

SUCCESS STORY

Inside AIR Global's Cybersecurity Evolution with TrendAI Vision One™

Advanced Inhalation Rituals (AIR Global) air.global

Dubai, UAE, global | Tobacco | 1,001-5,000

TrendAI Vision One™ solutions: Email and Collaboration Security

TrendAI Vision One™ Services: Trend Service One™

The challenge

Defending a global shisha empire as cyber threats and business needs grow

Advanced Inhalation Rituals (AIR Global) is redefining modern inhalation culture through a portfolio of powerhouse brands. With operations spanning manufacturing, retail, and e-commerce, AIR Global's global reach connects millions of consumers to premium shisha and wellness experiences.

At the heart of this portfolio is Al Fakher, the world's top-selling shisha tobacco brand. Founded in the UAE in 1999, Al Fakher has grown from a regional favorite into a global icon, available in over 100 countries. Its reputation rests on a simple formula: uncompromising quality, accessible pricing, and a deep understanding of shisha culture.

As AIR Global's digital footprint expanded, so did the complexity of its environment. Multiple brands, regions, and retail channels generated a flood of data and alerts across fragmented security tools. "We need to see the whole picture, not just isolated alerts," says Eilif Hansen, CIO of Al Fakher. "With limited resources and rising threats, clarity and speed are non-negotiable for our team." Operating in highly regulated markets, AIR Global must protect sensitive data and maintain compliance while defending against sophisticated cyberattacks including AI-driven phishing and ransomware.

To protect its people, brands, and customers, AIR Global sought a platform solution that could unify controls, deliver real-time visibility, and translate risk into business insight. This ensures that cybersecurity is not just an IT function, but a strategic enabler of AIR Global's bold global growth.

The solution

AIR Global's path to cyber resilience

To simplify a rapidly expanding security landscape, AIR Global chose TrendAI Vision One and SOCaaS to bring all security operations under one cohesive security framework.

By integrating email, endpoint, OT, and cloud protection in a single platform, the team has continuous visibility and can act on threats faster. What once required navigating multiple dashboards is now a unified command center: one place to monitor, investigate, and respond.

AIR Global has one place to see threats, respond fast, and stay protected around the clock.



Our goal was to position AIR Global's security posture to withstand modern cyber threats and evolving challenges. After a thorough evaluation and careful consideration, we selected [TrendAI™] as our trusted strategic partner.



Imran Ali
Head of IT Security
AIR Global

Around-the-clock monitoring and partnership-driven expertise with SOCaaS

The TrendAI™ SOCaaS is an essential extension of AIR Global's internal team, providing 24/7 oversight and expert triage. With Trend analysts handling investigation and response after hours, AIR Global can focus on strategy and operations without compromising vigilance. "Having [TrendAI™]'s SOC watch over us day and night means we can stay focused on business growth while knowing our defenses never sleep," says Head of IT Security, Imran Ali.

AI-powered email security for evolving attacks

Email continues to be the most targeted and exploited attack vector for AIR Global, especially as adversaries deploy increasingly sophisticated phishing, impersonation, and social engineering tactics. To defend against these advanced threats, AIR Global adopted a layered defense approach—integrating TrendAI Vision One™ Email and Collaboration Security with our other security tools to form a cohesive, continuously monitored environment. This multi-layered architecture enables AI-driven analysis of language, tone, and behavioral anomalies that traditional filters often miss. Combined with around-the-clock monitoring, it provides early detection of complex phishing campaigns and coordinated email-borne attacks. "As a result, we have seen a significant reduction in malicious messages reaching users, reinforcing confidence across the organization and strengthening AIR Global's overall security posture," says Imran Ali.

Customer service as a differentiator

Dedicated support and partnership empower AIR Global to tackle challenges and grow securely

AIR Global's team describes Trend support as a true partnership. "[TrendAI™] is very customer-focused and gives us personal attention, understanding our issues and resolving them," says Ali.

Trend's responsiveness in handling technical challenges, compliance questions, and providing guidance tailored to AIR Global's environment has also made a powerful impression. "Whenever we reach out, they are always ready to support," Imran says.

The partnership extends across regions, with TrendAI™ experts available for calls, workshops, and proactive outreach. "Trend really tries to support us and understands our goals," Hansen notes. The combination of reliability and expertise builds trust and confidence, allowing AIR Global to focus on growth and innovation. "It has been a good journey for us. The consistency is there, and [TrendAI™] is always ready to help us stay one step ahead of threats," says Imran Ali.

The results

Stronger security, faster response, and clearer communication with leadership

In partnership with TrendAI™, AIR Global's security team experienced a transformation in their daily operations. The TrendAI Vision One AI-powered enterprise cybersecurity platform allows the team to monitor, investigate, and respond to threats from a single dashboard, streamlining workflows and reducing the risk of missed alerts. "Our cybersecurity program is now much more powerful, and our team is able to focus on strategic priorities with confidence," explains Ali.

SOCaaS provides AIR Global with continuous, expert oversight, which is especially valuable for a lean team managing global operations. "Having [TrendAI™]'s SOC monitor our environment around the clock means we can concentrate on supporting business growth," Imran notes. This 24/7 support helps the team stay ahead of increasingly sophisticated threats, including phishing and ransomware attacks.

Reporting to leadership also improved. With consolidated data and clear metrics, the security team can communicate risks and progress in terms that resonate with executives. "Our ability to translate technical risks into business language has elevated cybersecurity to a strategic discussion at the board level," says Hansen. AIR Global's security posture is now stronger, more resilient, and better aligned with its global ambitions.



Through clear, business-focused communication of technical risks, we've positioned cybersecurity as a key agenda item at the Executive Committee, enabling informed decisions that protect and strengthen AIR Global's brand.



Eilif Hansen
CIO
AIR Global

AIR Global's commitment to security excellence

AIR Global's investments in advanced email security and integrated defense models reflect a deeper commitment to industry best practices, governance maturity, and continuous improvement. This commitment goes beyond compliance, as it demonstrates AIR Global's dedication to protecting its global brand, securing operational continuity, and maintaining the highest standards of cybersecurity across all markets in which it operates.

"By proactively strengthening its security posture and adopting modern, AI-enabled technologies, AIR Global provides strong assurance to its customers, partners, and investors that their data, trust, and business interests are protected by a resilient and forward-looking security framework," says Eilif Hansen.

Transform your cybersecurity approach

Learn how companies like AIR Global are accelerating proactive security with TrendAI Vision One™.

Learn more today.

TrendMicro.com/VisionOne

About TrendAI™

TrendAI™, the global AI security leader and enterprise business unit of Trend Micro, empowers organizations with full AI visibility and consolidated security that inspires confidence, drives innovation, and eliminates risk. Trusted by the largest enterprises and governments across 185 countries, TrendAI™ secures the entire organization, from identities to infrastructure to data. AI Fearlessly.

trendaisecurity.com

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