

## AptusPAR 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 up. This was especially true for its network and data security, critical to maintaining its pace of business and 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 — everything was about to be scrutinized during the due diligence process.

### Pre-Acquisition: Fix Critical Gaps in Security and Processes

The executive team turned to AptusPAR for an overall cybersecurity assessment, including steps such as:

- Assessing current Information Security program maturity
- Assessing current Information Security policy maturity
- Reviewing previously completed risk assessments
- Conducting holistic Information Security gap analysis
- Conducting baseline vulnerability scans & selective penetration tests to determine current exploitable risk
- Creating an Information Security roadmap
- Developing and executing Information Security governance model and program.

To support this proposal, AptusPAR provided:

- Advisory through a virtual CISO (vCISO)
- Data Protection Officer, GRC leadership, Senior Cyber Security staff, and Program Management

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

- Partnered with leadership to "right-size" the engagement to the organization by reviewing roles, responsibilities, and processes.
- Created a short-term, tactical roadmap of "quick wins" for both IT and Security
- Defined and created dedicated roles and responsibilities to support more efficient processes by using a RACI approach (Responsible, Accountable, Consulted, Informed).
- Provided additional staff to help achieve quick wins.



Without the AptusPAR 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

These “quick wins” not only helped to complete critical tasks but also provided a much-needed morale boost. The teams quickly began to collaborate and function as they should. AptusPAR’s vCISO then created a long-term strategy and framework for IT and Security in the form of a living roadmap to be updated and maintained by internal resources.

They ensured that the goals were aligned with business requirements and were not only measurable but are attainable. Examples of these include improving the overall stability of the network and raising the organization’s CIS (Center for Internet Security) score. An early, yet key, indicator of this successful effort was that the company went from a network that experienced downtime “way too often” to “we can actually conduct business now.”

This company now has a baseline for Security and Governance, as well as the building blocks required to continue strengthening the overall efficiency of IT operations. They now had confidence going into due diligence activities surrounding their impending acquisition and were able to leverage the results of this initiative during the acquisition process.

## **Post-Acquisition: AptusPAR Provides Ongoing Security Assessment**

The engagement and subsequent remediation efforts went so well, quickly yielding results, that the company retained AptusPAR’s assessment and advisory services to maintain the strength of their security posture, which includes periodic vulnerability assessments and penetration testing of their network infrastructure. To accomplish this, the AptusPAR team performs scheduled and alert-driven reviews of the company’s entire security infrastructure and environment to uncover vulnerabilities that could lead to the exposure of sensitive data.

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