

# Integrated marketing agency matures security defenses

## +625%

### SERVICE:

**Creative  
Marketing Agency**

### GOAL:

**Remain out of headlines.  
Retain client trust.**



## Story

An award-winning 60-person integrated marketing agency needed to strengthen its security posture while focusing on its core business. They hired a managed service provider (MSP) to handle its information technology needs and make room for cybersecurity. However, a security event forced the agency leadership to acknowledge there was room to improve their cybersecurity posture.



## Goal

**Remain out of the headlines.** Retain client trust. The marketing agency sought to build a layered security defense that minimized their security risk while gaining confidence from their customers.



## Solution

### A Journey through SideChannel's Method

Working with their SideChannel vCISO, the agency took on a complete cybersecurity evaluation based on industry-recognized benchmarks. This approach analyzed the client's current posture by considering two significant factors.



**Search for security controls  
ripe for improvement.**



**Determine the agency's  
risk tolerance.**

Together, the agency and their vCISO documented the findings and set about creating a roadmap.

The agency created an improvement plan that compared the review findings with the NIST Cybersecurity framework (CSF) to architect a security improvement strategy.

SideChannel's vCISO helped document and prioritize the roadmap based on threat likelihood and impact to the organization. This aligns with the agency's organizational risk tolerance and strategic objectives.



## Results

The agency exceeded their target cybersecurity maturity goal with a **625% improvement in their security program assessment score.**



### Improved Client Retention

The agency was able to retain a client who was considering leaving due an inability to articulate security posture.



### Confident Flex Work From Home

SideChannel helped identify a new managed security service vendor to provide 24/7 Security Operations Center (COS) and an eyes-on-glass solution — enabling the agency to offer flexible and secure work arrangements to their staff.

#### BY THE NUMBERS

# 625%

Improvement in security program assessment score.

# 18 months

Engagement was completed six months earlier than expected.

# <\$100k

Total cost of engagement to get it all gone was less than \$100,000.

## Summary

In cybersecurity, an ounce of prevention is worth a pound of cure. This agency's proactive approach saved them time, money and heartache in the long run. They are now better equipped to prevent security incidents and are well-trained in the event that one does occur.

**Get Started with a  
SideChannel vCISO today at**

**SideChannel.com**