

# Pres Les

## About Pres Les

Pres Les is one of South Africa's largest and most distinguished direct selling companies. Founded in 1971, the firm has always been a keen advocate of social and economic empowerment in a region where many don't have the opportunities they deserve. Today, its luxury bedding, home accessories and cookware are enjoyed in over one million homes across Southern Africa. As CIO and IT Director, Darren Levin's mission over the past two-and-a-half years has been to digitally transform Pres Les, migrating key IT systems to the cloud, and refocusing its efforts on cybersecurity. The company has over 300 full-time staff and a 14,000-strong consultant network.

## The Problem

Digital transformation can bring huge customer experience and operational benefits to organizations. But it also exposes them to new cyber-risks. Pres Les experienced this first-hand as it moved from paper orders as the primary mechanism for customer interaction, to becoming a modern, digital-first business. The firm rolled-out new service delivery tools, a website, cloud infrastructure, and other digital innovations. Despite only launching in August 2020, its app now fields over 70% of all customer orders. As these new systems came online, the threat of phishing attacks, ransomware, and other cyber-attacks mounted. Levin found that neither native Microsoft 365 security capabilities, nor an email filtering tool provided by the firm's communications partner, were enough to block these threats. Several impersonation attacks snuck past these defenses and it became clear a new solution was required.

## Challenges

- Digital transformation exposed company to new online threats
- Expensive email security solutions offered too much functionality

## Solution

- IRONSCALES- the Aldriven, self-learning email security platform

## Results (Weekly)

- In a three-month period, IRONSCALES:
  - Inspected 402,534 emails
  - Found 451 incidents
  - Remediated 1,414 emails
- Automated functionality means IT team is now more productive
- Quick and easy to deploy, with exceptional customer service

“As soon as we started digitizing our business, our risk profile increased exponentially. But the problem in the security market is there are a lot of solutions out there that don't offer specific components. You often don't need everything they're offering. You just need a solution for a specific problem, and ours was email security and filtering. IRONSCALES solved that problem for us.”

Devin Levin  
CIO Pres Les

## The Solution

Pres Les employees receive large volumes of emails from customers and consultants sent as proof-of-payment, alongside other business-critical communications. Levin therefore needed an AI-powered solution to distinguish these legitimate messages from the growing number of phishing and spam emails inundating inboxes. He was also looking for a way for users to report suspicious emails for IT operations to look at—enabling them to remove threats from inboxes and neutralize malicious campaigns.

Pres Les had already partnered with UK-based business consultancy BDO for penetration testing and third-party threat assessments. BDO recommended the IRONSCALES solution to Pres Les in order to enhance email filtering and to identify/remediate advanced phishing attacks. After looking at several alternatives, Levin found they were too expensive for the specific needs of the firm. IRONSCALES' ease-of-use and deployment also stood out, and after a proof-of-concept (PoC) trial lasting a couple of weeks, Levin was sold.



IRONSCALES was so simple to implement, and even in the POC stage we could already see how much it improved our filtering. It took no more than an hour to set-up using Remote Desktop and Teams. The IRONSCALES team also had recommendations for us—they were very engaged and responsive to our questions. It's been a brilliant experience and great customer service.

Devin Levin  
*CIO Pres Les*

## Outcomes

Pres Les is now protected by leading AI-powered email filtering and advanced phishing detection/remediation capabilities to keep threats out of their end users' inboxes. Anything suspicious is highlighted and quarantined for the IT team to inspect, while dynamic warning banners help to raise awareness about email threats among users, says Levin. The IRONSCALES platform's ease-of-use also extends to administration by Levin and his team, who can now focus on higher value tasks while the solution works automatically in the background. Since they began using IRONSCALES, Pres Les has already seen improvements across the board—in user awareness, threat protection and IT productivity.

The system blacklists email addresses across the whole community as soon as it sees them and then we whitelist emails that we know are relevant. We definitely see more people reporting incidents and, as an IT team, we're spending less time looking at and deciphering emails, so productivity is increased.

Devin Levin  
*CIO Pres Les*

## Looking Ahead

With IRONSCALES up and running for several months now, Levin and his team are confident to let it work in the background while they attend to more urgent work. In the meantime, the platform is continually adding new features and improvements.



We're looking forward to new functionality as it's released. The timescale for implementing this was very short. It doesn't normally happen like this. We're now deploying other solutions and it is taking hours of work—so in hindsight, it's refreshing to see how easy IRONSCALES was.



Devin Levin  
*CIO Pres Les*

## About IRONSCALES

Every day criminals launch billions of new phishing attacks. No company is immune. Legacy solutions can't keep up & cloud providers struggle to stop advanced attacks with native controls. IRONSCALES' powerfully simple email security solution helps you fight back fast and keeps your company safe in today's cloud-first world. Incubated inside the world's top venture program for cybersecurity and founded by alumni of the Israeli Defense Forces' elite Intelligence Technology unit, we offer security professionals an AI-driven, self-learning email security platform that provides a comprehensive solution to proactively fight phishing attacks.



Learn how working with IRONSCALES makes us Safer Together.

[Learn More ↗](#)

Everything is just a click away, from initial installation to threat identification and removal.