

**Bitdefender**® Global Leader  
In Cybersecurity

# Built on Trust.

HOW BITDEFENDER SUPPORTS FERRARI THROUGH CYBERSECURITY BUILT ON TRUST WITH GRAVITYZONE



Bitdefender



FERRARI  
TEAM  
PARTNER

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# Protecting Performance

**A**s exclusive cybersecurity partner of Scuderia Ferrari HP, Bitdefender supports Ferrari in strengthening its cybersecurity posture through the deployment of GravityZone across its infrastructure. More than a technology implementation, the partnership reflects a shared commitment to precision, reliability, and long-term trust.

“Cybersecurity is very important for Ferrari because our business depends on performance, precision, and continuity across many different areas,” said Luca Pierro, Head of Enterprise Cybersecurity at Ferrari.

In a high-performance environment such as Ferrari's, protecting business integrity is closely linked to protecting performance. Across engineering, manufacturing, racing operations, and global business functions, cybersecurity plays a critical role in safeguarding the systems that keep the operations running. In a context where every decision, every process, and every second matter, resilience must be embedded from the outset. ■

# A Faster, More Complex Threat Landscape

Ferrari operates as one of the most recognizable and closely watched brands in the world. This level of visibility, combined with a highly connected and expanding environment, makes cybersecurity both more critical and more complex.



**LUCA PIERRO**

Head of Enterprise Cybersecurity, Ferrari



**DRAGOȘ GAVRILUȚ**

VP of Threat Research, Bitdefender

**DANIEL DĂRĂBAN**

VP of Products, Bitdefender

“The attack surface is growing, environments are more connected, and threats are moving faster. Over the past year, cybersecurity has become more complex in ways that demand a more proactive, intelligence driven approach to defense,” said Luca Pierro, Head of Enterprise Cybersecurity at Ferrari. ▶

These dynamics are consistent with what Bitdefender observes across global organizations operating in similarly complex environments. Modern attackers increasingly misuse legitimate system tools rather than relying on traditional malware, making attack surface reduction a critical part of defense. Automation and AI are amplifying this further, enabling attacks to scale faster and adapt in real time. Dragoş Gavriluţ, Vice President of Threat Research at Bitdefender, explains:

*What we're seeing is a shift in how attacks unfold. With AI-driven automation, attacks can scale faster and adapt in real time. That's why organizations need security that can identify suspicious behavior early and respond before an incident spreads.*

This evolving threat landscape is also reflected in the day-to-day security environment of global organizations such as Ferrari.



Attackers are increasingly abusing legitimate tools and trusted applications to move inside environments quietly and quickly.

### **DRAGOŞ GAVRILUŢ**

Vice President of Threat Research, Bitdefender



Luca Pierro also highlights the importance of the solutions and standards Bitdefender helps implement to support Ferrari in monitoring standards across its broader supplier ecosystem.

*We are seeing attackers use more automation and more AI-driven techniques. This makes attacks faster and more adaptive, which is why we also must be more proactive, faster in response, and stronger in prevention.*

A key area of focus in this collaboration is third-party and supply chain risk. In a broad, interconnected ecosystem, even strong internal defenses are only part of the equation. As Luca Pierro explains it:

*No matter how much corporate security is strengthened, the supply chain can often represent a critical vulnerability.*



# From Fragmentation ↔ Unity.


In complex enterprise environments, the challenge is not adding more security tools, but reducing fragmentation and gaining clearer visibility and control. For Luca Pierro, the path forward came down to clarity:

*What led us to the implementation of GravityZone was stronger visibility, stronger control, and a more efficient way to support security operations. Centralized visibility and control are very important in a complex environment like Ferrari. When you have thousands of systems and workloads to protect, you need a clear and unified view.*

In its work with Ferrari, Bitdefender supported this transition by deploying GravityZone to unify prevention, protection, detection, response, and risk visibility within a single operational view. Daniel Dărăban explains:

*GravityZone consolidates prevention, detection, response, and risk visibility into one platform.*

