

# Swiss Conference Center AV hack could have been prevented by HP PC security features



Official wrap-up report for the data breach

## Industry

Event venues

## Objective

Audit security practices to better protect conference center and sensitive client data

## Approach

Worked with their security consultant to analyze security practices and identify areas of concern

## IT matters

- Upgraded fleet to HP Elite PCs with built-in malware protections
- Closed unneeded ports to prevent unauthorized use
- Integrated HP Manageability Integration Kit plug-in into Microsoft® System Center Configuration Manager (SCCM) to remotely manage PC fleet

## Business matters

Updated cybersecurity measures to better protect facilities against sophisticated attacks and regain client confidence



## Overview

The Swiss Conference Center\* near Geneva, Switzerland, hosts more than 230 events each year. As the European venue of choice for business conferences and major product-launch events, the Center caters to industry leaders worldwide.

Facility management has made deep investments in technology infrastructure to offer clients a highly customizable conference experience in a beautifully appointed space. Unfortunately, corresponding security upgrades were not made to the PC fleet.

On April 23, 2018, a hacker who calls himself “The Wolf” infiltrated a PC at the conference center to disrupt a high-profile presentation to an international audience. After the breach, the Swiss Conference Center turned to their security consultant to find and repair cybersecurity vulnerabilities.

## What happened

As one of the world's premier corporate venues, the Swiss Conference Center excelled at crafting amazing guest experiences—but their cybersecurity was less impressive. The Wolf uploaded malware into one of the Center's PCs, then switched a speaker's presentation with his own. The facility's IT security staff scrambled to regain control of their network amid chaos in the lecture hall.

The damages didn't end at one ruined presentation. Lost revenues from canceled bookings are currently estimated at €3.2M.

## How it happened

All The Wolf had to do was tap into one unprotected PC by getting an employee to click on a bad link in an email or download an innocent-looking attachment. Or, since he was physically near the PC, he could have inserted a flash drive into an unattended USB port.

The Swiss Conference Center's PC fleet lacked crucial protections that would have quarantined the malware and stopped this infiltration attempt. While they *had* installed antivirus software, none of their PCs had built-in hardware-enforced security features.

## Strengthening security

With their security consultant, the Swiss Conference Center conducted a thorough audit of their existing cybersecurity measures. That review led to an upgrade of their entire fleet to HP Elite PCs with built-in malware protection, including HP Sure Start Gen4, which can automatically detect, stop, and recover from a BIOS attack or corruption at startup and during run-time.<sup>1</sup>

The new HP Elite PCs also include HP Sure Click, which provides hardened protection by physically isolating each browser tab or downloaded PDF or Microsoft Office document in a micro-virtual machine (VM) to prevent web-based malware or email attachments from spreading to other connected devices on the network.<sup>2</sup>

The IT team now uses HP Device Access Manager to manage ports and removable media, and HP Manageability Integration Kit for Microsoft SCCM to streamline security and BIOS administration across the fleet.<sup>3</sup>

## Conclusion

The Swiss Conference Center suffered lost revenues and decreased brand trust from its high-profile clients. However, by deploying HP PCs with comprehensive security measures and effective management solutions, the Center is now able to demonstrate a deeper commitment to cybersecurity.

*\*The Swiss Conference Center is a fictional business targeted in a cyberattack in HP Studio's film, "THE WOLF: TRUE ALPHA."*

### For more information on HP solutions:

PC security: [hp.com/go/computersecurity](https://hp.com/go/computersecurity)  
Print security: [hp.com/go/reinventsecurity](https://hp.com/go/reinventsecurity)

### To view "The Wolf" films, visit:

[hp.com/thewolf](https://hp.com/thewolf)

<sup>1</sup> HP Sure Start Gen4 is available on HP Elite and HP Pro 600 products equipped with 8th generation Intel® or AMD processors.

<sup>2</sup> HP Sure Click is available on most HP PCs and supports Microsoft® Internet Explorer and Chromium™. Supported attachments include Microsoft Office (Word, Excel, PowerPoint) and PDF files in read only mode, when Microsoft Office or Adobe Acrobat are installed.

<sup>3</sup> HP Manageability Integration Kit is not preinstalled, available at [hp.com/go/clientmanagement](https://hp.com/go/clientmanagement).

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