

Bespoke Hotels waves goodbye to business email compromise and phishing with Cyren Inbox Security

The Challenge

Like so many organisations today, Bespoke Hotels was battling a daily onslaught of phishing emails and business email compromise attempts. However, their situation escalated when the business experienced a couple of serious phishing attacks and a ransomware breach that could have resulted in a significant financial loss.

In previous years, Bespoke Hotels had run its own email exchange server, but since moving to Microsoft Office 365, the team had noticed an immediate increase in phishing and other email attacks. The sheer number of emails received each day meant the organisation was at major risk of another breach. It was decided that the IT team needed to deploy an additional defence for Exchange Online, the cloud email service included in Office 365, that was accessible for everyone in the business and would deliver immediate results in preventing and stopping phishing emails and ransomware attack attempts.

Despite being recommended a solution by the company that managed their Microsoft Office 365 infrastructure, the Bespoke Hotels team opted for an open-minded approach and conducted thorough research into the myriad of different anti-phishing solutions available. The structure of Bespoke Hotels meant that the organisation had very unique requirements. Managing around 90 hotels means the company was juggling 90 balls at once, and they needed an email security solution that would encompass each and every one and their individual infrastructures and existing systems.

The Solution

Through this research Bespoke Hotels discovered Cyren Inbox Security (CIS). Each product on the market is promoted for its unique features and idiosyncrasies, so it can be challenging to find the solution that perfectly matches your business objectives. However, the team concluded that Cyren met their top three requirements: ease-of-use, accessible roll-out management, and a centralised system.

What really stood out for the team at Bespoke Hotels about CIS was how all features were centred around accessibility and efficiency, for both onboarding and ongoing day-to-day use. CIS provides full native integration with Office 365 - so no time was wasted in setting up the system alongside current services - and automatically remediated advanced phishing attempts.

Furthermore, employees across the organisation can scan and report any stray suspicious emails with the click of a button, meaning the IT team is not inundated with potential threat alerts. One of the struggles for the team beforehand was responding to each reported message in a timely manner while travelling from site to site. With CIS, the sheer number of nuisance and malicious emails reaching inboxes are greatly depleted, and the small number of suspicious emails that users submit for further analysis are investigated by the Cyren Incident Response Service completely eliminating this category of alerts for the Bespoke Hotel IT team.

From start to finish, the implementation took a mere couple of weeks. Perry Thomas, Group IT Director, at Bespoke Hotels commented, "the time-scale could have been shorter, but we made the decision to roll the solution out in stages to make it more controllable."

Staggered implementation is a common approach when deploying a new solution, and it meant Bespoke Hotels could become accustomed to the new security system in their own time.



The Result

The Bespoke Hotels team recorded an immediate drop in the number of phishing and BEC emails received within the first week of deployment. “It was refreshing to see how quickly the inbox solution was able to reshape our email system and deliver such noticeable results,” says Perry at Bespoke Hotels.

Not only did the solution massively reduce presence of phishing and BEC in users’ mailboxes, but the people from across the organisation were able to get on board. Perry noted how individuals – even those who weren’t technically minded – were actively scanning and reporting suspicious emails on the occasion they got through, which indicated that the whole business was stepping up and taking responsibility for their security.

Having the new email security solution helped raise everyone’s awareness to the amount of evasive threats they had received beforehand, and so the general recognition of cybersecurity within the company increased. Perry further commented, “we definitely got a speedy return on our investment. Cyren Inbox Security does what it says on the tin and certainly lived up to our expectations.” After experiencing a significant financial loss from a past phishing attack, having a reliable and accessible email security solution has greatly improved the organisation’s security posture.

Bespoke Hotels has confirmed an additional three hotels opening up in the next year, and the team will be using Cyren across all of them.

Concluding Testimony

Perry added, “a major highlight for us was the unwavering support we received from the Cyren team throughout the process. I’ve been in IT for 45 years, and previously, the process of installing a new system would fill me with dread and fear. Cyren however, made it easy and pain-free.”

“Cyren fitted our vision perfectly and is now our preferred email protection provider of choice. We would recommend Cyren to anyone looking for reliable inbox security with a particular need for immediate results,” Perry concluded.

About Bespoke Hotels

Bespoke Hotels is a hospitality management company that oversees around 90 leisure and business hotels across the UK. The organisation currently employs in excess of 2000 people to work with the wide number of hotel owners and asset management companies. In total, Bespoke Hotels has around 600 user accounts in two Office 365 tenancies.

