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Success
Story

Razor-sharp and indispensable

A global phishing and awareness campaign for Victorinox

What company represents Swiss precision and engineering better than Victorinox, the manufacturer of the original Swiss army knife from the Canton of Schwyz? High standards apply not just to design and production, but also on cyber security.

Company assets are a valuable target for attacks

The reputational damage caused by a cyber attack is one thing, but the harm is quite tangible when cyber criminals get their hands on design plans, product innovations, or customer data. In the bustle of day-to-day work, an employee can easily click on a dangerous link in an email and land on a fake website that tries to steal confidential data. Or someone opens a suspicious attachment too quickly – and malware installs itself in the background and automatically spreads through the company network.

A human firewall protects against hackers

Victorinox employs over 2,000 people worldwide at its main office and 12 international branches. Every single person can make a contribution to cyber protection by recognizing danger early on and acting accordingly. In light of the rapidly increasing number of cyber attacks, every company should include this human line of defense as a permanent element of its IT strategy. Security awareness projects are also a sign of appreciation for employees: someone who is well-trained feels more confident both at work and in their private life.

VICTORINOX

The project

Victorinox decided to act and raise the bar for security before the first hacker alarm was even triggered. The company performed a phishing simulation and offered awareness training for all employees worldwide. terreActive was chosen to handle the project preparation and support during this roughly year-long, multi-stage process. The company Lucy Security, a partner of terreActive in multiple successful projects already, provided a tried-and-tested tool for social engineering.

The cyber defense plan

Victorinox's cyber defense plan consisted of two parts: first, the phishing simulation, in which fake emails in eight languages were sent around the world to find out how well users can already recognize hazards like faked URLs and dangerous email attachments. During the project, the simulation was repeated with new phishing scenarios and more difficult scenarios. Employees were challenged multiple times and their success levels monitored. As a rule, terreActive recommends holding phishing and awareness

> *«Victorinox benefited from terreActive's vast store of experience to rapidly roll out targeted phishing campaigns. terreActive offered helpful advice for evaluating results, making it possible to decide on next steps on the fly. Thanks to our partnership with terreActive and the solution offered by Lucy Security, we were able to design and carry out both the campaign and the training sessions in a highly efficient way.»*
>
> Tobias Hauser
> Head of Information Security
> Victorinox

campaigns at regular intervals to continue raising security levels.
Because of the company's size and global presence, Victorinox's security department made country- and language-specific adjustments to account for the local context.

E-learning for greater security

The second part of the project consisted of global awareness training sessions. terreActive recommended training units to Victorinox that Lucy provides as an e-learning program for companies. On the platform, customers can interactively choose training content in 30 languages, including quizzes, educational videos, example websites, educational emails, etc. The training sessions solicited active participation from employees, familiarized them with the risks, and explained how to respond to a phishing attack. Short tests at the end of each lesson showed employees and the security officer how awareness of security was developing within the company. This way, the IT security culture at Victorinox improved continuously throughout the roughly year-long project.

What does a standard project look like?

The project scope is established together with the customer: scenarios for phishing and awareness are defined, recipients are assigned, and the geographic coverage, goals, and time table are determined.

In the first stage, terreActive selects pre-existing phishing simulations from the Lucy platform based on customer needs. Next comes a review by the customer and a test using a specific scenario. If all technical and organizational requirements have been met, terreActive begins the first simulation in a global roll-out.

In the second stage – a phishing attack with a new scenario and new user groups – the customer can be involved more heavily if desired. Lucy's easy-to-use tool allows terreActive to teach the customer to navigate the platform and carry out tasks independently after only a brief introduction.

About Victorinox

Victorinox is a globally represented family business, currently under its fourth generation of leadership. The company's main office is in Ibach, Canton of Schwyz, in the heart of Switzerland. This is where Karl Elsener founded his smithy in 1884 and a few years later developed the legendary «Original Swiss Army Knife.» Today, the company produces not only the renowned pocket knives, but also high-quality household and professional knives, watches, luggage, and perfume. In 2005, the company took over the traditional knife and watch manufacturer Wenger SA in Delémont. Wenger pocket knives were integrated into the Victorinox product line in 2013. The products are available online, in Victorinox's own stores, and through an extensive network of subsidiaries and distributors in more than 120 countries. In 2021, the company generated a turnover of roughly 408 million CHF with over 2,100 employees.

VICTORINOX

Unique challenges

terreActive runs many phishing and awareness projects for industries like finance, health, and services. This one stood out because of its international character. Often, global companies choose to carry out security projects in only one language (English) and using only one scenario for all countries. Unfortunately, this harbors some risk, as employee attentiveness and interaction are often lower in non-native languages. To achieve a better outcome in cyber security and long-term protection and to motivate its employees, Victorinox decided to take into account the local context. Varying, localized campaigns were put together in eight languages used in 15 countries across Europe, Asia, and North and South America.

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