



HEIMDAL™  
SECURITY

# KAUFMANN

SINCE 1908

Case Study

Company Name: AXEL KAUFMANN ApS

Industry: Retail clothing

Year founded: 1908

Number of employees: 350

Global presence: No

Official website: [www.kaufmann.dk](http://www.kaufmann.dk)  
[www.kaufmann-store.com](http://www.kaufmann-store.com)

## About Kaufmann

A mission and a motorbike. That's how it all started. The mission was clear – to supply quality clothing for men. And the motorbike? Well, what else could it be but a Harley Davidson? And the man riding the bike, the man who started the whole adventure?

That was Axel Kaufmann, who went on to open Kaufmann stores throughout Denmark, focusing on men's fashion, outstanding quality and expertise.

Today, over 100 years after the company was founded, Kaufmann still sells menswear of the highest quality from famous and popular brands from over the world and continue to focus on outstanding quality and extraordinary service, ready to provide advice as soon as you need it.

## Key Benefits of using Heimdal Security solutions:

- AI-driven forensic cloud-based security
- Easy management
- Always new value-added features

## Finding the right solution

Having been a customer of Thor Premium (Threat Prevention Endpoint, Patching and AV) since 2019, AXEL KAUFMANN ApS quickly decided on our core offering of products and technologies based on Heimdal Security's popularity and ability to go beyond basic cybersecurity measures, and they've recently acquired Infinity Management, Ransomware Encryption Protection and Privileged Access Management (PAM) as well.

*Being confronted with various challenges from a management perspective into maintaining uptime and business continuity led to an active search to facilitate the journey to growing your security posture. What were the key requirements you were looking for in a cybersecurity vendor?*

*"We required an easy cloud-based management with an AI-driven security solution also protecting mobile client not behind our corporate firewalls 24/7 besides a traditional AV product.*

*We also needed a new light weight Patch Management system for Microsoft updates, 3rd-party applications and in-house apps and scripts. To be clearer, we wanted to make third-party patching easier while developing a strong security posture and knowing that our users are always safe.*

*Fortunately, Heimdal's scalable, adaptable, and straightforward solution successfully manages on-the-fly software patching from anywhere in the globe and on any schedule. The fact that we can track the progress of issues and handle everything from one location was definitely a huge bonus."*

*Describe the main security pain points you've experienced and which Heimdal™ solved.*

*"In short, faster and better endpoint protection of Windows clients, easy patch management, better protection against ransomware, plus removing local admins rights for all end users.*

In this day and technology, we can't envision patching by hand, so we'd need to employ an automated approach. For security concerns, we couldn't leave users with open free access since user rights were becoming a point of contention.

However, all the requisite approvals and escalations were starting to become a real time management nightmare."

After describing the challenges they've faced (including requiring a significant amount of time and effort to make patches function in their context) with Heimdall's help, the team at Kaufmann can now manage admins' rights on a truly professional level, if necessary, for each file and folder independently.

**Describe the impact and benefit you've experienced by having the Endpoint Detection and Response suite provided by Heimdall™.**

"Easy management and no need to maintain upgrades or updates to the security solution which is fully managed by Heimdall, with the benefit of allowing us to concentrate on the actual security part.

Heimdall was undoubtedly the strongest value offer of all the possibilities we considered before making our final pick. We receive superb protection, convenience of use, and for a fraction of the cost of similar solutions. Our IT team is also freed from unnecessary hours. In the end, it's a win-win situation."

## Growing the Business

**Describe in one short paragraph why you chose Heimdall™ over other options.**

"Since we were using the Heimdall Threat Prevention Endpoint, Patching and Antivirus since 2019, the decision was quite simple. Due to the complete endpoint protection provided by the modules cooperating under a single unified platform, we made the decision to select it over other solutions we were evaluating at the time.

The build-in DarkLayer Guard™ and VectorN Detection™ give us the ability to thwart active attacks and speed up our investigation by utilizing the distinct intelligence obtained via blocking threats at the DNS, HTTP, and HTTPS level. This makes it possible to identify susceptible endpoints and fortify them against potential threats, enabling a proactive approach to security.

On top of that, the Heimdall™ Patch & Asset Management module has allowed us to apply the most recent software updates in our organization much more quickly and ensure that the endpoints are protected from attacks that could have targeted outdated software."

**Describe how your systems would have been impacted if you did not have the DarkLayer Guard™ module provided by Heimdall.**

"The ability to also protect mobile clients from phishing schemes, malware attacks, adware and many more security risks when not behind the corporate office firewalls have saved us from numerous threats and possible infection of our internal networks. Luckily, the DarkLayer Guard™ prevents malware from communicating with criminal infrastructure by blocking it at the traffic level, which is a massive advantage.

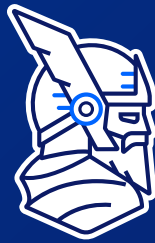
We primarily chose Heimdall™ because it provided an additional layer of security (patch management and traffic monitoring/blocking at the network interface level) to help us combat the various and very serious ransomware threats that are now present. We have been successful in keeping our IT environment safe. Additionally, with the Patch & Asset Management's simple application updates, we can use our time on other things with the confidence that Heimdall™ always keeps us protected."

**Robert Vilhelmsen**, Senior System Manager  
AXEL KAUFMANN ApS

## About Heimdall

Founded in 2014 in Copenhagen, Denmark, Heimdall™ is a leading European provider of cloud-based cybersecurity solutions ranging from threat prevention, patch and asset management, and endpoint rights management, to next-gen antivirus, email security, and remote desktop.

Currently, Heimdall's cybersecurity solutions are deployed in more than 45 countries and supported regionally from offices in 15+ countries, by 175+ highly qualified specialists. Heimdall™ is ISAE 3000 certified and secures more than 2 million endpoints for over 10,000 companies worldwide.



# HEIMDAL™

SECURITY

Leading the fight against cybercrime.

[www.heimdalsecurity.com](http://www.heimdalsecurity.com)

E: [sales.inquiries@heimdalsecurity.com](mailto:sales.inquiries@heimdalsecurity.com)

P: +45 7199 9177

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