

Retailer gains more productivity in operations by migrating to Blockbit security technologies

With his entrepreneurial vision, businessman Ailton Caseli transformed his small corner store into the largest retail and fashion chain in Midwest Brazil and one of the largest in the country

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With a team of approximately 1800 employees and a technology park with a data center and over 1780 devices, Grupo Avenida has the challenge of securing its network environment, ensuring productivity in communications and transactions in its stores and offices. To protect data integrity and control information flow and requests across its network, the retailer used a firewall solution to cover its entire infrastructure. However, instabilities and failures in the operation of the old system began to directly affect the productivity of stores. The company used VPN, Firewall, Proxy and other solutions on devices that were not efficient. However, the problems experienced with the system failure and the lack of availability of services were aggravated and contributed to the decision to migrate to a new technological solution. “There were always obstacles that generated various problems in Grupo Avenida’s daily operations. At points of sale, volatile environmental control prevented sales from being completed with credit cards, for example. And converting sales is essential in retail,” says Edjamar Cunha, Network



Cliente

Grupo Avenida began its history in a space of 50m² in the city of Cuiabá (MT) in 1978. Currently the group owns the brands “Lojas Avenida”, “Giovanna” and “Cartão Club Mais”. The retail network has around 120 stores in 11 states of Brazil and began using Blockbit Platform products to manage the security of its IT environment. After the instabilities and failures in the operation of the old firewall system, the company decided to migrate to the platform and now has a stable network, free of interruptions and optimized management.

Recreation Industry

Wholesale

administrator at Grupo Avenida. “We have wasted a lot of time with the IT team trying to reverse frequent service failures. Another bottleneck pointed out by the operation was email applications. The Group uses Google services to manage accounts, but was unable to control Firewall applications on the old system. As a result, private access was blocked, affecting employees' access to information exchanged via e-mail.

Resuming sales efficiency

In September 2016, through Agion Tecnologia, the Blockbit's channel in Cuiabá, Grupo Avenida started a technological migration

project, using Blockbit Platform to ensure the security of the data of its infrastructure, with the objective of recovering efficiency and productivity. As it was a retail operation, the application of the new technology could not affect store operations. “We had to act quickly, because we couldn't stop a system with over a thousand users. So it was like fixing a plane in mid-flight,” says Thiago Coronel, CEO of Agion Tecnologia. The full implementation of the project was carried out in approximately 40 hours. In addition to the technology migration process, Blockbit support, which works 24x7x365, followed the entire process of experience with the new product, consulting the IT team on the configuration of services, the application of policies, and the necessary adjustments in the testing period.

More stability with an integrated solution

The first results were visible quickly, mainly in terms of greater stability and agility of the system, more control over information and better performance. The main evidence as to the effectiveness of the new technology was holidays, such as Children's Day and Christmas - in the previous 3 years, these were times when the IT team suffered problems with the old system. In addition to addressing the features already envisaged by the Avenue Group, the Blockbit Next-Generation Firewall began to address a recurring challenge of using web application content, which often affected computer productivity. “The system served us a lot,” says Edjaumar Cunha of Grupo Avenida. “We needed to control our emails and the old system couldn't handle it, it failed and delayed all the processes. Now we can also filter packages quickly and control access in online searches, which also presented us with many problems”. Another aspect that played a key role was the application of Next-Generation Firewall technologies for the security of all data on the Club+ card, a credit service offered by the Group, without an additional investment of time and costs. Although there were already studies to implement a Firewall solution to protect data privileged to Club+ customers, only with the new tool the retailer was able to unify security systems. And since NGFW was deployed in their data center, monitoring of the entire data network has been unified on a permanent basis.

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able to test the system thoroughly and the support team was always present. Now we are satisfied and slow times in the network environment are a thing of the past,” says Humberto Fávero, Computer Director at Grupo Avenida. “Next-Generation Firewall is a dynamic solution and offers only the best for our users.” “Security concerns have increased dramatically in recent years, especially as the enterprise-centric vulnerability exploitation landscape has changed, and today all segments and sizes of companies are targeted,” says Cleber Ribas, Vice President at Blockbit. “This change of vision is well aligned with the scenario we have in the world today. Businesses

must invest in security to protect their information without losing productivity.” “Blockbit's mission and challenge is to offer all kinds of companies cutting-edge, scalable, easy-to-use and cost-effective technology solutions. We are pleased to provide permanent protection to Grupo Avenida’s data, helping them to resume the efficiency of their systems and the productivity of their businesses,” says Ribas.

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