



CASE STUDY

Accelerating protection for global manufacturer Nokian Tyres

Barracuda provides full complement of email and data protection, managed XDR and vulnerability scanning.

Company profile

- Nokian Tyres is a Finnish tire manufacturer headquartered in Nokia, Finland
- 4,000 global employees and roots that date back to 1898
- Products sold all over the world, with the company generating \$1.6bn (€1.4bn) in net sales in 2025

Challenges

- Cost pressures
- Low trust in existing XDR solution
- A shortfall in advanced email security capabilities due to reduction in E5 licenses

Solutions

- Barracuda Email Protection
- Barracuda Entra ID Premium Backup
- Barracuda Managed Vulnerability Security
- Barracuda Managed XDR

Results

- Time and cost savings for the IT team
- Better able to meet audit and compliance requirements
- Enhanced communication with senior management
- Fewer portals/dashboards to manage



For five years in a row the manufacturing sector has had the dubious honor of being the most attacked — accounting for over a [quarter of incidents](#) recorded last year. Given the large volumes of sensitive data that these companies manage, and the critical role they play in global supply chains, it's easy to see why they remain in the cross hairs of threat actors.

These are challenges that Nokian Tyres Director of IT Operations, Aki Kemppe, knew well when he joined the company in May 2025. But by reuniting with long-time partner Barracuda he has been able to contain cyber risk and build resilience across a sprawling IT environment.

Balancing the books

Nokian Tyres employs 4-5,000 workers across a handful of factories and offices as well as 180 service centers, with a large number of home users. With such a large and distributed attack surface, it was crucial that the company had confidence in its detection and response capabilities. Unfortunately, the outsourced SOC it was using came up short.

"It all starts with visibility. But the trust we had that we could find and rapidly react to threats was low," Aki says. "Things needed to improve, and that's where Barracuda Managed XDR came in."

After opening new production facilities following its exit from the Russian market, the firm also had a renewed focus on TCO. "We needed to tighten our belt to improve profitability, and as part of that, we started looking at how we could improve our efficiency security-wise," says Aki.

The company reduced its E5 license volumes, which meant losing some cybersecurity functionality. This provided an extra impetus and new opportunity to reimagine the security estate. Aki was impressed with the AI-powered spear-phishing protection in Barracuda Email Protection. And he was eager to add Cloud-to-Cloud Backup and Entra ID backup for extra peace of mind. He also chose Barracuda Managed Vulnerability Security for proactive vulnerability scanning.

As a former Barracuda customer, Aki knew the company well and that it would be the right fit for backup, email security, vulnerability scanning, and XDR.

"It was about bringing in additional layers, making things easier operationally, and bringing that visibility that we didn't have with the Microsoft tools," he explains. "I had full trust that Barracuda would work for us. One thing that I have always liked with the products is the use of modern techniques like machine learning to get the best out of the data."

Finnish Barracuda partner [Manager IT](#) also played a key role in progressing the deal — acting almost as an "extension of procurement" for Nokian Tyres, says Aki. Manager IT CEO, Joni Kukkonen, has been working with Barracuda for over a decade. He says the firm takes pride in streamlining the procurement process for its clients, leveraging its extensive market knowledge and engagement with vendor pre-sales engineering teams to ensure the right fit.

"Our scope is to help our clients buy the right things at the right price, and to set up those meetings between customer and vendor to ensure the right people come to the table," Joni says. "By doing all of this 'pre-work' we can accelerate those commercial conversations."

End-to-end protection

Aki chose [Barracuda Email Protection](#); a comprehensive, AI-powered platform featuring protection from advanced threats like BEC and account takeover, as well as employee impersonation, and targeted attacks. There's also [Cloud-to-Cloud Backup](#) for flexible and granular protection of data with point-in-time retrieval, and both scheduled and on-demand backup.

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Aki Kemppe, Director of IT Operations
Nokian Tyres



Aki also selected [Barracuda Entra ID Backup](#) for fast, simple backup and recovery of critical Entra ID data. It offers a cost-effective way to safeguard Entra ID data from accidental or malicious data loss, and can be deployed in minutes.

Nokian Tyres complemented these capabilities with [Barracuda Managed XDR: 24/7/365](#) detection and response from an award-winning global SOC. It delivers protection across endpoints, servers, networks, email, identity, and cloud for maximum threat visibility — cutting response times from days and weeks to just hours.

