

Pernod Ricard expands cyber resilience through evolving partnership with Kudelski Security

Leveraging MDR ONE Resolute, Pernod Ricard strengthens global cyber defense with faster threat detection and scalable security operations to support its growth and digital transformation.

CHALLENGE

As a global leader in the spirits industry, Pernod Ricard operates with a decentralized model and diverse international presence, managing iconic brands like Absolut Vodka, Ballantine's whiskey, and Martell cognac.

Since 2019, Kudelski Security has served as Pernod Ricard's MDR provider. However, the company faced growing challenges that demanded a stronger cybersecurity posture in response to:

- **An Expanding Attack Surface:** Rapid growth, digital transformation, and decentralized operations heightened the risk of advanced threats and data breaches.
- **Resource Gaps:** The internal cybersecurity team required expertise and scalability to handle complex, 24/7 threat detection and response demands.
- **Operational Complexity:** Protecting both IT and operational technology (OT) environments with unified security measures became critical.

SOLUTION

To meet Pernod Ricard's evolving needs, Kudelski Security introduced MDR ONE Resolute, a next-generation Managed Detection and Response service designed to enhance protection, adapt to new challenges, and align with their digital transformation journey.

Key features of the solution include:

- **24/7 risk-based threat detection and response:** leveraging advanced analytics, AI-Based detection models, automation and expert human analysis to detect and neutralize modern threats, including identity-based attacks and cloud-specific vulnerabilities.



Pernod Ricard



Through constant collaboration, we have significantly reduced our attack surface and strengthened our cyber resilience. Kudelski Security's expertise has given us the ability to prioritize incidents effectively and the confidence of knowing a trusted team is watching our back 24/7."

*Xavier Gaubert, CTO
Pernod Ricard*

COMPANY PROFILE

Industry: Global Leader, spirits industry

Sector: Spirits & Beverages

Location: Global

Footprint: Headquartered in France; over 19,000 employees worldwide with operations in more than 160 countries

MAIN CHALLENGE

- Expanding global operations and digital transformation which demanded scalable cyber protection.
- Reliable security partner to augment own security team with risk-based approach.

- **Modern XDR architecture:** Integration of a high-performant data lake and a SOC platform into Kudelski Security's FusionDetect™ XDR platform to enable seamless ingestion, storage, enrichment and cross-correlation, creating context-rich attack stories for analysts and reducing MTTR for clients.
- **Scalable protection for a growing attack surface:** Ensuring Pernod Ricard's global operations remained secure as they adopted more cloud-based applications and expanded their infrastructure.
- **Proactive threat management:** Tools like proprietary Threat Navigator for benchmarking MITRE ATT&CK coverage, security posture and customized KPIs to align with Pernod Ricard's operational goals.

Kudelski Security also replaced the legacy SIEM platform with a modern XDR architecture, significantly improving incident prioritization and reducing false positives.

OUTCOMES

Pernod Ricard's partnership with Kudelski Security has evolved significantly, resulting in improved security posture. The adoption of MDR ONE Resolute delivered transformative results in two key areas:

Enhanced Protection with MDR ONE Resolute

- **Improved threat detection and response:** Earlier detection of incidents and proactive identification of mainly endpoint, identity and cloud security threats.
- **Adaptive security for evolving cloud environments:** The service continuously adapted to Pernod Ricard's expanding cloud footprint, providing scalable protection for new applications and technologies while helping the security team proactively address emerging risks and compliance challenges.
- **Improved visibility and decision-making:** Kudelski Security's dashboards, confirmed security incidents and Threat Navigator provided actionable insights, supporting Pernod Ricard's security team to prioritize risks and focus on what mattered most.

Adapting to Pernod Ricard's Needs:

- **A partnership built to scale:** Kudelski Security's ability to adapt to Pernod Ricard's growing and changing needs has been critical to the success of the relationship. The introduction of MDR ONE Resolute marked a significant step forward, ensuring Pernod Ricard's defenses evolved alongside their digital transformation.
- **Cost predictability:** Stability and scalability without unexpected increases in operational expenses.
- **Support for strategic initiatives:** By offloading the operational burden of threat detection and response, Kudelski Security allowed Pernod Ricard's internal teams to focus on broader risk management and strategic projects.

RESULTS



Threat detection accuracy:
Significant improvement
with reduced false positives.



Faster incident response:
Minimized response times,
enabling rapid containment
and remediation.



Adaptive partnership:
Expanded to protect new data
sources and address growing
attack surfaces.



Operational efficiency:
Reduced burden, allowing
internal teams to focus
on strategic risk and
cybersecurity projects.



Peace of mind: Continuous
24/7 coverage ensures
robust defense against
emerging threats.

"I recently joined Pernod Ricard and found a real partner in Kudelski Security. They listen to our concerns and offer us tailored services to help us manage our cyber risks as efficiently as possible."

Thomas Degardin,
Group CISO