

## CASE STUDY

Alert Logic Enables CONCEP to Deliver

# Secure Marketing Campaigns For Fortune 500 Companies

A key driver to any organization's growth is effectively building demand for their offerings; one way to do this is to deliver valuable content that demonstrates their expertise over longer and more complex sales cycles. As business professionals are being bombarded with content via email, it can be a challenge to capture and retain their attention since the inbox is such a busy place.

Concep's email marketing solutions provide the tools for efficient, targeted, highvalue email marketing. Many of the world's leading professional and financial services firms depend on their responsive event workflows and in-depth analytics to deliver rich, interactive campaigns optimized for any device.

"Our clients are in the legal, property, financial and consulting industries and these customers have extremely sensitive personal data to keep secure," said Paul Goldsmith, IT Infrastructure Manager at Concep.

**ABOUT****Customer:** Concep**Industry:** Marketing**Location:** London, UK**SOLUTIONS**

Alert Logic Threat Manager: A network based intrusion detection system and vulnerability scanning product that monitors network traffic around the clock in order to identify known incidents, vulnerabilities and misconfigurations.

Alert Logic ActiveWatch for Threat Manager: A managed service that provides 24x7 monitoring of Alert Logic Threat Manager, including a core team of security and compliance experts that investigate security incidents identified by the Alert Logic ActiveAnalytics platform, and works with each impacted customer to provide recommendations for neutralizing threats.

# Meeting High Standards And Compliance Mandates

Paul oversees the internal and external environments at Concep. He is responsible for maintaining availability and high security standards while meeting ISO 27001 compliance requirements. There were two key drivers that motivated Paul and his team to seek out a new approach to security and compliance.

## CUSTOMER EXPECTATIONS

Paul's search for a new approach to security and compliance stemmed from a discussion with one of Concep's biggest clients. When the subject turned to security, it was difficult to extract the necessary data to answer these questions immediately. This led to a highly inefficient process that created delays in providing the right information to the client. This was the first indicator that Concep needed to take a different approach to their security framework.

## DATA VISIBILITY

Customers who regularly renew their Concep contracts want to have discussions around platform availability. Specifically, they want to know if any downtime experienced during their previous contract was the result of any security issues. Understanding the security posture of the Concep platform gives customers the full visibility they need to feel confident that their sensitive data is secure.

## TRANSFORMING THEIR SECURITY FRAMEWORK

Concep's security transformation began with Paul looking for a security partner that could detect network threats and intrusions through an Intrusion Detection System (IDS) and perform internal and external vulnerability scanning. It did not take Concep long to find Alert Logic.

Paul initially considered Alert Logic because he knew that Alert Logic solutions were purpose-built for the Amazon Web Services (AWS) cloud platform, meaning the solutions could provide deeper insight than a product that was retrofitted to work in the cloud. Since Concep made the strategic decision to move their datacenter onto AWS and have over 75% of their entire environment on the AWS cloud, picking a provider that supported AWS was mandatory.

He also evaluated Trend Micro and some open source offerings but ultimately selected Alert Logic because Alert Logic was the only company that provided a true managed security service. With Alert Logic, he not only had the right technology in place to protect his customers' data but also a team of security experts monitoring his environment 24x7

*"With alert logic in place, we receive real-time notifications of potentially malicious activity and can take the appropriate steps to protect our data. It's a massive plus and a heavy weight off my mind to have the alert logic team watching our backs 24x7."*

**PAUL GOLDSMITH,**  
IT INFRASTRUCTURE MANAGER

# Choosing Alert Logic for their Amazon Web Services Environment

There are four reasons that Goldsmith recommends Alert Logic to organizations looking for fast time-to-value IT security solutions to protect their AWS cloud infrastructure and workloads.

## NATIVE PUBLIC CLOUD SECURITY

The Alert Logic Security-as-a-Service (SaaS) delivery model makes it easy to get up and running quickly. All Alert Logic solutions are purpose-built to secure environments where they reside and protect cloud environments, unlike competing solutions that are retrofitted to work in AWS. “It’s easy now, but you’ll be redoing in nine months when you double your customers,” he says. “And make sure you evaluate it.”

## MANAGED THREAT DETECTION

Alert Logic SaaS solutions combine advanced technology and security expertise to deliver the features, security content, and actionable intelligence that organizations need to uncover and remediate active threats that are affecting their environments.

## MANAGED SECURITY

With managed security, Concep gets expert recommendations from the Alert Logic Security Operations Center 24x7. Alert Logic security analysts ensure Concep has the support they need to react to any incidents that Alert Logic Threat Manager detects.

## EXPERTISE

Concep also benefits from the extended security expertise of the Alert Logic team. These GIAC-certified analysts provide specialized skills that would be difficult for Concep to develop in-house. This is a critical and significant factor for success when it comes to detecting attacks and defending against them in real-time.

## The Result

Concep now has the ability to reassure their clients that they have a comprehensive network threat and intrusion detection capability as well as a vulnerability scanning solution protecting their sensitive data 24x7. Concep can now also provide their customers with the visibility they expect regarding their security posture by giving them reports on potential security issues that were detected by Alert Logic.

“With the 24x7 ActiveWatch for Threat Manager service augmenting the solution, we experienced a positive ROI almost immediately. A key element was the exceptional training provided by Alert Logic. That’s an extremely valuable offering which is very rare among software providers. I now know that as we grow, we have a strong security partner in Alert Logic,” said Goldsmith.