The final piece of the puzzle for Aki and the team was [Barracuda Managed Vulnerability Security](#). It offers proactive vulnerability scanning designed to find weaknesses before adversaries do — reducing the attack surface and boosting cyber resilience.

Where rubber meets the road

Aki is pleased with the way Barracuda Email Protection is “doing the heavy lifting” in the background, and providing an extra line of defense when users unwittingly click on something malicious.

“Awareness training is important. But when you make a mistake, it’s an even better feeling when you know that somebody like Barracuda has got your back,” he says.

He also describes the incident response capabilities, which streamline remediation, as fast and effective. “Some things do get through, and when that happens Barracuda is intuitive and easy to use,” he adds.

Managed XDR has been similarly well received, with no major incidents to date. The product correlates approximately 120 million events per day to keep the organization safer.

“We are gaining a better view of our environment than we used to have,” says Aki.

He says that the security environment now has a more unified look and feel, after breaking up the consolidated “bundle” of Microsoft offerings.

“It might look good on paper that you have a concentrated focus on Microsoft, which should be the cheapest solution and easiest to operate, but it’s not always the case,” Aki argues. “The reality is that if you break that bundle a bit and choose a vendor like Barracuda, you might actually get more by spending less money. And it might be even easier to operate.”

A more coherent user experience also helps the team share important information with external auditors and senior management, Aki explains.



“Nowadays we have more and more different assessments and audits coming from our vendors, so providing evidence through the portal is important,” he continues. “And the improved management communication is great. For so many years security was sold like insurance, which means selling security based on the bad things and the risks. Now we can demonstrate that it’s more useful than that.”

Entra ID Backup is another critical piece of the puzzle. Aki explains that it’s simple to set up and to recover data. “We rely so heavily on Entra ID here, it’s one of the things I was most worried about. If you lose identity, you lose much more than your files,” he says.

The final element is Managed Vulnerability Security, which is vulnerability scanning that is focused for now on internet-facing assets via a quarterly assessment, and produces “reliable and detailed information.”

There are plans to further optimize Managed XDR to enhance detection accuracy and overall protection. But the direction of travel is clear for Nokian Tyres: a more coherent, user-friendly security environment delivering outstanding protection.

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Learn more

Barracuda Email Protection

For organizations that want powerful email security without the complexity, [Barracuda Email Protection](#) offers a comprehensive, easy-to-use solution. It uses AI to detect all email threat types including phishing, BEC and impersonation, while also providing malware protection through sandboxing and global threat intelligence. Automated incident response and built-in user training help reduce risk with minimal overhead, making it ideal for resource-constrained teams.

Barracuda Managed XDR

[Barracuda Managed XDR](#) is a fully managed next-gen cybersecurity solution powered by Barracuda's 24/7/365 global SOC. It leverages advanced AI analytics and threat intelligence to detect and eliminate cyberthreats in real time across the attack lifecycle. This open XDR solution integrates seamlessly with the organization's existing technologies, enhancing operational efficiency and delivering true defense in depth.

Barracuda Entra ID Backup Premium

[Barracuda Entra ID Backup Premium](#) is part of the Cloud-to-Cloud Backup suite and is an easy-to use, cloud-first SaaS product that protects all critical Microsoft Entra ID components—including policies, devices, logs, app registrations, and BitLocker keys— Like Cloud-to-Cloud Backup it enables fast, reliable recovery from accidental changes or cyberattacks. With encrypted, cloud-native backups, role-based access, and an intuitive interface that gets you up and running in minutes, it delivers secure, dependable protection that's simple to manage day to day.

Barracuda Managed Vulnerability Security

[Barracuda Managed Vulnerability Security](#) helps organizations find and prioritize vulnerabilities before attackers can exploit them. Fully managed by Barracuda's SOC and backed by industry-leading scanning technology, the service delivers recurring scans, actionable remediation guidance, and risk visibility across on-premises and cloud assets—helping teams reduce exposure, support compliance, and strengthen resilience.

About Barracuda

Barracuda is a leading global cybersecurity company providing complete protection against complex threats for all sized businesses. Our AI-powered BarracudaONE platform secures email, data, applications, and networks with innovative solutions, managed XDR and a centralized dashboard to maximize protection and strengthen cyber resilience. Trusted by hundreds of thousands of IT professionals and managed service providers worldwide, Barracuda delivers powerful defenses that are easy to buy, deploy and use.