

CASE STUDY

# DR. KONG Adopts Managed Detection & Response Strategy for Email Security



**Client**

DR. KONG

**Industry**

Retail

**Location**

Hong Kong & International

**The Challenge**

- +Very difficult to identify hidden threats among massive volume of business emails in a timely fashion
- +Original built-in protection does not cover ATP Protection

**Key Benefits**

- +Sandboxing at local data centers
- +Dynamic URL scanning
- +AI engine aidar™ to detect anomalies that are missed by traditional signature-based engines
- +Enhanced Chinese Spam filtering
- +Local 7 x 24 fully managed service with Cantonese, Mandarin and English support

**The Company**

Established in 1999, DR. KONG was the first foot care retail brand to promote their innovative “Check & Fit” foot assessment and has obtained Hong Kong standard patent certification. Their iconic healthy shoes and insoles for kids make the brand particularly well-known among parents. The brand currently operates over 800 stores in more than 10 countries and over 60 stores in Hong Kong.

**The Challenge**

With over 800 stores in more than 10 countries, it is a daily norm for the company to receive thousands of emails in different languages, including but not limited to English, Traditional Chinese and Simplified Chinese. It was a daily challenge for the IT team to make sure that every single email that reached their end user’s inbox was safe and legitimate business email.

In the post-pandemic era, the company relies heavily on email to communicate with suppliers, customers, as well as between internal parties. Meanwhile, the retail industry is one of the prime targets for phishing attacks and is experiencing more breaches than ever. It is very common that hackers pretend to be customers and send inquiries with malicious content such as phishing links and zipped files with potential malware. Some attacks may even pretend to be their trusted business suppliers and send fraudulent invoices with altered bank transfer information, trying to deceive Finance staff into wire-transfer scam.

While the built-in protection in their email service does not cover ATP protection. The IT team realized that a potential phishing attack may not only result in substantial financial loss, but it could also damage the business’s reputation and even halt retail store’s operation. To strengthen the defense against target phishing, the IT team took proactive measures and chose Green Radar as their service provider on email security.



**Green Radar has allowed us to be more strategic in our approach to cybersecurity and not worry about the operational aspects of handling email threats anymore.**

*Mr. Jack Yip, IT Manager  
DR. KONG*



## The Solution

With its local **Security Operations Center (SOC)**, Green Radar can quickly response to the latest local threat intelligence, in addition to the global threat intelligence that is commonly seen in the market. Green Radar's proprietary AI engine **aidar™** is particularly adapted in filtering malicious emails that are written in Traditional / Simplified Chinese. Also, besides traditional spam and virus filtering, Green Radar's **grMail™** leverages **sandboxing technology** and **fully managed security services** to analyze anomalies alert seamlessly, providing a comprehensive protection against known and unknown threats in real time.

## The Results

By partnering with Green Radar, DR. KONG noticed 80% reduction in the resources it takes to manage and maintain its email security platform. "We were really impressed with the high capture rate. Their technology was very accurate in filtering Chinese emails too. grMail™ captured most of the phishing threats which were used to bypass traditional anti-spam and anti-virus checking," said Mr. Jack Yip, IT Manager of DR. KONG. "The Security Operations Center (SOC) proactively tracked down malicious emails and provided invaluable advice to fine-tune our email platform policy to optimize the email security".

Having entrusted email security with Green Radar for almost a year, the customer continues to see benefits. "Green Radar has allowed us to be more strategic in our approach to cybersecurity and not worry about the operational aspects of handling email threats anymore. The platform and their team of experts are very professional and reliable," Jack concluded.

To Learn more about Green Radar, please visit: [www.GreenRadar.com](http://www.GreenRadar.com)

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### About Green Radar

Green Radar is a next generation of email security company using big data, global threat intelligence, artificial intelligence and security experts, to provide enterprise with email threat detection and response and in-depth threat analysis by Managing Detection & Response (MDR) approach.

Green Radar is a wholly-owned subsidiary of Hong Kong's leading cyber security company - Edvance International Holdings Limited (1410.HK). We setup Security Operation Center (SOC) in Hong Kong and Singapore supported by 24/7 local security expert team, to provide real-time monitoring, analyzing, and responding to cyber threat from email for customers.