

TruSecure® Certification Assures Danske Bank Customers of Top-Notch Security

A TruSecure® CASE STUDY

The logo for Danske Bank, featuring the word "Danske" in white on a dark blue rectangular background, followed by the word "Bank" in blue on a white rectangular background.

Problem: Danske Bank's reputation is paramount. Because of this, Danske Bank set two goals for its e-commerce operation: install top-of-the-line security technology to protect the network from security breaches, and receive validation that it had taken appropriate steps to ensure the integrity and privacy of its critical systems and information.

Solution: Danske Bank implemented top-of-the-line security technology and achieved TruSecure Certification to assure that security is continuously maintained. In addition, the TruSecure Enterprise service provides security intelligence on upcoming threats.

Results: The Danske Bank network is secure from threatening viruses, malicious codes and hackers, and has received an internationally-recognized security stamp of approval to demonstrate to its customers that security is a top priority.

When thousands of global customers conduct international business via a financial institution's network—transacting large sums of money daily over the Internet—online security technology needs to be superior and customers need assurance that the technology is protecting them.

"It isn't enough to say to customers, 'Trust us. We know what we are doing and your money is safe.' You need to show them," says Kjell Hermansson, first vice president of Danske Bank. "When it comes to security, our customers, especially our bigger ones, want to know *exactly* what you are doing to protect their money."

Danske Bank, the largest bank in Denmark and a leading player in the Scandinavian financial markets, is part of Danske Bank Group, which serves almost three million retail customers as well as a significant part of the corporate, public and institutional sectors. Danske Bank has almost 750,000 online customers who use the Bank's e-finance systems to manage checking and savings accounts, pay bills online, file loan and mortgage applications, and use wealth management and advisory services.

Security is a Focus Area

While optimal use of information technology did much to cement and expand the Danske Bank Group's position in the market, Danske knew that its information systems security was of continuing critical importance to business and therefore it became a top priority.

Security at Danske Bank is viewed proactively. IT personnel and systems identify and address security risks that pose an immediate threat to the network, instead of reacting to every possible vulnerability. To accomplish this proactive stance, Danske Bank developed an Intrusion Detection System with an Internet Response Team that continuously monitors all alerts concerning hacker or virus attacks, performing penetration tests on a regular basis. These activities are complemented by external tests of all Internet-based systems and network connections (perimeter tests). And as a supplement to Danske Bank's own preventive measures, the Bank's suppliers review critical code to keep that area up-to-date.

"We are a major financial institution and our security is extremely important," Hermansson says. "Even one small incident would lead people to question our reliability. The financial loss we would suffer from a security breach would not come close to the damage to our reputation. And since

our reputation is everything to the strength of our business, we need to have the best security system for our network.”

However, despite implementing top-of-the-line security technology, Danske Bank faced increasing demands from its customers for information about the Group’s security and privacy. Before working with TruSecure Corporation, Danske Bank continually issued individual statements about its due diligence information security activities.

Realizing that this was an inefficient process with little benefit to the Group overall, Danske searched for a third-party security partner to provide unparalleled assurance to the Group’s customers about the bank’s security. And because of the sensitive nature of financial information, Danske Bank wanted to be sure that its security partner had proven expertise in working with the international financial sector. It also sought a partner with a similar philosophy in practicing proactive risk mitigation. Danske found all these requirements in TruSecure.

“Prior to working with TruSecure, it was a big challenge for us to maintain the security of our network *and* assure our customers about our service,” Hermansson says. “First, we needed people who had the right knowledge and training. Then, they had to spend time checking out our network and updating it and making sure our customers were aware of this as well. And while we were able to do this and maintain our network security, we needed to more effectively utilize our resources.”

The TruSecure Solution

TruSecure’s long history of success in the financial services market, and its internationally accepted certification program based on TruSecure Essential Practices, made it the only choice for Danske Bank Group. TruSecure’s strategy for implementing only necessary security updates while continuously monitoring current risk factors mirrored Danske Bank’s security philosophy.

With TruSecure’s assistance, Danske Bank is constantly informed of the newest vulnerabilities and security trends. And by obtaining TruSecure Certification, the Danske Bank Group provides critical, third-party verification of all the dimensions of the company’s enterprise security. TruSecure Certification helps the Bank provide continuous proof that its security posture is “best in class” and that it can adapt to risks that appear on the horizon.

“Every day, there are many new areas of concern,” Hermansson says. “And security isn’t something you can do once and forget about. Everything is always changing and with new viruses, malicious codes and hackers coming along, we have to be prepared to handle whatever comes our way. With TruSecure, we have someone who knows our network and lets us know when trouble is coming and what we need to do about it. And having the TruSecure Certification gives us the validation we need for our customers.”

About TruSecure Corporation

TruSecure is the leading information security services company offering the only fully integrated, enterprise risk management services on the market. TruSecure’s unique blend of proactive risk reduction with real-time security management, monitoring and response assures continuous security of critical business information assets. TruSecure Security Assurance Certification has become a globally recognized symbol of commitment to effective security in an interconnected economy. Additionally, TruSecure owns the independently operated ICSA Labs™ and *Information Security*® magazine. Headquartered in Herndon, VA, TruSecure protects more than 700 sites in over 30 countries, with operations in North America, Europe and Asia Pacific.

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