



MADERO

Grupo Madero Builds a Stronger Security Culture with HID Multi-Factor Authentication

Grupo Madero is a Brazilian food service company, operating the Madero, Jeronimo and Empório Madero restaurant brands across multiple cities in Brazil. Founded on the vision of Chef Junior Durski, the group has built its reputation on delivering superior quality and stands out as one of Brazil's fastest-growing multi-brand food companies, both in sales and number of locations. This is underpinned by a vertically integrated operation that brings together in-house production, operational units and a corporate structure.

As the company scaled, the IT department intensified its information security and digital identity protection initiatives, tightening access controls across corporate environments and raising protection standards to match the quality the group demands across every part of its business.

CHALLENGE

During a period of rapid growth, Grupo Madero recognized the need to strengthen security across its corporate systems and network. A password-only model increased the risk of credential compromise through phishing and brute-force attacks.

In response, the group worked with HID to find a solution that would deliver stronger control, compliance and protection against unauthorized access. The project ran from August to October 2025, from initial scoping through to full deployment.

SOLUTION

To address this, Grupo Madero deployed HID DigitalPersona, an advanced multi-factor authentication (MFA) solution for workforce. HID DigitalPersona enables employees to access computers, networks, virtual private networks (VPNs) and corporate applications including Microsoft 365 and Citrix through a broad range of authentication factors, including biometrics such as fingerprint and facial recognition, mobile devices, physical access cards, security keys and one-time passwords (OTPs). Designed to integrate natively with existing Microsoft Active Directory environments, the software combines security with ease of use and can be deployed without significant modifications to existing systems.

The solution replaced password-only access with strong multi-factor authentication for employee logins across corporate systems. Combining security and usability, DigitalPersona employs one of the widest arrays of authentication methods and form factors in the industry, enabling a Zero Trust security approach that evolves with security standards, technologies and industry regulations.

Grupo Madero chose HID because of the reliability and robustness of its solutions, with special focus on DigitalPersona. Beyond HID's strong market reputation, the decisive factors were the flexibility of the multiple authentication methods offered and the strong native integration capability with Grupo Madero's Windows ecosystem and existing infrastructures, ensuring a smooth and efficient implementation.

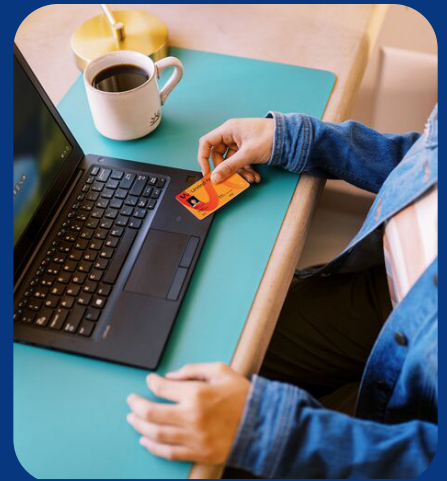
Grupo Madero collaborated directly with HID experts to configure the solution to its specific requirements. HID acted not merely as a technology vendor but as a strategic partner throughout the entire process, from initial diagnosis and planning through to implementation and the technical adjustments needed to ensure full integration with Grupo Madero's internal processes and systems.

This close partnership reflects a shift in how organizations should approach technology adoption: choosing a solution is not enough; having a partner that understands the business context, anticipates challenges and grows alongside the organization is equally critical. The ongoing exchange of expertise with HID's experts was central to ensuring the solution became an organic part of day-to-day operations, not merely a technical add-on.

"With MFA in place, we added a critical additional verification step, ensuring that only authorized employees can access our corporate environment. This has reduced exposure to compromised credentials and strengthened our compliance posture, protecting our infrastructure against unauthorized access attempts," says Lucas Lacerda.

RESULTS

HID DigitalPersona has given Grupo Madero greater control and traceability over access across its corporate environment, alongside stronger compliance with internal policies and security requirements. At the same time, the user experience has been maintained and in many cases improved, with authentication processes that are faster and more intuitive, reinforcing a more security-aware and resilient organizational culture.



"Beyond HID's strong market reputation, the decisive factors were the flexibility of the multiple authentication methods offered and the strong native integration capability with our Windows ecosystem"

Lucas de Souza de Lacerda,
Information Security Specialist and spokesperson,
Grupo Madero

Solution

- HID DigitalPersona

Today, 845 users have MFA fully activated and configured across the corporate environment, reflecting the broad uptake of the solution. A structured awareness and adaptation program helped employees understand the importance of identity protection, and that cultural shift is now visible in how people move through the organization day-to-day. Multi-factor authentication for corporate system access is fully embedded, delivering an environment that is more resilient, operationally smooth and aligned with a positive user experience.

The profile of support requests also shifted: the majority are no longer critical password resets but routine matters such as token synchronization.

From a security standpoint, there has been a significant reduction in multiple login attempts and unauthorized access events, confirming the effectiveness of the solution in protecting digital identities.

MFA adoption has also directly supported regulatory and audit compliance. The solution acts as a compensating control for Article 46 of Brazil's General Data Protection Law (LGPD) and strengthens alignment with frameworks including ISO 27001 and NIST, raising the maturity level of the organization's logical access controls.

"The outcome has been the development of a conscious security habit. Employees have embraced the change and understand that this additional layer is essential to the integrity of the whole operation," says the Grupo Madero spokesperson, adding that the decision to work with HID came down to the reliability and robustness of its solutions and the company's strong market reputation.



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