

Customer Spotlight



trendyol

Customer: Trendyol

Industry: E-commerce

Headquarters: Istanbul, Turkey

Employees: 7,000

Products: Skyhigh Cloud Access Security Broker

Overview:

Founded in 2010 with a dynamic and agile startup spirit, Trendyol has grown into a decacorn, backed by Alibaba, General Atlantic, Softbank, Princeville Capital, and several sovereign wealth funds. They believe that technology is the driver; e-commerce is the outcome. They are one of the top five e-commerce companies in EMEA and one of the fastest-growing e-commerce companies in the world. They deliver more than 1.5 million packages every day across 27 countries. Trendyol offers their 30 million customers a flawless shopping experience.

Security Challenges:

Trendyol is an e-commerce business with no physical stores, so providing the best online shopping experience to their customers is critical. Additionally, they ship products over the world presenting numerous logistical challenges. As a result, they are heavily focused on technological innovation and utilize a large number of SaaS applications. The use of technology is great for their fast growing business, but is not without specific risks and complexity. A strong focus on DLP and protection of customer data is required as any breach of their systems or data – be it accidental, negligent or malicious would be harmful to their reputation with customers.

Why Skyhigh Security:

After a significant amount of searching for the right technology partner, Trendyol selected Skyhigh Security for its industry leading CASB solution. Skyhigh CASB was selected for this project due to supporting the most cloud apps via APIs of any CASB solution. The flexibility of our licensing model also allows Trendyol to add new integrations easily as their business and SaaS environments expand.

Skyhigh CASB offers granular visibility and control of all cloud and data use, and the ability to apply specific rules to various categories of customer Personally identifiable information (PII) data. Advanced threat protection allows Trendyol to set policies in order to identify malware and detect malicious behavior of data exfiltration from cloud services. Having precise policies in place also makes it easier to maintain and manage their own strict internal compliance rules quickly identify and rectify incidents.