

# Finansbank

"Other products we considered were really hard to install and configure. It would take up to two weeks for installation...but for Forcepoint it took just two days, which was unbelievable."

**Ahmet Taskeser**

Senior SIMM Leader, Finansbank



## Industry

Financial Services

## Country

Turkey

## Issue

Inbound and outbound threats

## Product

Forcepoint DLP



## ► Overview

Established in 1987, Finansbank is one of Turkey's top five largest banks with over 800 billion TL (over \$300 billion) in assets, 42 billion TL (about \$16 billion) in deposits, and over 8 billion TL (about \$3.7 billion) in shareholder equity. This dynamic, multi-award-winning financial institution has nearly 700 branches and over 12,000 employees.

## ► Challenge

**Financial institutions are high-risk targets and Finansbank is no exception** ► As the leader of Finansbank's Security Incident Management department, Ahmet Taskeser knows that financial institutions are prime hacking targets for threat actors around the world. It is his responsibility to manage and protect Finansbank's customer data — including account numbers, credit card numbers and security tokens — against constant cyberattacks and data theft efforts.

**The latest in advanced threats severely jeopardizes the bank's reputation** ► Taskeser is keenly aware that threat actors are using various inbound attack techniques against Finansbank's security systems in their attempts to gain access to customer data. Some of these attack techniques include advanced persistent threats (APTs) and phishing emails, among others. These evolving threats pose significant and ongoing risk of data breach to Finansbank.

In addition to these inbound threats, Taskeser knows that he must also guard against outbound threats that can lead to data loss and data theft. Outbound data security is a formidable challenge involving accidental as well as malicious actions by Finansbank employees. He understands that regardless of the source, a successful data breach can have a widespread effect that could not only negatively impact its depositors and



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financial partners, but can also severely damage - if not destroy- the bank's brand:

*"The most important thing that we are trying to protect is the reputation of Finansbank, which is priceless for us."  
— Taskeser*

### ► Solution

**An important decision for an evolving threat landscape** › Finansbank required a versatile-yet-powerful security solution to defend against the evolving external threat landscape as well as effectively address the insider threat. After completing proof-of-concepts with multiple security vendors, Finansbank ultimately chose to deploy Forcepoint DLP. The advantages were clear and compelling:

*"With Forcepoint, the solution was much more scalable, had less false positives and fingerprint technologies. We didn't need to add servers to deploy their security solutions, either. With other competitors' solutions, we were required to add up to 12 servers. This, coupled with the expertise and exceptional support from the Forcepoint engineers, made the decision to go with Forcepoint very simple for us."  
— Taskeser*

### ► Results

**Immediate insider threat visibility** › Not only does the solution provide superior data theft prevention, but the management of the solution has been particularly beneficial. The Forcepoint solution has only one interface to manage all policies. This makes it easy for Ahmet to administer or update policies no matter if the user is working on-site or remotely.

Finansbank has experienced a direct, positive financial result by implementing Forcepoint DLP as well:

*"Before Forcepoint, we had four employees who were devoted to reviewing highly secure documents before they were sent to auditing companies. Now Forcepoint does the reviewing for us."  
— Taskeser*

**Proactive security that educates and protects end-users with confidence** › As a high-profile financial institution serving millions of customers and responsible for hundreds of billions of assets, the stakes are high for Finansbank and Ahmet. Protecting its customers' critical data requires advanced Data Theft Prevention that proactively stops inbound and outbound threats as well as preventing data from going where it shouldn't. This dramatically improved the protection level of their critical data and has allowed Ahmet to more efficiently leverage his security assets as well as raise the security IQ of Finansbank employees.

For Finansbank, Forcepoint's advanced, proactive security lets the company serve its customers with confidence. But it also delivers just a bit more:

*"I sleep better at night knowing that our data is secure with Forcepoint."  
— Taskeser*