



CASE STUDY:  
SB Hotels secures  
critical data against  
evolving cyberthreats  
with Ricoh

**sbhotels**

SB Hotels worked with Ricoh to deploy a powerful cybersecurity platform, protecting sensitive data against emerging threats, mitigating regulatory risk, and reducing management workloads.

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## COMPANY & CHALLENGE

Headquartered in Barcelona, Spain, SB Hotels operates nine four- and three-star hotels in central locations in Barcelona, Madrid, Tarragona, and Terres De l'Ebre, with a total of more than 1,700 rooms. Founded in 1988, the hotel group caters to leisure and business travellers, and offers innovative, modern facilities, attentive service, and first-class gastronomy and entertainment to guests throughout their stay.,

Every few seconds, companies fall victim to cyberattack, often leading to massive data loss, embarrassing news coverage, and heavy financial penalties from regulators. Relying on standard antivirus and cybersecurity tools to safeguard sensitive customer data left SB Hotels concerned about its potential exposure to risk. How could the leading hotel group protect its network against increasingly sophisticated cyberthreats?

Along with comprehensive network and endpoint security, SB Hotels wanted a scalable approach to protect operations across all of its nine hotels, and lighten the load on its IT team.



## OBJECTIVES

For SB Hotels, protecting its systems against the threat of cyberattack represents an increasingly tough challenge, as criminals become more ever-more sophisticated in their ability to evade detection and exploit security gaps. Hospitality groups are an especially attractive target, holding vast amounts of customer data: names, addresses, email and phone details, passport numbers, travel plans, and more.

A single security breach could have far-reaching consequences for SB Hotels—not only enabling unauthorised users to access sensitive information, but also causing lengthy periods of downtime and long-lasting reputational damage. Legislation such as the General Data Protection Regulation (GDPR) also requires the hotel group to secure data against cyberattack—or face financial penalties potentially running to millions of euros.

To mitigate this risk, SB Hotels was using various antivirus and cybersecurity solutions to safeguard business users when connecting to the local and corporate networks at each of its nine locations.

However, these standard tools offered limited protection against the new wave of security threats, and created heavy management workloads that soaked up the time and energy of the hotel group's small IT team.

The spread of the COVID-19 virus created a further complication, as users quickly switched to remote working, accessing key business systems via their own laptops and mobile devices. Inevitably, the increase in network endpoints multiplied the number of potential entry points for malicious software.

To remedy this, SB Hotels looked to strengthen its cybersecurity posture, putting in place robust measures to detect, prevent, and respond to evolving ransomware, malware, and virus threats. Along with comprehensive network and endpoint security, the group wanted a new approach that would scale to protect operations across all of its nine hotels, and lighten the load on its IT team.



## SOLUTION

Impressed with Ricoh's proven track-record as a business and IT service provider, SH Hotels approached the Ricoh Spain team to turn its plans into reality. Following an initial consultation, Ricoh completed an in-depth analysis of the hotel group's long-term cybersecurity, operational, and budgetary challenges and objectives, before recommending an integrated next-generation firewall and endpoint security solution from Sophos.

Spokesperson, SB Hotels, explains: "Ricoh's cybersecurity experts offered an excellent proposal that aligned well with our targets. Having a single, scalable platform to filter network traffic and protect endpoints was a particular advantage for us, reducing complexity and improving cost-efficiency. Unlike some cybersecurity solutions, the Sophos tools would also not take long to configure and launch, accelerating our time to value."

