

Grupo Casas Bahia strengthens business security with Axur's advanced solutions

About the Company

CASASBAHIA

Grupo Casas Bahia is one of the largest consumer and retail ecosystems in Latin America, with over 70 years of history and millions of customers served annually. It goes far beyond traditional retail: the group brings together digital operations, more than 900 physical stores, a robust logistics network, and its own digital financial services.

⚠ The Challenge

As digital sales and customer interactions expanded, the brand began closely monitoring its presence on social media to ensure consumers only engaged with official channels and trustworthy information. This focus helps safeguard customer experience and strengthens brand credibility in online environments.

💡 The Solution

Axur became a strategic ally in identifying and removing threats at record speed. The platform enables the Grupo Casas Bahia team to monitor, validate, and request takedowns of unauthorized content with a single click. It also offers smart automations and continuous support — including coverage across the deep and dark web.

Tackling high-scale threats in a business with massive volume and visibility

Without Axur, responding to digital threats would demand intense manual work and long turnaround times. Taking down fake profiles or malicious ads would require an entire team dedicated solely to this task — increasing headcount, costs, and operational load. The company also wanted to go further in protecting its customers, extending its ability to respond proactively.

Real-time detection, takedown, and automation at scale

Threat detection and removal now happen continuously. Axur's platform keeps the operation running smoothly and frees up the internal team to focus on strategic decisions.

The Impact



223 takedown requests in 30 days



100% success rate



Median time to first notification: 3 minutes



Over 100 fake profiles taken down every month, plus 77 cases of brand misuse



170,000 exposed credentials handled in just 3 months, with automated resets via Axur's API integration

Despite the brand's scale and visibility, Grupo Casas Bahia keeps its digital presence well protected. This outcome reflects ongoing, coordinated, and effective work to strengthen the company's brand security strategy.

Automating credential remediation to protect systems and consumers

Integration with Axur's API transformed a critical security process, handling exposed credentials, into a **fully automated and resilient operation**.

Previously, each incident required coordination between multiple teams. Today, compromised credentials are automatically reset, protecting thousands of customers and strengthening the company's digital security posture.

On the corporate side, exposed credential monitoring is a proactive measure against high-risk threats like ransomware, which often rely on compromised accounts for lateral movement and data encryption inside the network.

AI-powered threat intelligence to stay ahead of risk

Grupo Casas Bahia also uses Axur's advanced **Cyber Threat Intelligence (CTI)** solution to stay ahead of targeted attacks. With AI-powered rules in place, they track activity from threat actors such as Medusa, RansomHub, and Akira, as well as campaigns targeting retail businesses.

Strategic threat detection and response: brand protection and deep & dark web monitoring

The team has full visibility, is able to prioritize critical threats to investigate more complex schemes. In one such case, triggered by early signs on the dark web, **an insider operation was uncovered**. The in-depth investigation helped map the root of the risk and allowed the company to act preemptively, preventing reputational damage.



"What sets Axur apart is the hands-on support and flexibility it provides. Being able to request and track takedowns quickly and efficiently is a key strength of the platform."

Leandro Pereira,
Head of Cybersecurity
Grupo Casas Bahia

Through Axur's API integration, the security team receives **real-time alerts on relevant IOCs and CVEs**, accelerating incident response before threats escalate. Continuous monitoring of primary domains also ensures visibility over open ports and exposed vulnerabilities, reinforcing the organization's preventive approach.

Protect your business with Axur's platform

Axur is the most recommended platform for transforming your cybersecurity operation. Talk to our experts and join the leading organizations tackling digital risk with efficiency.

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