A pyme comercio

ATALANTA
MADERA ARTESANA

Best practices study.

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Best practices study.

The best practice study aims to present a success story of a company that has initiated and developed a path towards a digital business as a means of raising awareness and boosting sales.

Atalanta Madera is a family business of artisan woodturning, in which two sisters, Isabel and Ana Neira are in charge of everything from start to finish. From the design, to the turning, to the finishing of each object and the management of the whole business.

The starting point for the development of this study was the identification of the concerns of trade SMEs from various sectors, which expressed their interest in learning about good practices in the areas of cybersecurity, among others.

Throughout the study we tell you how, with different cybersecurity actions, they have managed to grow their business and have increased their peace of mind and that of their customers in everything related to the actions they carry out via the web and payments.

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Information about the Company.

WEBSITE>

www.atalantamadera.com

YEAR OF FOUNDATION >

2004

LOCATION >

Lugar Mouteira, 10 – Berres
36688 A Estrada
(Pontevedra)

NUMBER OF EMPLOYEES >

2

TYPE OF COMPANY >

Limited Company

MAIN ACTIVITIES >

Artisanal woodturning business

SECTOR >

Commerce

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Problem or need

They are aware of the risks that can arise online and wanted their customers to feel safe browsing their website, just as they like to feel safe on other people's websites.

This made particular sense with the implementation of the online shop, as they attached great importance to the processing of their customers' data and possible data theft.

Implementation process and solution

In general, they use common sense, looking at who is sending the mails they receive, the extensions of the mails and files they receive, etc. They are small and know most of their suppliers, which allows them to identify fraudulent emails almost immediately. When in doubt, they call directly by phone to make sure that it is a real and harmless communication and, in the case of banks, to avoid phishing.

They try to have secure passwords, update them regularly and have different passwords for different processes. On the other hand, they diversify their e-mail accounts. For example, they have an e-mail for orders received from their customers, another one for (internal) quotations, another one for general information to (potential) customers. They also have another one for communications with utility companies (gas, electricity, telephone, etc.). So if, for example, they receive a communication from their electricity supplier to the mailbox of specific orders for customers, then they are already alerted as it is not the mailbox it should have arrived in.

They make use of VPNs in order to encrypt the information in the course from the time the information is sent from a PC or smartphone, to the place where that information is to be entered. In the case of PCs, you tend to have the antivirus up to date, but with smartphones, that is not as common and you don't tend to update operating systems as often. For that reason, they use VPN on their smartphones as well, giving them greater peace of mind.

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As for the website, they made sure that it was a secure server and that they told their customers that their data would only be used in connection with their orders.

Regarding payments in their online shop, they have also enabled the PayPal payment option, as they have seen that their customers demanded it and feel more secure, at least for their first payment.

As they created the website with the online shop, their cybersecurity actions were implemented at the same time. The whole process took approximately six months.

Technologies and tools used

- VPN
- Secure server on the website
- Updated anti-virus
- Updated operating systems
- Secure online banking with VPN on the PC in the office for payment of invoices, etc.
- Payment methods via PayPal (security)
- Backup copies both in the cloud and locally on different devices

All of this is low cost or even free. Having a secure server is included in the default cost of the hosting and the domain of the website and they pay every two years about 15-20€ for the domain and for the website about 75-100€ per year. These are very affordable costs for any business.

> ***"The VPNs we use for both mobile and PC are free and having a secure server is included in the cost of normal website maintenance by default."***

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> *“It's really all about getting started and then just systematising the processes and being consistent.”*

Challenges or barriers

They consider that the main challenge to implementing cybersecurity in a business is the laziness to start the process and the lack of knowledge one may have about this area.

These two factors lead to the postponement of the implementation of cyber security measures. However, given the peace of mind that came with investing time and resources in cyber security, they managed to get started with the process. Once they got started, they only had to systematise the processes and there was not much extra work involved, and they were proactive in weighing up all the benefits later on.

On the other hand, in the past, the virtual POS did not require double verification for payments under €50. They felt that this could be a cybersecurity breach, and now, regardless of the total cost of the order, they have made it possible to always require double verification.

Results

Not so much direct benefits, but greater peace of mind for the business and its (potential) customers. In this way, they have less risk, greater awareness, faster and more agile response to potential cybersecurity breaches and risks.

In general, they consider the whole implementation and maintenance process to be straightforward and manageable with little knowledge and diligence.

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Lessons learnt

Do not get carried away by the initial barriers and think about all the advantages and the great reduction of risks that its implementation entails. You should not wait for a scare that could destroy your business, and that is why it is good to start implementing measures that provide security and that do not take as much time or cost as you might think. By following basic rules that do not involve wasting time, there are many benefits to be gained.

Future plans

They currently have no defined plans, beyond keeping up to date and following weekly bulletins alerting them to potential cybersecurity risks and breaches.

The best practices study has shown how, by being consistent and following a series of steps, having a cyber security strategy in place is something that is within the reach of any business at a very low cost.

This increases customer confidence and reduces a multitude of risks.

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Acelera *pyme*

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