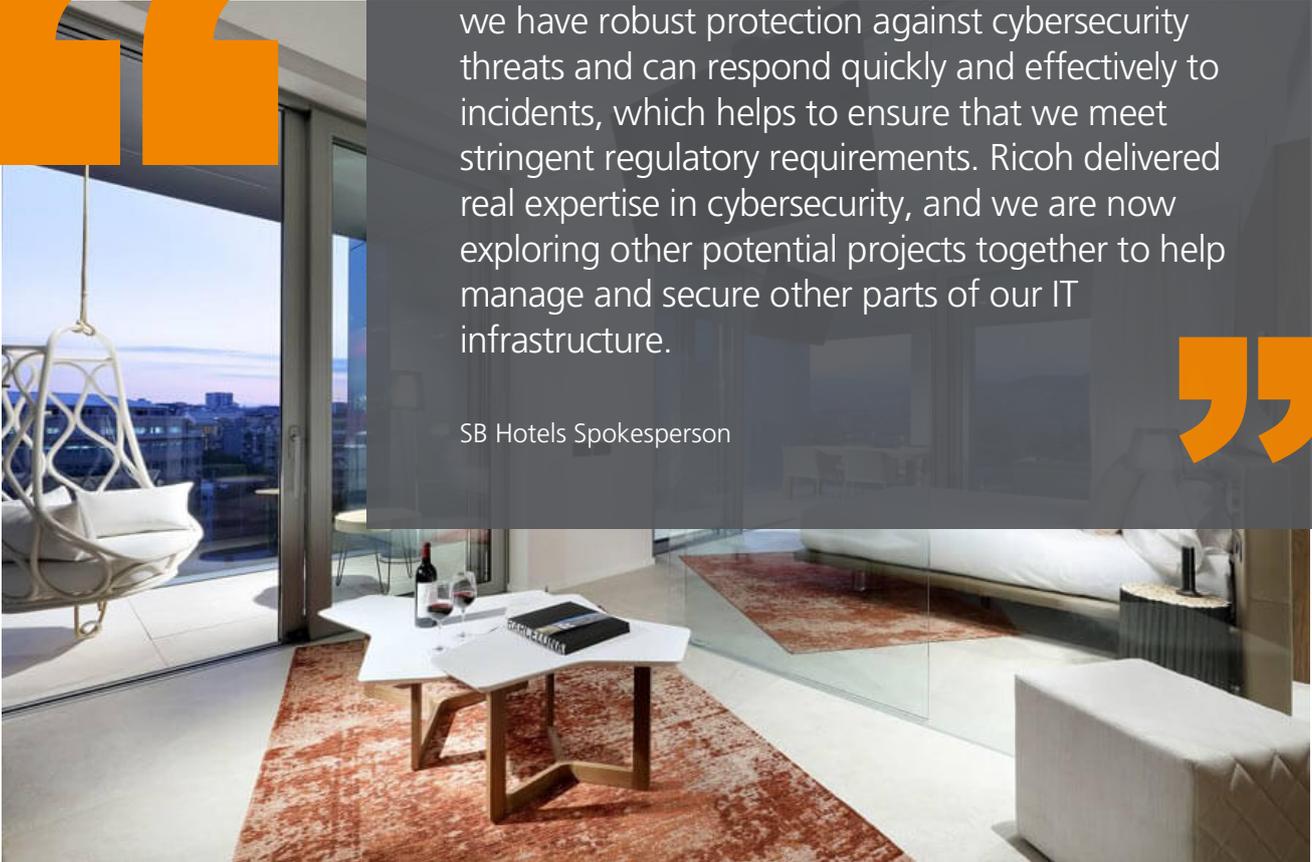
SB Hotels quickly approved the proposal, and Ricoh completed the implementation in just two weeks. During the process, Ricoh installed the Sophos platform across the hotel group's server environment, and provided guidance to remote workers on how to add the tools to their laptops and mobile devices.

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Ricoh provided very effective collaboration, from the solution design phase through to implementation and training, ensuring that the learning process for our IT team was very quick and simple. During the deployment, we experienced no disruption to our everyday business operations, which was a great result.

*SB Hotels Spokesperson*

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Our work with Ricoh gives us real peace of mind that we have robust protection against cybersecurity threats and can respond quickly and effectively to incidents, which helps to ensure that we meet stringent regulatory requirements. Ricoh delivered real expertise in cybersecurity, and we are now exploring other potential projects together to help manage and secure other parts of our IT infrastructure.

SB Hotels Spokesperson



Using Sophos, SB Hotels developed a comprehensive, synchronised security strategy, with endpoints and firewall sharing real-time information about network activity. The solution harnesses artificial intelligence (AI) to provide 24/7 monitoring and threat detection, block suspicious traffic, and isolate compromised endpoints. Meanwhile, the IT team uses a central console to manage the tools and access firewall log data.

## BENEFITS

Working with Ricoh, SB Hotels has strengthened its security posture against emerging threats. Where the previous software potentially left the hotel group exposed to more sophisticated attacks, the Ricoh and Sophos solution provides an in-depth picture of network events, automatically detects and remedies vulnerabilities, and protects against ransomware, malware, and other threats.

For example, in case of ransomware attack, SB Hotels can harness unique automatic rollback functionality within Sophos to access original, uncorrupted versions of encrypted files—helping to maintain business continuity and minimise the impact.

In addition, the Ricoh and Sophos solution makes life easier for the SB Hotels IT team, helping them to save time and focus their resources on more valuable tasks. Rather than managing multiple cybersecurity components individually, the team can monitor and control all firewalls and endpoints via the central interface, while automatic threat remediation reduces the need for manual patching.

During the COVID-19 pandemic, the Sophos solution also simplified the task of securing growing numbers of network endpoints. As soon as SB Hotels business users started their personal devices, they were able to connect to the Sophos protection service with just a few clicks, prior to accessing the local and corporate networks—without the need to deploy any additional endpoint security tools.

## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere.

With cultivated knowledge and organizational capabilities nurtured over its 85-years history, Ricoh is a leading provider of digital services and information management, and print and imaging solutions designed to support digital transformation and optimize business performance.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).

For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)