By reducing operational friction and improving consistency, that unified approach can offer a stronger foundation for protecting critical systems at scale. ●



“When security is built into the platform and not layered on top, it scales with the infrastructure and adapts as workloads evolve.” ●

**DANIEL DĂRĂBAN**

Vice President of Products, Bitdefender

# Centralized Visibility Layered Protection

Supporting environments that span engineering, manufacturing, racing, and business operations requires centralized visibility and consistent protection. As Daniel Dărăban explains it:

*When something suspicious is detected, the platform can automatically contain it: stopping processes, isolating workloads, or triggering advanced response actions before it spreads.*

GravityZone's platform-agnostic architecture also supports consistent protection across on-premises systems, cloud platforms, and virtualized workloads as environments continue to evolve. For Luca Pierro, the result is a stronger operational posture:

*For Ferrari, GravityZone provides us with a more proactive security posture. It is not only about reacting when something is already wrong. It is about reducing risk earlier, improving resilience, and giving our team stronger protection across a complex environment. ●*

## 01

### Ransomware mitigation

Helps stop abnormal encryption activity before it can spread, including by automatically creating tamper-proof copies of files when suspicious behavior is detected.

## 02

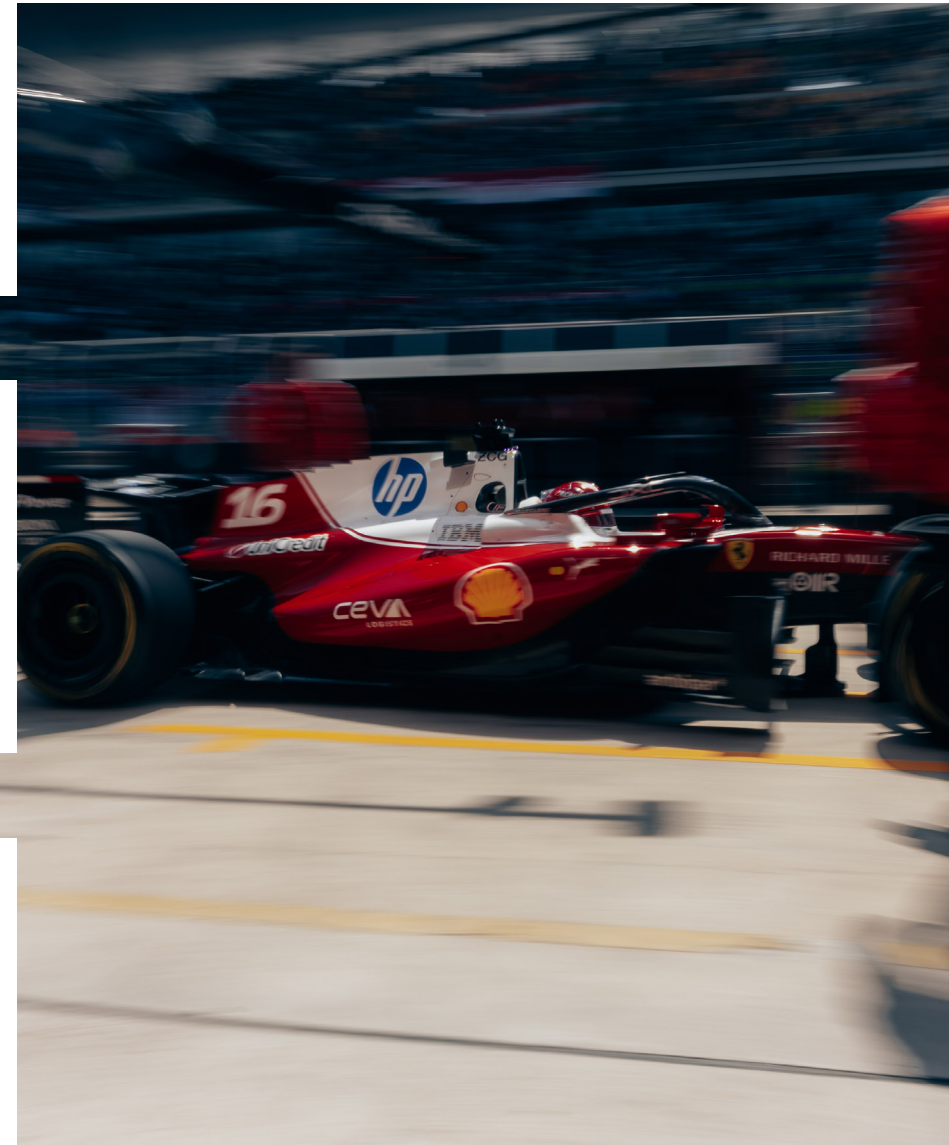
### Behavioral monitoring

Identifies suspicious process activity, privilege abuse, and lateral movement in real time across the environment, not just at the endpoint.

## 03

### Exploit prevention

Helps block evasive techniques and zero-day-style attacks before vulnerabilities can be successfully exploited.



Through the deployment of GravityZone, Bitdefender supports improved operational efficiency and resilience across large-scale infrastructures of Ferrari.

01

### Visibility at scale

A more unified view of risk and improved oversight across the environment.

02

### Reduced complexity

Consolidating multiple functions into one platform has simplified day-to-day management.

03

### Proactive risk reduction

Behavioral monitoring and exploit prevention help detect threats earlier and reduce exposure.

04

### Operational resilience

Security that operates efficiently in the background, protecting continuity without disrupting critical systems.

# Stronger Operations Greater Resilience

“GravityZone has helped us strengthen daily operations with better coordination, clearer oversight, and a more consistent security approach at scale,” said Luca Pierro, Head of Enterprise Cybersecurity at Ferrari. ■

