ESET SUCCESS STORY

Canon Marketing Japan Inc. adopts MDR solution

"The implementation of ESET's security solutions has been seamless across our approximately 23,000 computers and devices, with no concerns or complaints reported by any of the thousands of employees who utilize the system."

Mr. Taro Tanaka
General Manager, IT Architect Division,
Canon Marketing Japan Inc.

Canon
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INDUSTRY
Services

WEBSITE
https://canon.jp/

COUNTRY
Japan

PRODUCT
ESET PROTECT MDR Ultimate
Number of seats: 23,000

The Customer

Canon Marketing Japan Inc. is a member of the global Canon Group. It conducts marketing activities for Canon products in Japan and proposes unique solutions to a wide range of customers, from large corporations to individuals. It also operates in the field of IT security, providing "**total security solutions**" that solve customer problems via "**technical capabilities**," "**proposal capabilities and response capabilities**," and "**support capabilities**."

"*Our commitment to security is unwavering,*" says Mr. Seiji Fukazawa, Manager of the IT Security Technical Department within Canon Marketing Japan's IT Architect Division.

Canon Marketing Japan has thousands of employees across 10 companies utilizing its system via 23,000 endpoints.

The Challenge

Canon Marketing Japan had long utilized ESET products as its main digital security solution. It had never encountered any major issues – but had also witnessed the recent surge in malware threats and the shift to remote work during the Covid-19, prompting it to reassess its group-wide security measures. It recognised the urgent need to bolster its security posture and decided to upgrade to a new system, driven by the need to better mitigate risks But the challenges of securing such a large operation are immense. Canon Marketing Japan Inc. anticipated a year-long timeframe for a new security solution to reach full operational status, once necessary post-installation tuning was taken into account.

"GIVEN OUR ROLE IN SELLING OFFICE EQUIPMENT AND PROVIDING IT SOLUTIONS, WHICH OFTEN INVOLVES HANDLING SENSITIVE CUSTOMER INFORMATION, MAINTAINING ROBUST SECURITY IS NOT JUST A NECESSITY – IT'S OUR RESPONSIBILITY,"

explains **Mr. Seiji Fukazawa.**

The Solution

ESET PROTECT MDR Ultimate's prevention and detection mechanisms instilled a strong sense of confidence that Canon Marketing Japan would be able to effectively monitor alerts and identify processes and computers exhibiting similar behaviours post-implementation.

The company chose ESET PROTECT MDR Ultimate, and in an impressive feat it installed EDR/XDR on approximately 23,000 devices in just four months. The swift launch of enhanced security operations was made possible through the strategic use of ESET MDR services, explains Mr. Seiji Fukazawa:

"This swift accomplishment can largely be attributed to the decision to leverage an MDR service for operations management. Had we opted for an in-house approach, the process of selecting and training personnel alone would have significantly prolonged the timeline, potentially leaving us vulnerable in the interim."

What capabilities are included in this feature-rich platform?

- **ESET Endpoint Security**
- **ESET Server Security**
- **ESET Mobile Threat Defense**
- **ESET Full Disk Encryption**
- **ESET Liveguard Advanced**
- **ESET Cloud Office Security**
- **ESET Mail Security**
- **ESET Inspect**
- **ESET Detection and Response Ultimate (MDR)**
- **ESET Premium Support Advanced**

The implementation of ESET's security solutions across 23,000 endpoints has been seamless, with no concerns or complaints reported by any of the thousands of employees who utilize the system, says Mr. Taro Tanaka, General Manager of Canon Marketing Japan's IT Architect Division:

"The usage is likely so stress-free and intuitive that it doesn't warrant special attention. ... Nonetheless, we aim to highlight the impact of this deployment. Sharing metrics such as the alert detection rate empowers our employees to work confidently, knowing they are well-protected, which in turn fosters a culture of security awareness."

KEY BENEFITS FOR CANON MARKETING JAPAN INC.

- World-class XDR technology
- Full MDR with round-the-clock premium support
- Ease of management
- Cost and resource efficiency

The Result

With the adoption of ESET PROTECT MDR Ultimate, Canon Marketing Japan now benefits from a high-performing solution that relieves it of the need to acquire or maintain additional internal resources, allowing Canon Marketing Japan employees to focus on their core capabilities. As Mr. Taro Tanaka concludes:

"Lightening the operational load has a positive ripple effect, enabling our employees to approach their work with a proactive mindset. It opens up opportunities for innovation and experimentation. In hindsight, the sooner introduction of ESET PROTECT MDR Ultimate would have been beneficial. I wholeheartedly recommend it to any enterprise considering its implementation."