device Encryption easily – the management under one console is completely effortless." While Sophos Mobile supports the company's mobile device policy, Central Device Encryption protects HydraFacial's data, allowing for centralized management.

Craig is especially excited about the Sophos Central alerting functionality. When issues emerge, Sophos automatically sends an alert to the service desk. An experienced and certified PCM technician assesses the console to determine if there is a real threat and proactively blocks or remediates it. Prior to Sophos, HydraFacial's team was always in reactive mode, putting out fires and fixing issues on the fly.

Thanks to the combination of Sophos Intercept X Advanced for endpoint and server, the security team can quickly assess the organization's security posture anytime, anywhere, and respond to incidents faster and more effectively. According to Craig, Sophos Intercept X has

Sophos has set the bar for security. Its products integrate seamlessly to better service a company's whole environment.

Wil Craig
Head of IT
HydraFacial

What's the best way to secure mobile devices against potential data exfiltration?

taken the organization's endpoint security to a whole new level. Leveraging deep learning and anti-exploit technology to stop ransomware, advanced malware, malicious code, and common hacker techniques, Sophos Intercept X Advanced far surpasses HydraFacial's previous endpoint products from multiple vendors.

The server version of Sophos Intercept X Advanced incorporates all of these technologies along with comprehensive protection for server data and applications. Server-specific functionality includes a server lockdown to prevent unauthorized applications from running and cloud platform discovery to help identify rogue servers that lack the necessary protections.

With an increasingly mobile workforce across global locations, Craig was concerned that users would unwittingly download risky apps to their corporate-issued mobile phones, potentially putting sensitive data in harm's way. He came up with a solution with two options for employees. They can use their own mobile devices freely for personal purposes while getting limited access to corporate email and data – with the proviso that they install company-approved security software. Or, they can choose to use a corporate-issued device, which has broader access to corporate assets, but restricts personal use.

Sophos Mobile is the perfect security solution for this scenario. Craig and his team now have better control and visibility to users' apps and activities. Employees can use the devices they prefer and work productively and safely. This Sophos solution simplifies and consolidates mobile endpoint management while providing containerization, which is especially helpful in a bring-your-own-device scenario. Sophos Mobile is the only unified endpoint management (UEM) solution that integrates natively with a leading next-gen endpoint security platform while supporting the management of Windows 10, macOS, iOS, and Android devices. "With Sophos Mobile as a part of our security deployment, we've saved time and effort managing numerous mobile devices across the organization. Not only can we easily manage mobile devices through Sophos Central, but Central provides us the visibility we need," adds Craig.

What are the best strategies for fostering a sustainable security culture?

To cultivate a security-aware culture, HydraFacial has implemented Sophos Phish Threat. With robust Sophos endpoint security solutions in place, Craig feels confident about the protection of various devices. On the other hand, he is concerned about phishing threats targeting users at weak moments.

"We're no longer a small company. We're on the threat radar – cybercriminals are after our IP and our money," he explains. "Because of that, we are launching a company-wide campaign to focus on breach prevention. Education will become the new normal for our organization."

Craig relies on Sophos Phish Threat simulations to educate users about the nature of suspicious emails, credential harvesting, password strength, and regulatory compliance. Sophos Phish Threat reporting allows him to gauge individual and company-wide performance and overall risk level. His goal is to help users become more discriminating when potential threats appear in their inboxes.

With a strong and stable arsenal of Sophos endpoint defenses, Craig has seen many positive outcomes.

"With Sophos, I know what my environment looks like at any given moment," he observes. "Prior to Sophos, I wasn't aware of what people were doing. Having visibility into user activities and threats is a huge benefit. We've shifted from being reactive to being proactive. I see where the gaps are, where threats are coming from, and where more education and training is required. Sophos has helped me build out my security program holistically."

How can the c-suite provide impetus for a more security-aware organization?

With the 360-degree view and simplified reporting provided by the Sophos Central platform, Craig has been able to elevate the discussion around security to company leadership. For example, Craig helped them understand why it's vitally important to protect HydraFacial's IP and who the most vulnerable users can be. Through Sophos Central, he discovered that 40% of attacks were targeting c-level executives, customer service, and sales. These types of metrics have helped him present a cohesive strategy backed by facts on what's needed to address these issues.

"We've started realizing where the challenges and vulnerabilities are. Without Sophos, we would never have been able to do that," affirms Craig.

This has been an eye-opening experience for everyone, including HydraFacial's executive management. They now look at investing in a security as a smart business decision. Within only 90 days of presenting this data, Craig was able to secure budget and roll out a comprehensive security program.

'Sophos truly provides white-glove service.'

Wil Craig
Head of IT
HydraFacial

What role does a trusted partner play in shaping a resilient defense?

Craig attributes his success to both Sophos and PCM.

"Sophos truly provides white-glove service," he points out. "And PCM's help has proven invaluable. I can reach out to PCM and gather unbiased advice about any security or technology product I'm interested in. Their experts are extremely knowledgeable, and they are aware of my environment and the applications we use."

In business since 1987, PCM offers a wide range of technology services and solutions, including hardware, software, services, and consulting, and serves multiple industry sectors, from healthcare to manufacturing and beyond. As a Sophos Platinum Partner, the company promotes a comprehensive array of products the full complement of Sophos solutions. PCM also has a team of dedicated Sophos experts on staff, from business development managers to Sophos-trained and certified security professionals.

PCM's Eno Essien calls Sophos one of their "sleep-better-at-night" vendors. "The Sophos team has been great to work with. Sophos is our number one endpoint security vendor – and this will be the case for the foreseeable future," he states.

As he plans for the future, Craig is exploring Sophos next-generation Sophos XG Firewall for advanced network security. The ultimate objective would be to leverage Sophos Synchronized Security, which enables bidirectional communication and threat sharing between the firewall and endpoints. Sophos Synchronized Security instantly identifies compromised systems and isolates them and identifies and controls unknown applications.

These solutions fit in with Craig's goal of creating a unified security infrastructure. He looks forward to learning more about how these technologies coordinate with current Sophos endpoint technologies to help further protect HydraFacial's network.

"Sophos has a long-term strategy and plan that's better than any other vendor in the market," concludes Craig. "Sophos has set the bar for security. Its solutions integrate seamlessly to better service a company's whole environment."

'With Sophos Mobile as a part of our security deployment, we've saved time and effort managing numerous mobile devices across the organization.'

Wil Craig
Head of IT
HydraFacial

Start your free trial of Sophos Intercept X Advanced today

SOPHOS