# A Partnership Built on Trust

**B**itdefender's approach goes beyond technology delivery, focusing on building long-term partnerships based on expertise, responsiveness, and adaptability. As Luca Pierro puts it:

*When it comes to cybersecurity, Bitdefender is a strategic partner to Ferrari, and our relationship is built on trust. Trust is a critical foundation when protecting a complex organization. In today's threat landscape, trust goes beyond technology. It means having confidence in the people, the expertise, and the ability to respond effectively to evolving risks.*

For Daniel Dărăban, that kind of relationship depends on alignment as much as capability.

*A strong partnership goes beyond delivering technology. It's about alignment and the ability to evolve together, being flexible, responsive, and genuinely understanding the context of the organization, and working as an extension of the team rather than just a provider.*

“The highly skilled team at Bitdefender brings deep expertise, a clear understanding of our environment, and a practical approach to solving real challenges. They are trusted authorities in their field, but also collaborative partners who work closely with our teams.”

**LUCA PIERRO**

Head of Enterprise Cybersecurity, Ferrari

# Looking Ahead

As enterprise infrastructure continues to scale and diversify, cybersecurity plays an increasingly central role in supporting resilience, continuity, and brand protection. Bitdefender will continue to support this evolution by focusing on reducing the attack surface, strengthening third-party risk management, and maintaining a more proactive posture against faster, more adaptive threats.

The objective is not simply more detection, but greater precision, stronger resilience, and protection that supports performance.

**That is something Bitdefender shares with Scuderia Ferrari HP.**



“ This level of trust allows us to focus on innovation and performance, knowing our digital assets are protected by a partner that evolves with us,” said Luca Pierro, Head of Enterprise Cybersecurity at Ferrari. ●

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# Trusted. Always.

Bitdefender is a cybersecurity leader delivering best-in-class threat prevention, detection, and response solutions worldwide. Guardian over millions of consumer, enterprise, and government environments, Bitdefender is one of the industry's most trusted experts for eliminating threats, protecting privacy, digital identity and data, and enabling cyber resilience. With deep investments in research and development, Bitdefender Labs discovers hundreds of new threats each minute and validates billions of threat queries daily. The company has pioneered breakthrough innovations in antimalware, IoT security, behavioral analytics, and artificial intelligence and its technology is licensed by more than 200 of the world's most recognized technology brands. Founded in 2001, Bitdefender has customers in 170+ countries with offices around the world.