

SUCCESS STORY

FINCA Protects Two Million Clients Across the Globe with TrendAI™

FINCA | finca.org

U.S., global | Financial services | 5,000-10,000 employees

TrendAI Vision One™ solutions: Cyber Risk Exposure Management (CREM), Security Operations (SecOps), Email Security, Endpoint Security, Identity Security

The challenge

Protecting financial access for the world's most underserved

FINCA has spent more than 40 years making sure the world's most underserved communities have access to financial services. The nonprofit extends responsible financial products, including credit, savings, and insurance to nearly two million low-income clients across Eurasia. Operating in 13 emerging markets, FINCA manages bank-licensed subsidiaries subject to PCI DSS requirements and multi-jurisdictional data protection regulations, alongside remote field offices where connectivity is scarce and local IT resources are thin.

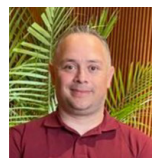
The cybersecurity stakes at FINCA are exceptionally high. A successful attack could disrupt critical loan disbursements to individuals with no alternative sources of credit. FINCA's business requires security for legacy systems across multiple subsidiaries and protection of sensitive client data on field devices operating in remote regions with limited connectivity. At the same time, the organization faces increasingly sophisticated AI-powered phishing and voice-cloning attacks targeting its global workforce.

Before TrendAI™, this complex environment was managed through a patchwork of disconnected security tools, limiting visibility and slowing response times. "We were running multiple tools, but struggled with visibility. When an incident occurred, we had to piece together what happened," says FINCA's Senior Global Information Security and Business Continuity Manager, Roberto Cabrera. "That cost us time we didn't have."

The solution

From fragmented tools to unified AI-powered visibility

FINCA deployed TrendAI Vision One™ in 2023 and has since expanded to modules covering endpoint, XDR, identity, email, exposure management, and data security. The industry-leading AI security platform replaced fragmented tools that slowed detection and response. Centralizing risk discovery, correlating signals, and compliance now happens in a single AI-powered console, giving the security team visibility across all subsidiaries regardless of geography.



"Before TrendAI Vision One, our visibility was siloed. Now the platform performs the correlation, connecting alerts, assets, and risk, saving our team time."

Roberto Cabrera
Senior Global Information Security
and Business Continuity Manager
FINCA

Risk prioritization through AI-driven correlation

TrendAI Vision One™ Cyber Risk Exposure Management (CREM) leverages AI to correlate vulnerabilities with the assets and identities most critical to operations, automatically prioritizing executive devices and linking exposures directly to compliance risk.

“We had vulnerability data before, but it lacked the context needed to drive action. CREM connects assets, users, and business risk, which is what our leaders are interested in seeing,” says Cabrera. FINCA has made CREM a core part of its security platform, marking a shift from reactive vulnerability management to AI-driven, risk-based remediation.

Stopping credential-based attacks before they escalate

FINCA deployed XDR identity coverage to protect from AI-assisted credential attacks and lateral movement campaigns. Identity misuse is one of the most common root causes of financial data exposure, and FINCA's highly mobile staff is not exempt from this threat. TrendAI™ detects and blocks attack attempts before they can be exploited. “The attack was moving fast, the way AI-assisted attacks do,” says Cabrera. “TrendAI supports us and keeps our environment safe by preventing attacks against staff members.”

The results

Measurable gains in analyst efficiency and executive engagement

Before TrendAI Vision One™, FINCA's analysts spent hours correlating alerts across multiple tools. It was a slow, incomplete process that left the team reactive and constantly behind. AI-powered prioritization through CREM transformed how the team works day-to-day. Analysts now operate from a single, ranked view of risk rather than chasing signals across disconnected dashboards. “Our team has better visibility,” says Cabrera. “Now the AI surfaces exactly what needs attention: the device, the user, the exposure. The team can move straight to fixing it. The difference in confidence is significant.”

At all levels, cybersecurity has become a standing business priority. FINCA's leadership is committed to improving the protection of customers. This shift was made possible by CREM's ability to put technical findings in language that resonates with financial leadership. With zero trust capabilities on the roadmap, FINCA is well-positioned ahead of the AI threat curve. “We're committed to ensuring our customers' services are safe, and TrendAI is here to support us,” says Cabrera.

Customer service as a differentiator

Responsive expertise that scales across a global operation

FINCA's relationship with TrendAI™ runs on regular cadence calls and consistent follow-through, even on the hardest questions. “When we push on something difficult, the TrendAI team finds the answer and comes back,” says Cabrera. “That translates into better security for our organization.”

Transform your cybersecurity approach

Discover how TrendAI Vision One™ enables companies like FINCA to AI fearlessly.

Learn more today.

trendaisecurity.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.

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