



Let's Solve



A Larsen & Toubro  
Group Company



CASE STUDY

## Implementing Right Security Controls for a Leading Marketer in the US

The client is an Atlanta-based digital marketer specializing in providing marketing automation, analytics, personalization, pricing, and promotion strategies with enriched user experience.

## Challenges

- › Implement MS Azure cloud infrastructure with security woven into the solution
- › Monitor and manage vulnerability in client's environment by enabling 9x5 security operations
- › Implement single sign on (SSO) and multifactor authentication solution

## LTI Solution

- › **End Point Security (ATP Defender, MCAS, DLP)—1400 endpoints + network devices**
  - Continuous device management, health monitoring, incident management
  - Troubleshooting and issue resolution through alert investigation
  - 9x5 security operation monitoring on Azure cloud with zero SLA breach
- › **Vulnerability Management (Qualys)—1400 endpoints + network devices**
  - Performed regular, scheduled, and ad hoc scans and provided weekly/monthly health reports on infrastructure/e-mail /Web content/security (Exchange Online protection + ATP Anti-Phishing + ATP safe link + Anti-Spam)
  - Fine-tuned and reduced false positives and negatives; investigated and thwarted malware and phishing attacks
- › **Identity Management (OKTA and Azure)**
  - Ensured single sign on/multifactor authentication integration for 25 applications
  - Managed identity and access requests, and federation for business partners and end customers

## Business Benefits

- Upgraded security posture with successful implementation of security controls and continuous monitoring, triaging, and dashboarding to management for faster decision-making
- Reduced total cost of security operations and alert fatigue with threat contextualization, fine-tuning of false positives, and efficient alert management
- Enhanced user experience and productivity with seamless navigation across applications due to SSO integration

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