



CASE STUDY

GLOBAL MEDIA COMPANY

When a high-profile global media company needed an outside partner to access its security, process efficiency, and continuous improvement efforts, they chose Red Argyle.

CHALLENGE

A global media company was going through rapid change. They were growing quickly and facing new business processes to fit their trajectory. With millions of users, the company was committed to high-security standards, process efficiency, and continuous improvement.

The company had Salesforce Sales Cloud, Service Cloud, and Experience Cloud among multiple internal Salesforce instances. With several organizations and admins working across the company and a shifting security and privacy landscape, this created a complex Salesforce environment. In addition, the company was recently acquired, which created an atmosphere of uncertainty and change.

Due to limited in-house resources and capacity, the company sought an outside Salesforce partner to accomplish the following:

- ◆ Audit and identify areas of improvement within their Salesforce implementations
- ◆ Assess the current security posture
- ◆ Identify any immediate, critical risks and provide a recommended long-term approach to continuous improvement

THE RED ARGYLE SOLUTION

✓ **Security Audit of Multiple Salesforce Instances**

✓ **Red Team Security Testing**

✓ **Consultation: Policy and IT Infrastructure**

SOLUTION

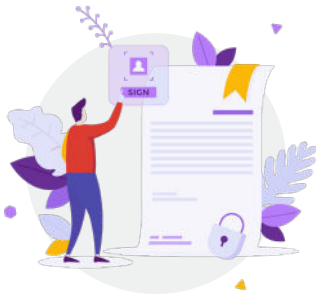
Because of Red Argyle's deep experience and successful outcomes in delivering specialized security services to other tech-savvy media companies, we were chosen as the Salesforce partner to serve as an extension of the company's team and to address its Salesforce, security, and process needs.

Red Argyle worked closely with the IT team and Salesforce admins to assess, prioritize, and deliver security remediation work.

RESULTS

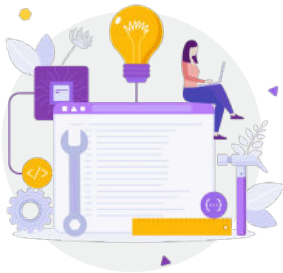
Red Argyle provided an independent, third-party audit that reported on the strengths and areas of improvement within the Salesforce Implementations. From there, an action plan was created that included the following:

- ◆ 12 months of consulting to aid in the alignment between tech resources, compliance, and IT teams
- ◆ Review and updates to Salesforce Shield, as well as optimizing the usage of Shield to improve compliance
- ◆ Periodic red team exercises to aid in the validation of compliance needs
- ◆ Documentation enhancements to establish expectations across the organization



A Fast, Efficient Path to Success

By partnering with Red Argyle, the client achieved what they couldn't accomplish on their own: An accelerated timetable to reach their security, process, and continuous improvement goals. The short-term solutions led to quick wins, setting the company up for success as they tackled the plan's longer-term efforts.



Improved Security and Alliance Posture

The global media company improved its security and alliance posture with Red Argyle's documentation and action plan, which outlined hundreds of items – many of which are efficiently carried out by the client's admin team. In addition, better alignment with the IT organization, including the CIO, has resulted in allocating the right resources to continue prioritizing security and privacy.



Future-Proofing

With Red Argyle's work and consultation, the company gained a clear action plan for a more secure design, helping to avoid problems before they become critical issues.



WHAT OTHER CLIENTS HAVE TO SAY

"Due to Red Argyle's expert knowledge and solutions, we've been able to streamline communications, automate audits and reduce time spent on tasks 25% – 70%."

"With the solution that Red Argyle built, we have much better automation and communication, and we're seeing a 70% completion rate."