



## Online retailer reduces business risk

Shop Direct is the second-largest pureplay digital retailer in the United Kingdom, with £1.93 billion in annual sales and 4 million active customers. Its brands include digital department stores [Very.co.uk](#) and [Littlewoods.com](#), as well as luxury fashion retailer [VeryExclusive.co.uk](#).

### Enabling digital transformation

Over the last several years, Shop Direct has transformed from a catalog operation to a pureplay digital retailer, with 69% of online sales via mobile devices.

However, digital transformation also created new risks.

“Every organisation at some point is subject to a breach, incident or cyber event,” said Liam Fu, head of information security at Shop Direct. “The ability to quickly and accurately detect and respond to threats is paramount, and Vectra is helping us reduce business risk.”

Shop Direct needed to protect its ecommerce platforms, maintain customer trust and meet regulatory requirements like the European Union’s General Data Protection Requirement (GDPR).

### The risk reality of digital business

Shop Direct has 1.3 million visitors a day and four million active customers. Its systems hold a wealth of information that needs to be protected.

“Companies are always at the risk of data loss and network attacks,” said Fu. “They can be internal or external, malicious or non-malicious. It doesn’t matter. We need to be able to isolate and detect threats.”



### Organization

Shop Direct

### Industry

Retail

### Challenge

Shop Direct wanted to automate threat detection and response to protect its business

### Selection criteria

AI-based automated threat detection solution that’s flexible and simple to deploy and use

### Results

- Strong security is a critical enabler, protecting £1.93 billion in revenue
- Quickly identify the highest-risk threats in e-commerce sites, corporate systems in the cloud and private data centers
- The in-house security team is more efficient with automated threat hunting

Shop Direct also wanted to ensure that its security and privacy practices were tightly aligned with GDPR and other mandates.

“For regulators, detection capabilities and the way you respond after a breach is critically important,” said Fu. “You need to close the gap between compromise and detection and communicate what happened.”

## Automate security operations

Knowing that he needed to automate threat hunting, Fu turned to the Cognito™ automated threat detection and response platform from Vectra.

A security analyst in software, Cognito automates the labor-intensive work of threat hunting and shows where attackers are hiding and what they are doing.

“Vectra makes threat hunting more efficient,” said Fu. “Automation achieves efficiencies of scale.”

## Stop in-progress attacks faster

“With Cognito, we can monitor and detect threats as quickly as possible,” said Fu.

The highest-risk threats are instantly prioritized by Cognito, enabling the Shop Direct security operations center (SOC) to respond quickly to stop in-progress attacks.

To identify signs of compromise across the enterprise, Cognito threat detection models continuously learn the behavioural norms of devices. Threats are automatically scored and correlated with compromised hosts, and specific threat behaviours are correlated across hosts to provide the SOC team with a narrative of developing attacks.

With Cognito, the SOC team has visibility into malicious behaviors like hidden tunnels and remote access tools operating in the enterprise network, exfiltration from the data center, administrative protocol and credential abuse, and signs of rootkits and backdoors implanted in the physical data center infrastructure.

## Part of a well-coordinated ecosystem

“Vectra is important to our journey,” said Fu. “We’re moving to cognitive security, where we can predict, prevent, detect and respond to cyberthreats faster – and continually improve our practices.”

Cognito is a vital part of the Shop Direct security infrastructure, coordinating with existing security systems to improve and automate workflows.

“It’s imperative that security tools are adaptive, with capabilities that flex to our needs,” said Fu. “With Vectra, we have a solution that coordinates with other tools. Simplifying security means less time and effort spent.”

## Digital trust is the foundation

For a digital business such as Shop Direct, information security is critical. With Cognito searching for threats around the clock, Shop Direct can fulfill its brand promise to “make good things easily accessible to more people.”

“*Vectra has helped us reduce our business risk.*”

Liam Fu  
Head of Information Security  
Shop Direct

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