CASE STUDY: ALL OF US FINANCIAL

A NEW SECURE ONLINE INVESTMENT PLATFORM
FOR THE EVERYDAY INVESTOR

THE CHALLENGE

FASTER TIME TO MARKET WITH LIMITED RESOURCES AND WITHOUT SACRIFICING SECURITY

All of Us Financial is the first investment platform that shares revenue streams. While most investment platforms conduct "behind the scenes" transactions typically only available to large, institutional investors, All of Us Financial makes these transaction opportunities and their profits available to the everyday investor, eliminating the hidden costs, profits and transactions that are often found with most investment platforms.

As a startup, speed to market is critical for All of Us. They need to be innovative and grow fast, but security measures must also keep pace. Furthermore, as a regulated entity, All of Us is required to make cybersecurity and data protection top priorities. "As a fintech startup, we can't get away with security mistakes that others might," says Iain Clarke, CIO of All of Us. "Being in the financial sector brings a stronger set of responsibilities and expectations. We must consider security every step of the way, be forward-thinking, and grow our security measures along with the strength of our business. We will take no shortcuts when it comes to securing and protecting our customers' data."

THE SOLUTION

AWS AND ALERT LOGIC MANAGED DETECTION AND RESPONSE

To quickly scale and bring their product to market, All of Us chose to launch its investment platform on Amazon Web Services (AWS.) "AWS was the most mature cloud platform with a strong ecosystem of partners that could help us ensure the scalability and agility that we need," says Clarke. With a 100% AWS infrastructure, the product team at All of Us can quickly spin new ideas and test them. "AWS gives us the ability to innovate very quickly, but this also creates challenges for me as the CIO. It's a constant balance between launching new functionality while also ensuring that members' security and data privacy is not compromised," says Clarke.

ABOUT

Customer: All of Us Financial

Industry: Financial Services, Startup, SaaS

Location: California, US

BUSINESS IMPACT

- Faster time to market with less time spent on security issues and therefore less resources to staff a 24/7 security team

- Strong ROI with enterprise-class 24/7 managed detection and response at an affordable cost

- "Security-by-design" mindset by security knowledge and automation of Alert Logic experts and technology in the development cycle
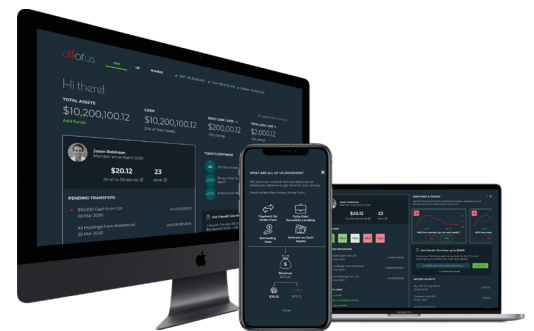
ALERT LOGIC®

To enhance security, manage threats, and to detect vulnerabilities while also maintaining a lean IT team, All of Us chose Alert Logic. The Alert Logic managed detection and response solution helps to boost the company's security coverage, improve visibility into security posture, and supplement existing staff, without having to build and manage an in-house security operations team and all that an around-the-clock operation would require. Alert Logic's 15-minute SLA keeps All of Us notified of critical incidents or suspicious activity.   With security operations centers in both Houston and Cardiff, Alert Logic helps to protect the company 24 x 7. "We need enterprise-level security to match our ambition and vision. I don't have the bandwidth to watch all the important elements 100% of the time. Alert Logic helps us find critical issues and makes me aware in a time-sensitive manner," says Clarke.

WHY ALERT LOGIC?

All of Us chose Alert Logic for their deep AWS security expertise and their ability identify threats while also eliminating the false positives. Alert Logic provides All of Us with the priority of the threat, remediation advice, and the recommended steps needed to address the issue.   "In this fast-paced environment, I need multiple sets of eyes to help me ensure we keep security top of mind. With Alert Logic, we save time by only having curating security issues thrown our way and being able to focus on what's important to our business… delivering the best product as fast as possible." Alert Logic works along with the development cycle at All of Us to ensure that security is built-in to the company's platform – helping to create a "security by design" mindset without causing huge delays in progress. Alert Logic scans for issues and vulnerabilities throughout the development process, giving All of Us the confidence needed to move

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> **Iain Clarke, CIO, All of Us Financial**

new ideas forward quickly, without sacrificing security. "We will not defer security now to bolt it on later," says Clarke. "We have a great 'shift-left' culture within our engineering team, owning security concerns as early as possible in the development cycle, as well as understanding the costs that could be associated with a security breach. "With Alert Logic, our upfront investment is ensuring that the product we are delivering is secure. It will save us headaches in the long run."

With customers ranging in size from 100 to 100,000 employees, Alert Logic offers an affordable security solution that can easily scale to meet the needs of many sizes of companies with varying levels of security requirements and in-house expertise. "Soon, All of Us will have 10,000+ members and an infrastructure 10 times what it is today," says Clarke. "As we grow, I know that Alert Logic will scale with us and keep us secure. I believe that our investment in Alert Logic is an investment in our business."

ALERT LOGIC®