

Genesis Global Cyber Partners with Consumer Brand Pre- and Post-Acquisition to Strengthen Its Security Posture

A popular consumer brand had grown exponentially, and its internal systems and processes couldn't keep pace. This was especially true for its network and data security, critical to maintaining its pace of business and its customer reputation. Key projects weren't being completed, the network frequently went down, and the security team was being viewed and used as auxiliary to IT, instead of focusing on securing systems and data. It was also critical that this company get its house in order as it was heading into an acquisition by another industry leader— its systems and processes would be scrutinized during the due diligence process.

Pre Acquisition: Fix Critical Gaps in Security and Processes

The executive team turned to Genesis Global Cyber for an overall cybersecurity assessment. The steps Genesis took included:

- Assessing current Information Security program technical maturity.
- Assessing current Information Security policy maturity.
- Reviewing existing risk assessments.
- Conducting holistic Information Security gap analysis and provide roadmap.
- Conducting baseline penetration test to determine current vulnerabilities.
- Developing and executing Information Security governance model and program.

To support this proposal, Genesis Global provided:

- A virtual CISO (vCISO) advisor.
- Data Protection Officer, GRC, Program Management advisor, senior Cyber Security advisor.
- Cyber security resources.

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Without the Genesis team, we would not have seen a clear and rapid path forward to ensure that our security posture is mature and strong. They partnered with us to understand our business and situation and provided an intelligent and customized approach.”

– **C-level executive,**
consumer brand

To kick off the cybersecurity assessment, the vCISO took several initial and important steps:

- Partnered with leadership to review roles, responsibilities, and processes and “right-size” them to the organization.
- Created a short-term, tactical roadmap of quick wins in both IT and security.
- Using a RACI approach (Responsible, Accountable, Consulted and Informed), defined/created dedicated roles and responsibilities and more efficient processes.
- Provided additional staff to help achieve quick wins.

These quick wins not only helped to complete critical tasks, but also provided a much-needed morale boost. The team began to collaborate and function as it should. The Genesis Global vCISO then created a long-term strategy and framework for IT and security to work within. He ensured that the goals were aligned with business requirements, and were measurable and attainable. Examples of these were improving network stability and raising CIS (Center for Internet Security) cybersecurity scores. A key early result of this effort was that the company went from a network that went down way too often to “we can actually conduct business now.”

The company now had the baseline, governance, and building blocks to continue to strengthen its security and operations. It was now in a good position for the due diligence around its impending acquisition and leveraged this initiative and results during this time.

Post Acquisition: Genesis Global Cyber Provides Ongoing Security Assessment

The cybersecurity assessment and remediation went so well, quickly yielding results, that the company retained Genesis Global Cyber to continue to ensure the strength of its security posture, which includes periodic security assessments and penetration testing of the company’s network infrastructure. To accomplish this, the Genesis team reviews the company’s entire security infrastructure and environment to expose vulnerabilities that would lead to the loss of sensitive data.

Contact us if you would like to discuss how we can partner with you to help accelerate your business with technology, innovation and service. Or call (954) 433-5397. www.genesis-global.com

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