



SECHARD

Case Study

Aydınlı Grup's PAM Evolution

Optimizing Privileged Access
Management with SecHard PAM

AYDINLI

CASE STUDY

Aydınlı Grup optimizes Privileged Access Management with SecHard PAM

IN BRIEF

Customer

Aydınlı Grup

Industry

Fashion Retail

Location

Istanbul, Turkey
Operations in 66 countries

Organization Size

696 stores,
7500+ employees

Challenges

- Resource-heavy legacy PAM solution
- Poor user experience and support delays
- Operational inefficiencies and compliance gaps

Solution

- SecHard PAM (Privileged Access Manager)

Key Features

- One-Time Password (OTP)
- Detailed Authorization Control
- Full Session Logging and Auditing
- Integration with Active Directory and Critical Systems

Benefits

- Reduced security risk and unauthorized access
- Streamlined user access and operational workflows
- Improved compliance and privileged user visibility
- Lightweight deployment with high scalability



CHALLENGES

Aydınlı Grup, a global leader in fashion retail, operates in 66 countries with nearly 700 stores. Managing privileged access at this scale was increasingly challenging due to the limitations of their existing PAM tool. The legacy solution consumed excessive server resources, had a difficult-to-navigate interface, and lacked sufficient technical support.

These issues led to delays in onboarding, prolonged training cycles, increased human errors, and growing regulatory risks. Despite internal training and third-party consultants, operational efficiency and security visibility remained suboptimal.

SOLUTION

In May 2024, Aydınlı Grup initiated a proof of concept with SecHard PAM. The product's security-first architecture, Zero Trust alignment, and central management capabilities impressed the team. Following a successful POC, integration was completed within two weeks.

SecHard PAM was seamlessly connected to the company's Active Directory, firewall systems, network switches, and critical servers. With its flexible architecture and out-of-the-box modules, the team implemented customized scripts and policies specific to Aydınlı's operational needs.

Key features that delivered immediate value:

- **Granular Authorization:** Enforced least privilege access
- **One-Time Passwords:** Enhanced secure access control
- **Session Recording:** Ensured full auditability and traceability

SecHard's responsive support played a critical role in the smooth rollout.

BENEFITS

Since the implementation of SecHard PAM, Aydınlı has seen measurable improvements:

1. **Stronger Security Posture:** A significant drop in unauthorized access attempts and misuse of privileged credentials.
2. **Simplified User Access:** Real-time monitoring and intuitive workflows improved productivity without sacrificing control.
3. **Increased Operational Efficiency:** Low server load and centralized interface optimized IT resource usage.
4. **Enhanced Audit & Compliance:** Full session tracking and policy enforcement support internal audits and regulatory alignment.

Internal feedback from both IT teams and end users has been entirely positive, citing ease of use, stability, and comprehensive functionality.



"SecHard PAM enabled us to adopt a more security-focused strategy. We now have tighter control over critical systems and greater visibility over privileged operations."

It's a fast, secure, and reliable solution that meets all of our PAM needs with a user-friendly design. The support from SecHard was outstanding throughout."

CONCLUSION

Aydınli Grup's transformation with SecHard PAM highlights how a focused, well-integrated solution can eliminate inefficiencies and bolster enterprise security. By simplifying privileged access management and delivering a streamlined experience, SecHard PAM has helped Aydınli achieve better performance, lower risk, and improved compliance at scale.

To learn more about SecHard and how it can enhance your cybersecurity landscape, visit www.sechard.com.

