

CASE STUDY



HAIER EUROPE ENTRUSTS GLS TO DEPLOY CYBERSECURITY AWARENESS TRAINING AS PART OF ITS 'MASSIVE DIGITAL TRANSFORMATION'



“As the Chief Information Officer overseeing a massive digital transformation in a large organization, our time is very limited. GLS Managed Services has eliminated the time-consuming processes and stress of implementing our Security Awareness Training and Simulated Phishing program by taking over the heavy-lifting. GLS has worked closely with my team of IT professionals to ensure that our users rapidly received high-quality training and that detailed reporting is made available to the stakeholders on the progress of the program.”

– Jon White, CIO, Haier Europe

SITUATION

Haier Europe

Haier Europe is the European arm of Haier Smart Home Co., Ltd., a leading global household appliance manufacturer. The company designs, manufactures and sells a wide range of household appliances, with a comprehensive offering of smart household technology. Haier’s leading brands include Candy, Hoover,

GE Appliances and Fisher & Paykel.

Haier has expanded globally through leading innovation, intelligent manufacture and branding, having become the world’s largest manufacturers of home appliance goods. Haier Europe, headquartered in Brugherio (MB), Italy, is focused on meeting the increasingly sophisticated demands for personalized smart products in the era of the Internet of Things (IoT).



As a global manufacturer utilizing advanced smart IoT technology solutions, Haier's IT Security executives wanted to harden the company's defenses against cyber attacks. They also recognized Haier's role, as a leader in the market, to establish exemplary cybersecurity standards that extended to employee awareness and preparedness.

Implementing a comprehensive cybersecurity awareness and anti-phishing training program of this scale across operations and in multiple languages was new territory for Haier. To ensure success, Haier sought an experienced security training provider to meet the needs of users worldwide.

In its search for the ideal partner, Haier defined three key requirements that were essential for success:

1. Access to a comprehensive and **best-in-class security awareness training library** available for users in a variety of formats
2. A **dedicated managed services** team providing program planning, strategy, implementation and support to successfully deploy and monitor the cyber training program
3. Management and delivery of bi-monthly **phishing simulations** in **six languages** to targeted users

SOLUTION

After an extensive evaluation process of leading solution providers, Haier selected Global Learning Systems (GLS) based on its experience and ability to deliver a fully managed, cybersecurity and data privacy training program with phish testing in six languages across Europe and China.

GLS created a tailored, localized program to meet Haier's timeframe and account for limited internal resources. Haier opted for Managed Services, whereby GLS would handle the implementation and deployment to save the client time and resources.

The program included comprehensive security awareness training for users in a variety of formats: core compliance courses, modules, short videos and assessments. Bi-monthly managed phish testing using GLS's SecurePhish® simulation tool was also deployed in six languages. The program evaluated end-user knowledge gaps and specific areas of risk based on results of phishing simulations and promoted behavior change with immediate, just-in-time feedback and remedial training.

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RESULTS/OUTCOMES

GLS was responsive and attentive to Haier's goals and needs. Detailed planning and clear communication ensured that training was deployed and completed on time – factors critical to the success of the program. The initial rollout was accomplished to meet an important deadline, enabling Haier to take full advantage of government incentives.

The training content was well-received, including by the C-suite. The company's CEO actually received a phishing email just after completing his training, but luckily, he had been trained to recognize the scam.

Many Haier employees were under the impression that phishing scams were only sent in English, so the multi-language testing broadened their awareness. The simulations raised awareness by providing immediate feedback and remedial training focused on individual failure points.

Says Jon White, CIO of Haier Europe:

“Global Learning Systems’ responsiveness to questions and program changes has been outstanding. When technical questions or new business needs have arisen, GLS has been very quick to find and propose solutions to keep training running smoothly.”

Based on the success of the program, the company's CISO recommended GLS training to other sectors within the Haier Group. Haier is also considering expanding the scope of Managed Services to include additional languages in the course library.



For more information or to schedule a demo, contact a GLS representative.
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